

# Curriculum Vitae – Elena Mattei

## Contact information

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- **Nationality:** Italian
- **Date of Birth:** 08/10/1994, Brescia (BS)

## Academic positions

- **Postdoctoral Research Fellow (2025–2027)** – University of Bergamo Project: *Models of Communication for Effective Promotion of Social and Environmental Development in Tourism*. Research on regenerative tourism using social semiotics, SFL, and corpus linguistics.
- **Postdoctoral Research Fellow in DIETALY Project (2023–2025)** – Ca' Foscari University of Venice. Project: Diachronic multimodal corpus study of Italy's tourism promotion (1919–1959).
- **Adjunct Professor (2025–present)** – University of Bergamo Master's Degree *Lingue Moderne per la Comunicazione e la Cooperazione Internazionale* – course: *Linguistics and Translation*.
- **Adjunct Professor (2024–present)** – Ca' Foscari University of Venice Courses: *Business English, English for Economics and Business, English Language A–E (LM60), Writing Netiquette*.
- **Adjunct Professor (2022–2023)** – University of Verona *Digital Humanities for English Studies* – computational/statistical analysis of linguistic data and multimodal communication.
- **Teaching Assistant & Lecturer (2019–2023)** – University of Verona Courses: *English Language I & III*.
- **Visiting Doctoral Researcher (2022)** – University of Bremen. Collaboration with Prof. John Bateman on multimodal data modeling and clustering.

## Other professional & research experiences

- **Market Research Consultant (2025–present)** – Genoma (Remote). Strategic market analysis, segmentation, product differentiation; research based on scientific literature and industry reports.
- **Communications Consultant (2025)** – Randstad Italia (Milan). Training on digital/multisemiotic communication for Italian unions (CGIL, CISL, UIL, COBAS). Produced practical guidelines on register, lexicon, and visual language for negotiation contexts.
- **Multisemiotic Brand Strategist & Marketing Researcher (2023)** – Genoma (Padua, Hybrid). Research on SMEs' multimodal persuasive communication; corpus and qualitative analysis for promotional campaigns and digital content. Applied SFL, multimodality, metaphor theory, and social semiotics to Made in Italy branding.
- **Web Content Writer (2021–2022)** – University of Verona. Authored evidence-based blog posts for the Master *English for International Business and Global Affairs*.

## Education

- **PhD in English Language and Translation (Digital Humanities)** – University of Verona (2019–2023), *Excellent* – Doctor Europaeus Dissertation: *Multimodal Corpus Analysis of Digital Tourism Narratives*
- **MA in Languages for Tourism and Business Communication (LM-38)** – University of Verona (2017–2019), *110/110 cum laude*
- **BA in Languages and Cultures for Tourism and International Trade (L-12)** – University of Verona (2013–2016), *110/110 cum laude*

## Research interests

Multimodal discourse analysis, Systemic Functional Linguistics, sociosemiotics, corpus linguistics, regenerative tourism, Indigenous values, eco-social justice, AI-assisted storytelling.

## Publications (selected)

### Monographs

- Mattei, Elena. *The Language of Persuasion on Instagram: A Systemic Functional Grammar of Multimodal Tourism Discourse*. Routledge, 2025. ISBN 9781032937489.
- Mattei, Elena. *The Meaning of Images: Testing the Grammar of Visual Design on Instagram Travel Photography*. In series *Pathways to Multimodality* (edited by John Bateman, Jana Pflaeging, Hartmut Stöckl, Janina Wildfeuer). De Gruyter, 2025 (in press).

### Book chapters

- Mattei, Elena and Stefania M. Maci. “For a Future (Re)Generation: Modelling Effective Tourism Communication for Social-Ecological Development of Local Communities and Destinations.” In *The Routledge Handbook of Regenerative Tourism*, 2025, pp. 557–576.
- Mattei, Elena (forthcoming). “Instagram Tourism Discourse: Defining a Canvas of Multimodal Persuasive Communication.” In *Multimodality. A Hands-on Guide*, edited by John A. Bateman, Janina Wildfeuer, Tuomo Hiippala. De Gruyter, 2025.
- Mattei, Elena. (2026) “Is Instagram tourism discourse sustainable? Evidence from a SFL-driven corpus study”. In *Framing Nature*, edited by Paola Catenaccio, Maria Cristina Paganoni, Giuliana Garzone, and Jekaterina Nikitina. Palgrave Macmillan.

### Edited volumes

- Fontana, Sara; Mattei, Elena; Peratello, Paola; Ramasso, Fabio; Ambrosini, Stefano, eds. *Margins and Forgotten Places*. Edizioni dell’Orso, 2023. ISBN 978-88-3613-358-1.

### Articles

- Mattei, Elena (fascia A). “Integrating Computational and Statistical Methods into the Humanities: Investigating Tourism Discourse with Empirical Social Semiotics.” *International Journal of Language Studies* 19.2 (2025): 89–126.
- Mattei, Elena (fascia A). “From Exclusive Health and Climatic Resorts to Affordable Summer Holidays: ENIT’s Seaside Tourism Promotion in English over the Years.” *Altre Modernità* (2025): 119–142.

- Mattei, Elena. "Approaching Multisemiotic Phenomena with Empirical Multimodality: Exploratory Analysis of Tourism Narratives through Data-Driven Labeling." *Frontiers in Communication* 9 (2024): 1–9. doi:10.3389/fcomm.2024.1355406. Special Issue honoring John Bateman's work: *Drawing Multimodality's Bigger Picture: Metalanguages and Corpora for Multimodal Analyses*.
- Mattei, Elena. "Dare voce e spazio ai desideri del turista postmoderno: mappare le strategie turistiche tradizionali per uno sguardo sostenibile in prospettiva multisemiotica." *Annali del Turismo* 13 (2024): 45–71.
- Lorenzetti, Maria Ivana and Elena Mattei (fascia A). "People-Building Strategies in Trump's and Biden's Political Discourse: A Critical Discourse Analysis between Populism and Anti-Populism." *Iperstoria* 20 (2022): 351–382. doi:10.13136/2281-4582/2022.i20.1233.
- (Fascia A). Mattei, Elena, and Luigi Capoani (2026). "Discourse on Complexity: Can Ecolinguistics support the development of more equitable and sustainable economic models?" *International Journal of Linguistics* 17.7 (2025): 39-88.

## Conference presentations (selected)

- **ISFC 50, Glasgow (2025)**: The architecture of SFL for the development of regenerative communication: corpus and manual annotation of Instagram tourism discourse
- **CERLIS 2025, Bergamo**: Nature as SPECTACULAR PRODUCT or LIVING ORGANISM? Metaphorical mappings in Instagram tourism discourse
- **AIA32, Torino (2025)**: From Farm-to-Table: Measuring host communities' efforts to preserve a respectful and authentic relationship with the plant world in Instagram tourism reels
- **Smart Community Tourism Webinar Series (2025)**: For a new (re)generation: modelling effective tourism communication for social-ecological development of local communities and destinations (with Stefania M. Maci)
- **Enhancing Sustainability Conference, Naples (2024)**: When sustainability is not enough: activating citizens through multimodal communication modelling on Instagram (with Stefania M. Maci)
- **11th International Conference on Multimodality, London (2023)**: Exploring Digital Tourism narratives with a Data-driven Approach: The Perpetuation of the romantic gaze in Instagram Photography
- **DH2023, Graz**: Investigating Multisemiotic Persuasive Practices by Integrating Computational Methods and Complementary Theoretical Frameworks
- **CLAVIER 2023, Milan**: May the consumerist-based framing of nature as Other be reversed for sustainability promotion? An empirical multimodal study of Instagram tourism discourse
- **ADDA3, University of South Florida (2022)**: Multimodal Tourism Narratives in the Instagram Era
- **CILC 2022, Bergamo**: Corpus-Assisted Discourse Analysis of Transitivity and Evaluative Practices as Means of Persuasion in the Instagram Representation of the Tourist Experience
- **Languaging Diversity, Chieti-Pescara**: Conveying values of biosociospiritual regeneration through Indigenous communities' representation in English multimodal tourism communication

## Invited seminars & workshops

- **2025** – University of Udine: *Multimodal Analysis in Tourism Communication through AI Tools; Application of AI in ESP; Best Practices in Regenerative Tourism Communication*
- **2023** – University of Bergamo: *Computational Methods for Tourism Communication Analysis; Hands-on workshop with SRI Tagging software*

- **2023** – Randstad Research Roundtable: *Future Tourism Professions, AI, and Sustainable Narratives*
- **2022** – Bremen Student Conference: *Systematic Manual Tagging of Visual Artifacts* (SRI Tagging)

## Editorial & peer review activities

- **Editorial Boards:** *Visual Communication* (Fascia A); *TRANS-KATA*; *CERLIS Journal* (copyeditor)
- **Peer Review:** Routledge, Bloomsbury Academic, *Visual Communication* (Sage, fascia A), *MediAzioni* (fascia A), *Lingue e Linguaggi* (fascia A), CERLIS volumes, *Digital Humanities IDEAH*, *Digital Scholarship in the Humanities* (Oxford), ADHO DH conferences (2024–2025-2026)

## Research products: Corpora, databases, software

- Synchronic multimodal corpus of contemporary tourism communication (Instagram, websites; 2015-2019, *ITC corpus*)
- Diachronic parallel corpus of ENIT tourism texts (1920s–1960s)
- Multimodal corpora of regenerative and Indigenous tourism communication (*websites*; *Instagram accounts*; *Text - images - reels*)
- **HITRADE Database:** multilingual specialized texts and translations
- **DIETALY Database:** >600 English tourism texts (1920–1950), annotated by 30+ criteria for quantitative/qualitative analysis
- **Software Development** – Co-developer of **SRI Tagging Software** (Pibiri & Mattei, 2020).

## Committees & associations

- Organizing Committee – *Margins and Forgotten Places* Conference (Verona, 2020–2021)
- Panel Convenor – AIA32 (Tourism Discourse at the Human-Digital Interface, 2025)
- Scientific Committees: ICOM12, HITRADE, European Youth Think Tank
- Member: AIA (Associazione Italiana di Anglistica); BAAL (British Association for Applied Linguistics); I-LanD research centre.

## Outreach / Third mission

- Interviews with **Randstad Research** and **La Repubblica** on future tourism professions, AI, and sustainable narratives (Como, Teatro Sociale, 2024)
- Interview with **La Provincia di Como:** *Destination Image's authenticity and digital literacy: role of Instagram and AI*

## Awards & languages

- Finalist, **Paul Fortier Prize** – Digital Humanities Conference (2023)
- Italian (native), English (C2), German (C2), Spanish (B2), Russian (B2).

Date  
21/12/2025

Signature  
*Elena Natti*