

Curriculum Vitae — Elena MATTEI

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Nationality: Italian

Date and place of birth: 8 October 1994, Brescia (BS), Italy

CURRENT POSITION

- 05/2025 – 04/2027: **Postdoctoral Research Fellow in English Language and Translation** (*Assegnista di Ricerca*; SSD ANGL-01/C), Department of Foreign Languages, Literatures and Cultures, University of Bergamo. Scientific Supervisor: Prof. Cinzia Spinzi (2025); Prof. Stefania Maci (2026–). Project title: “Communication models for the effective promotion of the social and environmental development of tourist destinations and local communities” (orig. “Modelli comunicativi per una promozione efficace dello sviluppo sociale ed ambientale delle destinazioni turistiche e comunità locali”).
- A.Y. 2025/2026: **Adjunct Professor / course leader** (*Docente a contratto titolare*), **English Language LM I 1B – Linguistics and Translation** (28069), 36h (MOD2), 6 CFU, Faculty of Foreign Languages, Literatures and Cultures (University of Bergamo). Degree programme: Modern Languages for International Communication and Cooperation. **Adjunct Professor / course leader, Writing Netiquette** (ECC038, 5h), Ca’ Foscari University of Venice, International College (ECCT, ECCM); first- and second-level ordinary course. **Subject Expert** (*Cultrice della materia*; SSD ANGL-01/C), Faculty of Foreign Languages, Literatures and Cultures (University of Bergamo). Degree programme: Text Sciences and Cultural Enhancement in the Digital Age.
- **Member of the international research project Corpus Sense project**** (PID2024-160163OB-I00), coordinated by Prof. Antonio Moreno Ortiz, University of Málaga, Spain. Funded by the Ministry of Science and Innovation.

RESEARCH GROUPS (2023–2025)

- Destination Italy in English Translation over the years (PRIN DIETALY 2020);
- Intra- and interlingual, intercultural and intermodal adaptation in tourism and cultural-heritage communication from an accessibility perspective.

EDUCATION AND RESEARCH ACTIVITY

- 10/2023 – 04/2025: **Postdoctoral Research Fellow in English Language and Translation** (*Assegnista di Ricerca*; SSD ANGL-01/C, formerly L-LIN/12) for Tourism, within a Project of Significant National Interest (PRIN), Department of Comparative Linguistic and Cultural Studies, Ca’ Foscari University of Venice. Scientific Supervisor: Prof. Mirella Agorni. Project title: DIETALY (Destination Italy in English Translation and Language over the Years). Topic and activity: the mediation of the Italy destination in early twentieth-century English tourism translation; compilation and analysis of a parallel, multimodal corpus from a diachronic perspective.
- 10/2019 – 07/2023: **PhD in English Language and Translation, Curriculum in Digital Humanities** (SSD ANGL-01/C), with the *Doctor Europaeus* title. PhD in Foreign Literatures, Languages and Linguistics, University of Verona, part of the MIUR Project of Excellence in Digital Humanities (2018–2022). **Evaluation: Excellent** (28 July 2023). **Thesis title:** “Multimodal Corpus Analysis of Digital Tourism Narratives: A Data-driven Approach Based on Systemic Functional Linguistics and Social Semiotics”. **Supervisor:** Prof. Sharon Hartle, University of Verona. Co-Supervisor: Prof. John A. Bateman, University of Bremen, Germany.
- 04/2022 – 07/2022: **Research period abroad (Guest Researcher)** for collaboration with Prof. John A. Bateman at the Department of English Applied Linguistics (under contract with the University of Bremen: 11/04/2022 – 25/07/2022). Training in data-modelling and clustering methods with R for analysing variation in frequencies and correlations among communicative strategies in corpora of written text and images (PCA, CA, Chi-square).
- **Teaching qualification by credentials for the teaching profession** (*Abilitazione per titoli*). Academic years 2015/2016 – 2017/2018. Acquisition of 66 supplementary credits to take part in the national competition for tenured secondary-school teaching. Subjects: English and German (24-CFU training pathway included; Ministerial Decree no. 616, 10 August 2017).
- **Master’s Degree** (*Laurea Specialistica*) in **Languages for Tourism and Commercial Communication** (LM-38). Academic years 2016/2017 – 2017/2018. University of Verona (10/07/2019). Thesis title:

“Multimodal Promotional Communication in the Contemporary Virtual Society. The Case Study of Three Travel Agencies on Instagram”. Supervisor: Prof. Sara Corrizzato. Final mark: 110/110 *cum laude*.

- **Bachelor’s Degree (*Laurea Triennale*) in Languages and Cultures for Tourism and International Commerce** (L-12). Academic years 2013/2014 – 2015/2016. University of Verona (25/11/2016). Thesis title: “The Postcolonial White Burden in a Non-Indigenous Australia. Sorry by Gail Jones”. Supervisor: Prof. Annalisa Pes. Final mark: 110/110 *cum laude*.

TEACHING

A.Y. 2025/2026

- **Doctoral seminar instructor (contract):** “Beyond Automation: Developing critical AI and multisemiotic literacy. Research opportunities and challenges”, University of Bergamo – PhD in AISF (Artificial Intelligence for Sustainable Futures) (18–19/06, 4h).
- **Doctoral seminar instructor (contract):** “Editing and revision strategies”, including the critical and experimental use of Artificial Intelligence tools, within the course “Academic Writing for Business”, University of Bergamo – Doctoral Advanced Training School (2h, 18/06).
- **Adjunct Professor / course leader, English Language LM I 1B – Linguistics and Translation** (28069), 36h (MOD2), 6 CFU, Faculty of Foreign Languages, Literatures and Cultures (University of Bergamo). Degree programme: Modern Languages for International Communication and Cooperation.
- **Adjunct Professor / course leader, Writing Netiquette** (ECC038, 5h), Ca’ Foscari University of Venice, International College (ECCT, ECCM); first- and second-level ordinary course.
- **Subject Expert** (*Cultrice della materia*; SSD ANGL-01/C), Faculty of Foreign Languages, Literatures and Cultures (University of Bergamo). Degree programme: Text Sciences and Cultural Enhancement in the Digital Age.

A.Y. 2024/2025

- **Adjunct Professor / course leader, English for Economics and Business** (ET3006, 30h), Ca’ Foscari University of Venice, Department of Economics. Bachelor’s programme: Foreign Trade and Tourism (ET30).
- **Adjunct Professor / course leader, Business English** (ET0120, 36h), Ca’ Foscari University of Venice, Department of Management. Bachelor’s programme: Business Administration (ET11).
- **Adjunct Professor / course leader, Writing Netiquette** (ECC038, 5h), Ca’ Foscari University of Venice, International College (ECCT, ECCM); first- and second-level ordinary course.
- **Subject Expert** (*Cultrice della materia*; SSD ANGL-01/C), Faculty of Foreign Languages, Literatures and Cultures (University of Bergamo). Degree programme: Text Sciences and Cultural Enhancement in the Digital Age.

A.Y. 2023/2024

- **Adjunct Professor / course leader, English Language** (English Language A–E, 36h), Ca’ Foscari University of Venice, Department of Comparative Linguistic and Cultural Studies. Master’s programme: Comparative International Relations (LM60). The course focused on transferring critical and analytical skills in English (C1) through student-led debates on international socio-economic topics. Course content: public-speaking strategies; political communication; debate structure and argumentative fallacies; scientific source research; persuasive language; multimodality.

A.Y. 2022/2023

- **Adjunct Professor / course leader, Digital Humanities** with application to multimodal communication in English (36h), University of Verona, Department of Foreign Languages and Literatures. Degree programme: Languages and Literatures for Publishing and Digital Media (L-11). **Interactive course** focused on acquiring analytical and critical skills in English on current socio-economic and political topics through group work, oral presentations, writing and the development of research projects in corpus linguistics and digital communication. **Details:** teaching of English linguistics covering theoretical notions in linguistics (*Neo-Firthian Linguistics, Systemic Functional Linguistics*), discourse analysis (*news discourse, political discourse, promotional discourse*) and social semiotics. Preparation of lab activities for the collection and analysis of written and multimodal corpora.
- **Teaching assistant** (30h) supervising the writing of Master’s theses for English-language courses, Department of Foreign Languages and Literatures, University of Verona (Youth Support Fund).
- **Adjunct lecturer (contract)** (6h + 30h), module leader for “Posts, blog entries and reports” in the advanced postgraduate professional-development course *English for the World of Work*. Seminars on

scientific report writing in English, professional blogs and social-media posts. Essay marking and assessment (30h) and member of the examination board.

A.Y. 2021/2022

- **Translation tutoring** (20h) in English for students of the course “Wikipedia Labs for the international dissemination of cultural heritage” in the Digital Humanities degree programme. **Support in translating and creating Wikipedia web pages (EN→IT)** on itineraries, routes, infrastructure, bridges and structures of the Roman road network. The translated entries are collected in an [interactive map](#).

December 2022

- **Workshop** with students of the Faculty of Linguistics, University of Bochum, Digital Humanities specialisation. Topics: 1) digital communication; 2) corpus linguistics; 3) developing a Digital Humanities project: research hypotheses, methodologies and techniques for selecting, collecting, annotating and analysing linguistic and multisemiotic data on open-access software and databases (02/12/2022).

March–April 2022

- **Invited workshop** for students of the course *Identity in Film and Graphic Novels*, Universität Bremen. Introduction to developing a linguistic and multimodal annotation system.
- **Invited seminar** in the English Language course for Communication Sciences students (Prof. Valentina Romanzi). Lecture title: “Multimodality as a Socio-Semiotic Theory of Communication and Its Major Role in the Understanding of Contemporary Meaning-Making Processes.” University of Verona.
- **Invited seminar** in the English Language course for Communication Sciences students (Prof. Valentina Romanzi). Lecture title: “The Grammar of Visual Design and Data-Driven Quantitative Research: An Interactive, Hands-On Workshop for the Analysis of Contemporary Multimodal Communication.” University of Verona.

A.Y. 2019/2020 – 2022/2023

- **Member of the examination board** for the courses English Language I and English Language III (Prof. Sharon Hartle), and **Subject Expert** (*Cultrice della materia*) in SSD L-LIN/12.
- **Instructor** (4h) of part of the module “Transitivity in Systemic Functional Linguistics” (4h) in the English Language III course (Prof. Sharon Hartle).

THESIS SUPERVISION

A.Y. 2025/2026

- **Master’s thesis supervisor**, Department of Foreign Languages, Literatures and Cultures, University of Bergamo. Research areas: *English loanwords in tourism and journalistic discourse with a corpus-based methodology*.

A.Y. 2022/2023

- **Co-supervisor / second reader** (*Correlatrice*) of three Master’s theses, Department of Foreign Languages and Literatures, University of Verona. Research areas: **tourism discourse** and multimodal communication for persuasive purposes; marketing studies on *Made in Italy* and the *Country of Origin effect* (COO). Supervised research methodologies: *Systemic Functional Linguistics*; *Appraisal Analysis*; *Tourism Discourse*; *Corpus Analysis*; *Grammar of Visual Design*.

PARTICIPATION IN GRADUATION COMMITTEES

A.Y. 2022/2023

- **Member of the Master’s graduation committee** (April 2023), Department of Foreign Languages and Literatures, University of Verona.

PUBLICATIONS

Monographs

- Mattei, Elena. *The Language of Persuasion on Instagram: A Systemic Functional Grammar of Multimodal Tourism Discourse*. Routledge, 2025. ISBN [9781032937489](#). 326 pp.
- (In press) Mattei, Elena. *The Meaning of Images: Testing the Grammar of Visual Design on Instagram Travel Photography*. Book series *Pathways to Multimodality* (edited by John Bateman, Jana Pflaeging, Hartmut Stöckl, Janina Wildfeuer). DeGruyter, 2025.

PhD Thesis

- Mattei, Elena. "Multimodal Corpus Analysis of Digital Tourism Narratives: A Data-driven Approach Based on Systemic Functional Linguistics and Social Semiotics." PhD thesis, University of Verona, 2023. <https://iris.univr.it/handle/11562/1098826>. 598 pp.

Edited Volumes

- Fontana, Sara, Elena Mattei, Paola Peratello, Fabio Ramasso, and Stefano Ambrosini (eds.). *Margins and Forgotten Places*. Edizioni dell'Orso, 2023. ISBN 978-88-3613-358-1. [Publisher page](#).

Book Chapters

- Fontana, Sara, Elena Mattei, Paola Peratello, Fabio Ramasso, and Stefano Ambrosini. "Introduction." *Margins and Forgotten Places*. Edizioni dell'Orso, 2023, IX–XXII. ISBN 978-88-3613-358-1. [Publisher page](#). 280 pp.
- 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*, 557–576.
- Mattei, Elena (2026). "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. DeGruyter, 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.
- Mattei, Elena (2026). "When sustainability is not enough: Activating citizens through regenerative narratives by triangulating manual and automatic annotation." Edited by Marina Niceforo and Giuseppe Balirano. Routledge.

Journal Articles

- Mattei, Elena, and Eleonora Gallitelli (in press). "GenAI in the ESP classroom: An experimental design for developing literacy in multimodal tourism content creation." *Digital Studies in Language and Literature* (DeGruyter Brill).
- (Class A) Mattei, Elena (in press). "Nature as SPECTACULAR PRODUCT or LIVING ORGANISM? Metaphorical mappings in *Instagram* tourism discourse." *I-LanD International Journal*.
- (Class A) Mattei, Elena. "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. "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.
- 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 honouring John Bateman's work: "Drawing Multimodality's Bigger Picture: Metalanguages and Corpora for Multimodal Analyses."
- Mattei, Elena. "Theory and Method for the Statistical Investigation of Multimodal Promotional Practices in the Digital Era." *Interdisciplinary Digital Engagement in Arts & Humanities* (IDEAH) 3.2 (2023): 1–32. doi:10.21428/f1f23564.7921b725.
- (Class A) Lorenzetti, Maria Ivana, and Elena Mattei. "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.
- Mattei, Elena. "Investigating Multisemiotic Persuasive Practices by Integrating Computational Methods and Complementary Theoretical Frameworks." *Centre for Information Modelling, Austrian Centre for Digital Humanities* (2023): 1–2. zenodo.org/record/8107451.
- (Class A) Mattei, Elena. "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.
- (Class 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.

Reviews

- Mattei, Elena. "Review of 'English Tourism Discourse: Insights into the Professional, Promotional and Digital Language of Tourism' by Stefania M. Maci." *Iperstoria* 18 (2021): 229–233. DOI: 10.13136/2281-4582/2021.i18.1095.

- Mattei, Elena. "Review of 'Understanding Abstract Concepts across Modes in Multimodal Discourse: A Cognitive Linguistic Approach' by Elżbieta Górka." *Iperstoria* 15 (2020): 428–432.
- Mattei, Elena. "Review of 'Systematically Working with Multimodal Data: Research Methods in Multimodal Discourse Analysis' by Sigrid Norris." *Iperstoria* 15 (2020): 423–427.
- Mattei, Elena. "Review of 'Doing Linguistics with a Corpus: Methodological Considerations for the Everyday User' by Jesse Egbert, Tove Larsson, and Douglas Biber." *Iperstoria* 16 (2020): 370–373.
- Mattei, Elena. "CLAVIER 2019 conference 'Knowledge Dissemination and Multimodal Literacy: Research Perspectives on ESP in a Digital Age' Report." Associazione Italiana di Anglistica, Newsletter 99 (2020): 20.

Entries in Electronic Dictionaries

- Emam, Ahmed Mahmoud, et al. "/ pass-u/ s.m." Entry in the electronic dictionary *Dictionnaire Étymologique Roman* (DÉRom), Analyse et Traitement Informatique de la Langue Française (ATILF, CNRS, Université de Lorraine, 2023). atilf.fr/DERom.

Outreach Blog Posts (for Master's-course students)

- Mattei, Elena. Blog post "What Digital Marketing is and why it should figure among your top professional skills." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "The fundamentals of e-commerce – What you need to know as a communication specialist and why." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "Getting a real taste for the wine (industry): the role of wine business in international trade and the power of negotiation skills required to succeed in this globalized market." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "The professional role of translators and interpreters in intercultural business negotiations." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "Proficiency in English writing skills: enhancing employability in the professional setting." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "Why and how to start working on your intercultural communication skills in today's globalized society." *Master English for International Business and Global Affairs*, University of Verona.
- Mattei, Elena. Blog post "A brand new course has started." *Master English for International Business and Global Affairs*, University of Verona.

CONFERENCE PRESENTATIONS (national and international, long papers)

2026

- Mattei, Elena. "Challenging Neoliberal Tourism: Indigenous Metaphors and the Discursive Turn to Regeneration", Clavier Study Day, Sapienza University of Rome, 29–30 May 2026. [Link](#).
- Mattei, Elena. "Reconfiguring Socio-ecological Awareness in Tourism Discourse through Regenerative Principles: A Corpus-Driven, SFL-based Analysis of Competing Multimodal Imaginaries", Digital Humanities Summer School, University of Modena and Reggio Emilia, 8–12 June 2026. [Link](#).
- Mattei, Elena. "Beyond Neoliberalism: Mapping Indigenous and Regenerative Multimodal Imaginaries to Restore the Potential of Places in Travel Practices", Rethinking Routes: New Perspectives on Slow Tourism, Inclusion, Sustainability, and Digital Innovation, University of Modena and Reggio Emilia, 18 June 2026.
- Mattei, Elena. "Constructing regenerative travel: A corpus-driven, functionally motivated multimodal discourse analysis of Instagram hashtagging practices and eco-sensitive narratives", Corpora and Discourse International Conference, Lancaster University, 23–25 June 2026. [Link](#).
- Mattei, Elena. "A semiotics of consumption or regeneration? A Corpus Linguistics and SFL Multimodal Framework to model ecosocial systems in competing travel narratives", 34th European Systemic Functional Linguistics Conference, University of Gothenburg, 1–3 July 2026. [Link](#).
- Mattei, Elena, and Stefania Maci. "Spaces of healing: How Instagram Influencers' discourses of mental health construct recovery in natural environments", CADAAD conference, University of Valladolid, 8–10 July 2026. [Link](#).
- Mattei, Elena. "Reconciliation with the Land through Her People: Indigenous Discourses of Resistance Against Consumerist Narratives in Regenerative Tourism", European Society for the Study of English (ESSE) Conference, University of Santiago de Compostela, 31 August – 4 September 2026. [Link](#).

- Mattei, Elena. "Multimodal Worldmaking in Post-sustainable Tourism: How Philanthropic Imagery and Regenerative Language Co-construct Destination Visibility and Value", *International Symposium on Tourism, Communication and Translation*, University of Birmingham, 3–4 September 2026. [Link](#).

2025

- Mattei, Elena. "What are corpora good for? Conducting a quantitative analysis of translated tourism discourse in 20th century Italy", *11th Congress of the European Society for Translation Studies*, Leeds, 30 June – 3 July 2025. [Paper withdrawn due to factors beyond the author's control]
- Mattei, Elena. "Nature as SPECTACULAR PRODUCT or LIVING ORGANISM? Metaphorical mappings in Instagram tourism discourse", *CERLIS2025 "Metaphors in Specialized Discourses in and across cultures"*, University of Bergamo, 12–14 June 2025.
- Mattei, Elena, and Stefania Maci. "For a new (re)generation: modelling effective tourism communication for social-ecological development of local communities and destinations", *Smart Community Tourism Webinar Series*, 14 June 2025.
- Mattei, Elena, Maria Elisa Fina, and Viviana Mauro. "Italy's Destination Image in the 20th century: An analysis of visuals in ENIT travel magazines", *Il turismo tra guerra e pace. 1900–1939 / Tourism between War and Peace. 1900–1939*, University of Naples Federico II, Sorrento, 8 April 2025.
- Mattei, Elena. "The architecture of SFL for the development of regenerative communication: corpus and manual annotation of Instagram tourism discourse", *50th International Systemic Functional Congress and Institute (ISFC 50): A trinocular retrospective*, Glasgow, 7–11 July 2025.
- Mattei, Elena, Maria Elisa Fina, and Viviana Mauro. "Italy's Destination Image in the 20th century: An empirical study of multimodal tourism discourse", *12th International Conference on Multimodality*, Groningen, 29–31 October 2025. [Paper withdrawn due to factors beyond the author's control]
- Mattei, Elena. "From Farm-to-Table: Measuring host communities' efforts to preserve a respectful and authentic relationship with the plant world in Instagram tourism reels", *AIA32*, Turin, 11–13 September 2025.
- Mattei, Elena. "Conveying values of biosociospiritual regeneration through Indigenous communities' representation in English multimodal tourism communication", *Languaging Diversity*, Chieti-Pescara, 3–5 December 2025.

2024

- Mattei, Elena. "Mediating *Destination Italy* in early 20th century English tourism translation: Compiling and analysing parallel corpora from a diachronic perspective", *Translation and Cultural Sustainability: Challenges and New Avenues*, Salamanca, 16–19 April 2024.
- Mattei, Elena. "Persuasion through systemic appeals to the romantic pristine: fulfilling the need for control and escape through multimodal tourism discourse on Instagram", *Beyond Words: Persuasive Narratives and Multimodal Discourse*, Vilnius University, Kaunas Faculty, Lithuania, 24–25 October 2024.
- Mattei, Elena. "Come promuovere un'immagine turistica in modo efficace ed ecosostenibile? I risultati di uno studio sperimentale multimodale", *Giornate del Turismo 2024* (Geoprogress), 7–9 November 2024.
- Mattei, Elena, and Viviana Mauro. "Digitising and annotating Italian institutional tourism promotion: A historical database of Italy's tourism texts from 1919 to 1959", *Translation across Time: Historical Developments and Modern Adaptations*, Ca' Foscari University of Venice, 11–12 December 2024.
- Mattei, Elena, and Stefania Maci. "When sustainability is not enough: activating citizens through multimodal communication modelling on Instagram", *Enhancing Sustainability: Bridging Corporate Practices with Academic and Popular Discourse*, University of Naples 'L'Orientale', 19–20 December 2024.

2023

- Mattei, Elena. "Exploring practices of *mediation* in early 20th century English tourism discourse in Italy: A computer-assisted lexical analysis", *TRADITUR*, Córdoba, 6–8 November 2023, p. 44 [Book of Abstracts](#). Panel of the Ca' Foscari Research Unit (PRIN DIETALY).
- Mattei, Elena. "May the consumerist-based framing of nature as Other be reversed for sustainability promotion? An empirical multimodal study of Instagram tourism discourse", *CLAVIER 2023: Framing nature: discourses past and present of nature and the environment. A sustainability perspective*, Milan, 23–25 November 2023, p. 79 [Book of abstracts](#).
- Mattei, Elena. "Investigating Multisemiotic Persuasive Practices by Integrating Computational Methods and Complementary Theoretical Frameworks", *DH2023: Collaboration as Opportunity*, Graz, Austria, 10–14 July 2023.
- Mattei, Elena. "Exploring Digital Tourism narratives with a Data-driven Approach: The Perpetuation of the *romantic gaze* in Instagram Photography", *11th International Conference on Multimodality*, London, 27–29

September 2023. Panel proposal by the BreGroMM research group “in lieu of a Festschrift for John A. Bateman”.

2022

- Mattei, Elena. “Corpus-Based Analysis of Multimodal Tourism Narratives on Instagram: Evoking Romantic Gazes of Evaluation as Means of Persuasion.” *43e colloque du GERAS: Multimodalité et multimédialité en anglais de spécialité: enjeux discursifs, culturels, didactiques et traductologiques*, Université Grenoble Alpes (France), 24–26 March ([abstract](#)).
- Mattei, Elena. “Multimodal Tourism Narratives in the Instagram Era.” *Approaches to Digital Discourse Analysis (ADDA3)*, University of South Florida (St. Petersburg, Florida, USA), 13–15 May, p. 64 [Book of Abstracts](#).
- Mattei, Elena. “Corpus-Assisted Discourse Analysis of Transitivity and Evaluative Practices as Means of Persuasion in the Instagram Representation of the Tourist Experience.” *XIII International CORPUS Linguistics Conference – Specialized Discourse and Translation Studies in Corpus Linguistics (CILC2022)*, University of Bergamo, 26–28 May, pp. 47–48 [Book of Abstracts](#).
- Mattei, Elena. “Investigating Contemporary Multimodal Discourse Practices by means of Digital Methods: The Challenge of Reliability and Reproducibility in a Multidisciplinary Perspective.” *Past, History and Memory in Language and Literary Studies (PhD conference)*, University of Verona, 23–25 June, p. 33 [Book of Abstracts](#).
- Mattei, Elena. “Rethinking Multimodal Tourism Narratives on Social Media: Leveraging the Capitalist, ‘Romantic Gaze’ of the Postmodern Traveler to Promote Sustainability.” *Simposio Internacional. Sostenibilidad en el sector turístico: implementación y comunicación*, Instituto Cultura y Sociedad, Universidad de Navarra, 30 June – 1 July, p. 18 [Book of Abstracts](#).
- Mattei, Elena. “Multimodal Tourism Discourse on Instagram: How to Leverage the *Romantic Gaze* and Its Aura of Exclusivity and Superiority to Foster Sustainable Behavior.” *31st European Systemic Functional Linguistics: Social Semiotics and Sustainability*, University of Southern Denmark, 24–26 August, pp. 39–40 [Book of Abstracts](#).

2021

- Mattei, Elena. “Researching Contemporary Multimodal Artefacts: An Empirical Study of Tourism Photography on Instagram and Official Websites.” *The Bremen-Groningen Online Workshops on Multimodality*, University of Bremen (Prof. Bateman) and University of Groningen (Dr. Wildfeuer), 29 January 2021. [Book of Abstracts](#).
- Mattei, Elena. “Multimodal Corpus Analysis of Online Tourism Narratives.” *XII International Conference on Corpus Linguistics (CILC 2021)*, University of Murcia, Spain, 28–30 April 2021, p. 128 [Book of Abstracts](#). [Link to presentation](#).
- Mattei, Elena. “Multimodal Corpus Analysis of Tourism Discourse on Social Media and Websites.” *DHSI Conference and Colloquium*, Digital Humanities Summer Institute, University of Victoria, Canada, 7–18 June 2021. [Book of Abstracts](#).

2020

- Mattei, Elena. “Multimodal Corpus Analysis of Tourism Promotional Communication Online.” *Corpora and Discourse International Conference*, University of Sussex, 17–19 June 2020, p. 95 [Book of Abstracts](#). [Link to presentation](#).

INVITED TALKS AND SEMINARS

2026

- Invited lecture “Understanding Multimodal Communication through AI-driven Multimodal Analysis” (University of Udine). Host: Prof. Eleonora Gallitelli. Theme: Artificial Intelligence and the creation of multimodal tourism promotional content for English for Specific Purposes (ESP) students (25/02). ELITE-AI project.
- Workshop “From data to Destination Branding: AI-powered creation of Customized Tourism Content” (University of Udine). Host: Prof. Eleonora Gallitelli. Theme: AI and the creation of multimodal tourism promotional content for ESP students (04/03). ELITE-AI project.

2025

- Invited lecture “Multimodal Analysis in Tourism Communication through AI tools” (University of Udine). Host: Prof. Eleonora Gallitelli. Theme: AI and the creation of multimodal tourism promotional content for ESP students (19/03). ELITE-AI project.

- Workshop “Application of AI in developing professional skills for ESP learners” (University of Udine). Host: Prof. Eleonora Gallitelli. Theme: AI and the creation of multimodal tourism promotional content for ESP students (20/03). ELITE-AI project.
- Talk on good practices in sustainable tourism communication at the study day “L’Altra Montagna. Narrazioni di comunità per un turismo sostenibile”, organised by the ISOIPSE association, the Autonomous Region of Friuli-Venezia Giulia, and the University of Udine, in Pordenone. Contribution title: “Modelli comunicativi per una proposta turistica rigenerativa: Casi studio di interazione testo-immagine e best practice in lingua inglese” (27/06).

July 2024

- Invitation as a tourism expert to the round table organised by [Randstad Research](#) on the future professions of tourism. [Event](#) coordinated by Prof. Emilio Colombo, Full Professor of Economics. Scientific committee led by Prof. Enrico Giovannini. Focus: linguistic and communicative skills; digital and visual skills; discussion on the role of Artificial Intelligence and on building narratives that promote eco-sustainable behaviour. Como, Teatro Sociale, 9 July 2024.

October 2023

- [Seminar](#) on computational methods for analysing tourism communication at the international symposium “AI: Challenges and Potentialities. A Discourse Analysis Perspective” (Department of Foreign Languages, Literatures and Cultures, University of Bergamo). Title: “Integrating Computational and Statistical Methods into the Humanities: Investigating Multimodal Tourism Discourse with Empirical Social Semiotics and SRI Tagging Software” (20/10/2023).
- Hands-on workshop on systems for categorising and analysing multimodal tourism discourse at the international symposium “AI: Challenges and potentialities. A Discourse Analysis Perspective”. Interactive use of the SRI Tagging software (20/10/2023).

July 2022

- **Workshop** “How to Perform Systematic Manual Tagging of Visual Artifacts”, *3rd Bremen Student Conference in English Linguistics*, Universität Bremen. Introduction of the empirical method to students, focusing on building linguistic taxonomies and corpus annotation. Interactive use of the SRI Tagging software (25 July).

AWARDS / SHORTLISTING

- Finalist for the *Paul Fortier Prize* as an emerging researcher in Digital Humanities, at the international conference [Digital Humanities 2023](#) (Alliance of Digital Humanities Organizations).

EDITORIAL AND PEER-REVIEW ACTIVITY

- Peer review for **Routledge**. Review of book proposals. Research areas: corpus linguistics, multimodality. Editor: Elyse Preposi.
- Peer review for **Bloomsbury Academic**. Review of scholarly volumes in linguistics. Editor: Laura Gallon.
- **Editorial board member** ([scientific committee](#)) of the journal **Visual Communication** (Class A).
- **Special Issue Editor for Cultus, 2026** (Class A). In progress.
- **Editorial board member** (copyeditor, scientific committee) of the journal **CERLIS**.
- **Editorial board member** (copyeditor, scientific committee) of the **CERLIS** book series.
- **Editorial board member** (editor and scientific committee) of the journal **TRANS-KATA**.
- Editorial board member of the journal [Iperstoria](#) (Class A): copyediting and proofreading (2019–2024).
- Double-blind peer review for *Visual Communication* (Class A) (Sage Journals), Impact Factor: 1.2.
- Double-blind peer review for *MediAzioni* (Class A).
- Double-blind peer review for *Lingue e Linguaggi* (Class A).
- Double-blind peer review for *Miscelánea: A Journal of English and American Studies*.
- Double-blind peer review for *Linguistics and the Human Sciences* (University of Toronto Press; Editor: Jonathan Webster).
- Double-blind peer review for *Language and Communication* (Elsevier).
- Double-blind peer review for *Social Sciences and Humanities* (Elsevier).
- Double-blind peer review for [*Digital Scholarship in the Humanities*](#) (Oxford Academic).

- Double-blind peer review for *Digital Studies / Le champ numérique* (DSCN) (ADHO, Alliance of Digital Humanities Organizations, under the direction of CSDH/SCHN).
- Double-blind peer review for *Journal of Urban Technology* (Taylor & Francis).
- Double-blind peer review for *Interdisciplinary Digital Engagement in Arts & Humanities* (IDEAH).
- Double-blind peer review for the CERLIS book series.
- Double-blind peer review for the ICOM12 conference.
- Double-blind peer review for the annual conference of the *Alliance of Digital Humanities Organizations* (DH2024; DH2025; DH2026).
- Double-blind peer review for the annual conference of the *European Association for Digital Humanities* (2026).
- Double-blind peer review for the annual *International Systemic Functional Congress* (no. 51, 2026).
- Double-blind peer review for the *European Systemic Functional Linguistics Conference* (no. 34, 2026).

RESEARCH OUTPUTS – CORPORA AND DATABASES

- Synchronic monolingual (English) multimodal corpus of contemporary multi-channel digital tourism communication (Instagram, websites).
- Diachronic parallel corpus of ENIT tourism promotional texts in Italian and English from the 1920s to the 1960s.
- Synchronic monolingual multimodal corpora (English) of regenerative and Indigenous tourism communication (websites; Instagram accounts; text-images-reels).
- HITRADE database, a multilingual collection of specialised texts and translations (including English).
- DIETALY database. The result of research on tourism communication and English-language promotional materials produced by Italian institutions between the 1920s and the 1950s (ENIT in particular). Materials come from public libraries and private collections. It currently contains over 600 tourism-related texts, including brochures, leaflets and magazines. It offers a detailed, well-structured index of the collected materials, indicating the location of the original documents and categorising the texts according to more than 30 criteria, such as date and language of publication, genre, translator (if mentioned), promotional aspects, visual elements, and geographic/thematic focus. This structure supports both quantitative and qualitative research, allowing customisable exploration.

FURTHER TRAINING

Marketing and tourism economics

- Winter School in Tourism Research Methods, 8–12 July 2024, University of Bolzano. Presentation and discussion of various approaches to **the collection and analysis of visual data** (photographs, drawings, logos) in tourism marketing. Methods tested: 1) **Destination Image Research**: content analysis, projective techniques in drawings and photo elicitation; 2) **Instagram discourse analysis**: qualitative analysis of climate-friendly narratives and customer-based destination branding; 3) **Computer Vision and AI for automatic annotation**: collection and analysis through visual-programming software.

Translation and English language

- Winter School in Translation Studies, 11–15 December 2023, Ca' Foscari, Venice. Five-day participation in the critical analysis of the role of CAT tools and information technologies – including corpus software and Artificial Intelligence – in supporting translation practices and developing new digital skills.
- Intensive workshop (14h) on computational tools for qualitative analysis (Computer-assisted Qualitative Data Analysis Software, CAQDAS) supported by Artificial Intelligence. Title: *Using Generative AI for Qualitative Analysis*.

Corpus linguistics

- Summer School (20h) “Lancaster Summer School in Corpus Linguistics 2021”, 21–25 June 2021, Lancaster University, UK.
- Summer School (82h + 32h) “11th European Summer University in Digital Humanities ‘Culture & Technology’” and “Corpus Linguistics for Digital Humanities. Introduction to Methods and Tools”, 3–13 August 2021, University of Leipzig, Germany.
- “9th Workshop on Challenges in the Management of Large Corpora (CMLC-9)”. Topic: “Design and Management of Research Software”, 12 July 2021, University of Limerick, Ireland.

English language teaching

- Participation in the seminar series “Dialoghi sull’educazione linguistica: prospettive sulla formazione insegnanti”, DILLE and University of Parma.

Multimodality

- Intensive courses on learning and using the Python programming language (12h), 12–26 January 2022, University of Verona, and R (20h), 28–29 July 2022, Universität Bremen.

PROFESSIONAL EXPERIENCE

11/2025 –

- **Strategic marketing consultant** at **Genoma Consulting (Milan)**. Market research: use of scientific-literature databases and sector reports for market analysis (segmentation, product differentiation).
- **Communication consultant** at **Randstad Italia (Milan)**. Specialist training on digital and multisemiotic communication for Italian trade unions (CGIL, CISL, UIL, COBAS), producing operational guidelines on register, lexicon and visual language applied to negotiation contexts.

04/2023 – 09/2023

- **Multisemiotic Brand Strategist and Market Researcher** at [Genoma Consulting](#) (R&D). Reports on the communicative and multimodal strategies of Italian SME clients and competitors; research on market statistics and trends. Data-driven design of advertising and organic campaigns for the sustainable promotion of Made in Italy. Example clients: Scalo Fluviale (cooperative society); Balsamini Impianti s.r.l. (solar panels); Corallo s.r.l. (sustainable coatings); Iniziativa Energetiche (renewable energy). Applied research fields in the Made in Italy branding process: Systemic Functional Linguistics and Cognitive Linguistics (CMT and Image-schema Theory); Corpus Analysis; Empirical Multimodality and Social Semiotics.

01/2023 – 02/2023 (part-time)

- Training and work as a **digital communication specialist** (ITA/EN) and in search-engine optimisation (**SEO**) at Web Leaders Srl.

01/2018 – 09/2019

- **Private tutor** for German-language learning, from A1 to B2 (CEFR).

03/2018 – 12/2018

- **Business English teacher** at the private school Centro Studi Ad Maiora, Brescia.
- **German-language proficiency assessment sessions** on behalf of companies in the Brescia area.

10/2017 – 12/2017

- **Writing and translation of tourist itineraries** (IT→EN) for the travel agency One Foot Abroad (Dublin, Ireland).

09/2015

- **Translation** of specialised language from German into Italian (DE→IT) of steel-quality reports at O.R.I. Martin S.p.A., Brescia (*Bericht vom 30. August 2015*).
- **Transcription and translation** of an interview for Siderweb with the president of O.R.I. Martin S.p.A. (IT→DE; IT→EN).

COLLABORATIONS

A.Y. 2022/2023

- **Collaborator** in the project “Verso una Glottodidattica Inclusiva e Accessibile: un Modello di insegnamento efficace e applicabile (GIAM)” (Sharon Hartle). Benchmarking, pre-testing and post-testing of participants selected for the inclusive course *Business English for Everybody* (Prof. Hartle; Dr. Tenca), following the *Business English Certificate* (BEC, Cambridge English Certifications) model.

A.Y. 2020/2021

- **Collaborator** in the Master *English for International Business and Global Affairs*, University of Verona. Writing and publication of blogs available on the website.

ORGANISING COMMITTEES

A.Y. 2020/2021

- Member of the organising committee of the doctoral conference “Margins and Forgotten Places”, 17–19 May 2020, University of Verona (translation of the Call for Papers, website design and content translation; abstract review).
- Member of the convenor panel within the AIA32 conference. Panel title (no. 37): “Tourism discourse at the human-digital interface: Technology, regeneration, storytelling”. Number of contributions reviewed and accepted: 8.

THIRD MISSION (Public Engagement)

- One-hour interview by the research centre [Randstad Research](#) on the future professions in tourism. Scientific committee led by Enrico Giovannini (professor of Economic Statistics and minister during the Draghi government, 2021–2022; Scientific Director of the Italian Alliance for Sustainable Development). Focus: digital and communicative skills; discussion on the role of Artificial Intelligence and the increasingly necessary construction of narratives promoting eco-sustainable behaviour. [Report available here](#).
- Invitation as a tourism expert to the round table organised by [Randstad Research](#) on the future professions of tourism. [Event](#) led by Prof. Emilio Colombo and La Repubblica. Focus: communicative and linguistic skills; digital and visual skills; eco-sustainable narratives. Como, Teatro Sociale, 9 July 2024. Interview video available [here](#).
- Interview by *La Provincia* di Como. Topic: *Destination Image’s authenticity and digital literacy: what is the role of Instagram and AI?* [Article available here](#).

FUNDING / GRANTS

A.Y. 2023/2024

- Erasmus+ International Credit Mobility (Ca’ Foscari) for teaching staff at Stellenbosch University, South Africa, Department of Languages and Cultures.

A.Y. 2021/2022

- Erasmus+ Traineeship (University of Verona): *Wissenschaftliche Mitarbeiterin* (research assistant) at Universität Bremen, Fachbereich 10. Supervisor: Prof. John A. Bateman, PhD in Artificial Intelligence. Research group: Empirical Multimodality and English Applied Linguistics.
- Award of one grant for tutoring activities within the “Wikipedia Lab for the international dissemination of cultural heritage”, in collaboration with Wikimedia Italia.

A.Y. 2020/2021

- DARIAH-EU (Digital Research Infrastructure for the Arts and Humanities) contribution for participation in the Summer School “11th European Summer University in Digital Humanities ‘Culture & Technology’” and the writing of a [report](#) (pp. 20–22).

A.Y. 2019/2020 – 2021/2022

- PhD scholarship in Digital Humanities for English Studies (Department of Foreign Languages and Literatures, University of Verona; Department of Excellence 2018–2022, MIUR).

A.Y. 2017/2018

- Erasmus+ Traineeship scholarship (University of Verona): Marketing assistant at the travel agency *One Foot Abroad*, Dublin, Ireland.

A.Y. 2016/2017

- Worldwide Study scholarship: study semester at the University of Massachusetts Boston, Boston, Massachusetts, USA.

A.Y. 2014/2015

- Erasmus+ scholarship: study semester at Universität Passau, Passau, Germany. Participation in the “Europa macht Schule” initiative. Multiculturalism meetings in Bonn (DAAD) and organisation of lessons on Italian language and culture in a primary school in Passau.

MEMBERSHIPS IN ASSOCIATIONS AND SCIENTIFIC COMMITTEES

- Member of the scientific committee of [ICOM12](#) (International Conference on Multimodality).
- Member of AIA (Associazione Italiana di Anglistica – Italian Association of English Studies).
- Member of BAAL (British Association for Applied Linguistics).

- Member of the I-LanD Research Centre.
- Member of the scientific committee of [HITRADE](#), a collection of translations of volumes, glossaries, portraits and anecdotes, including the metadata needed for easy navigation.
- Member of the European association and scientific committee of the [European Youth Think Tank](#), developing research projects to address challenges for the eco-sustainable development of the European Union.

VOLUNTEERING AND PUBLIC ENGAGEMENT

- Seminars on multimodal and persuasive strategies for non-profit associations.
- Seminars on non-ideological, anti-populist communication for political associations.
- Seminars on gender and register conventions in digital channels.
- Creation and management of the [website](#) and [Instagram](#) account for Stage for Ukraine, a Verona-based humanitarian association welcoming refugee theatre students.
- Dissemination of research activities on [LinkedIn](#) and [Twitter](#).

SOFTWARE AND AI TECHNOLOGIES USED FOR RESEARCH

- Tools for analysing written-language corpora (including parallel corpora): Sketch Engine, Voyant, WMatrix.
- ChatGPT, DALL·E: *prompts* for multimodal content creation and adaptation according to variables such as register, audience, genre and dissemination channel.
- CoLoop with AI, MAXQDA and ATLAS.ti: annotation and analysis.
- CATMA/WebAnno: creation and (inter-)annotation of linguistic taxonomies.

SOFTWARE DEVELOPED (multimodal corpus analysis)

- Conception and design of the *Statistically Reliable Image Tagging* software, developed by Giulio Ermanno Pibiri (PhD), Associate Professor in Computer Science at Ca' Foscari University of Venice and affiliated with the National Research Council (CNR). Link: <http://xor.isti.cnr.it:8000/login.html>. A web-based, open-access resource that allows the creation of hierarchical annotation systems for visual and multimodal communication in order to 1) tag and quantify strategies in images (including photography), advertising, memes and comics, and 2) empirically and statistically test theory-based models. It is also possible to measure on-site the frequency of each variable and the correlations among variables (tags) within each corpus or across corpora. Frequency export is supported via the .json model in various formats (.csv; .xlsx) for statistical computation or data-mining in R or Python.

LANGUAGE SKILLS

| Language (CEFR) | Listening | Reading | Speaking | Writing |
|---|-----------|---------|----------|---------|
| Italian <i>Native speaker</i> | C2 | C2 | C2 | C2 |
| English <i>ALTE certificate, University of Massachusetts Boston</i> | C2 | C2 | C2 | C2 |
| German <i>ALTE certificate, University of Massachusetts Boston</i> | C2 | C2 | C2 | C2 |
| Spanish <i>CLA certificate, University of Verona</i> | B2 | B2 | B2 | B2 |
| Russian <i>CLA certificate, University of Verona</i> | B2 | B2 | B2 | B2 |

La sottoscritta dichiara che tutto quanto dichiarato in questo curriculum corrisponde a verità e che le dichiarazioni rese in esso sono rilasciate ai sensi degli articoli 46 e 47 del D.P.R. 445/2000 e successive modifiche e integrazioni, consapevole delle sanzioni penali previste dall'art. 76 del DPR n. 445/2000 e s.m.i. per le ipotesi di falsità in atti e dichiarazioni mendaci. La sottoscritta dichiara di aver preso visione dell'informativa per le procedure di selezione disponibile alla pagina

del sito internet di Ateneo e di essere pertanto informata che i dati personali forniti saranno trattati – anche con strumenti informatici – in conformità a quanto previsto dal Regolamento UE n. 679/2016 “Regolamento Generale sulla protezione dei Dati” (GDPR) e dal D.Lgs. n. 196/2003 e s.m.i. “Codice in materia di protezione dei dati personali”.

Date, place

Padova, 07/06/2026

Elena Natti