

Thursday 16, May 2024		
1:00-2:00	registration	
2:00-2:30	welcome address and conference opening - Giuseppe Balirano & Maria Cristina Gatti	
2:30-3:30	Plenary Lecture 1 : Storying Consumer Experiences: Narrativity in Online Reviews - Camilla Vasquez, University of South Florida	
3:30-4:00	coffee break	
	Parallel Session 1	Parallel Session 2
	Chair: Georgakopoulou	Chair: Gatti
4:00-4:30	<i>Stereotyping in career path stories in job interviews</i> (Melina De Dijn, Dorien Van De Mierop, Federica Previtali)	<i>Discourses of responsibility and accountability in multinationals’ CSR narratives on social media</i> (Kim Schoofs)
4:30-5:00	<i>verona</i>	<i>Beyond strategy: storytelling as brand identity. The case of Davide Campari-Milano N.V.</i> (Andrea Bernardi)
5:00-5:30	<i>The Outsider Positioning of an Expatriate on a Contractual Assignment</i> (Kristin Rygg)	<i>Brand storytelling by branding specialists</i> (Lin Li)
5:30-6:00	<i>The Evolution of YouTube’s About Us Page: Stepping Away from the “Californian Ideology” Grand Narrative?</i> (Ilaria Moschini)	<i>The linguistic representation of Italian producers around the world: an analysis of agri-food websites</i> (Sara Corrizzato)
6:00-7:00	Think & Drink	
7:00-8:00	Guided City Walk	

Friday 17, May 2024		
9:00-9:30	registration	
9:30-10:30	Plenary lecture 2 : Curated storytelling in/for the digital era: The case of story-formats - Alexandra Georgakopoulou, King's College, London	
10:30-11:00	coffee break	
	Parallel Session1	Parallel Session 2
	Chair: Catenaccio	Chair: Burton
11:00-11:30	<i>Comparative Discourse Strategies in Environmental Advocacy: Analysing the Rhetoric of Greta Thunberg and Chris Packham</i> (Anna Raimo, Douglas Mark Ponton)	<i>Exploring the development of discourse markers in storytelling practices among ESL college students: a longitudinal study</i> (Emilia Petrocelli)
11:30-12:00	<i>‘Stories we live by’, and the shift from a ‘Just’ to a ‘Fair’ Transition in Environmental Discourse: A Case of Old Wine in a New Bottle?</i> (Pietro Manzella)	<i>Narrating non-nativeness: the experience of learning English as an Italian university student</i> (Chiara Cigliano, Paolo Donadio)
12:00-12:30	<i>Sustainability in the British Press</i> (Francesca Vitali, Laura Narisano)	<i>Authorial voices in MA dissertations in English and in Italian: A cross-cultural analysis of research narratives in the MoreThesis Corpus</i> Silvia Cavalieri, Jessica Jane Nocella)
12:30-1:00	<i>Finding new narratives of climate change: insights from youth environmentalism online</i> (Mariasophia Falcone)	
1:00-2:00	Lunch	
	Parallel Session 1	
	Chair: Vasquez	Chair: Lazzeretti
2:00-2:30	<i>The Language of Tourism on Hotel Websites: Linguistic Strategies Employed at the Pre-Trip Stage</i> (Federica Silvestri)	<i>Strategic representations of dangerous touristic destinations: A Multimodal Critical Discourse Analysis of tourism websites promoting Egypt</i> (Lucia La Causa)
2:30-3:00	<i>Narrating the Apennines over time: A case study of touristic discourses in Emilia-Romagna</i> (Ilaria Iori)	<i>Stereotypes and Dark Tourism in Sicily: A Study on Criminal Discourse and Tourism Analytics</i> (Walter Spezzano, Ninfa Pagano, Richard Sharpley)
3:00-3:30	<i>Modal Verb Usage in Tourism Discourse: An Analysis of a Corpus of Websites Promoting the City of Verona</i> (Francesca Poli)	<i>Construing Musical Heritage Through Multimodality and Multilingualism: the case of Gallery of Musical Instruments of Conservatory of Turin “Giuseppe Verdi”</i>
3:30-4:00	<i>Balancing travel and tourism discourses in influencers’ narratives on Instagram: Findings from a pilot study</i> (Emanuela Tenca)	
4:00-4:30	coffee break	
4:30-7:00	ASSEMBLEA ANNUALE AIA	
8:00-10:00	social dinner	

Saturday 18, May 2024		
9:00 - 10:00	Plenary lecture 3: Storytelling in corporate sustainability discourse: from narratives to Narratives and back - Paola Catenaccio, University of Milan	
	Parallel Session1	Parallel Session 2
	Chair: Balirano	Chair: Grego
10:00-10:30	<i>Narrative of Testimony and Witnessing in Lighting the Seventh Fire</i> (Kamelia Talebian Sedehi)	<i>Professional Practices and Shifting Narratives: the Case of Vulvar Pain and Vulvodynia</i> (Giorgia Riboni & Angela Zottola)
10:30-11:00	<i>"I'm Sick of Being a Woman in STEM": Narratives of Gender Bias in STEM academic and professional settings on Reddit</i> (Laura Sofia Pensabene)	<i>Argumentative Narratives about Vaccination Past and Present: a Discourse Analysis of the VicVaDis Corpus</i> (Carlotta Fiammenghi)
11:00-11:30	<i>Sharing Life Events in Professional Settings: Insights from Augmentative and Alternative Communication Users</i> (Laura Di Ferrante)	<i>Human Factors Training in Medical Professions: A Cognitive and Narrative Approach</i> (Sergio Pizziconi)
11:30-12:00	coffee break	
	Parallel Session1	Parallel Session 2
	Chair: Irsara	Chair: Demata
12:00-12:30	<i>The structural accessibility of sustainability-related contents: finding sustainability in webpages’ hierarchies</i> (Matteo Di Cristofaro)	<i>The Healer, the Deliverer, and the Populist. A Comparative critical discourse analysis of UK Prime Ministers' Self-Representation</i> (Ester Di Silvestro)
12:30-1:00	<i>'Fancy a cuppa?': The function of regional accents in British TV commercials</i> (Luca Valleriani)	<i>UK and USA Populist Discourse on Social Media during the Russia-Ukraine War</i> (Andrea Cifalinò)
1:00-2:00	final discussion and closing remarks	