Andrea Bernardi

University of Milan

Beyond strategy: storytelling as brand identity. The case of Davide Campari-Milano N.V.

The importance of storytelling in branding and advertising has long been recognized (Fog, Budtz and Yakaboylu, 2005; Pereira, 2019; Aimé, 2021, to cite both early and later examples), and its effects have been extensively explored from a marketing perspective (cf., for example, Kang, Hong and Hubbard, 2020, amongst many). The advent of digital media has further enhanced the potential of storytelling, digital affordances being especially suited to the development of cross-media narratives (Moin, 2020). In the greatest majority of cases, storytelling, while being crucial to the construction of brand reputation and brand awareness, remains a business strategy, i.e. a means whereby an effect is achieved. Brands use storytelling, but rarely talk about storytelling.

One notable exception is the company Davide Campari-Milano N.V. Campari explicitly refers to storytelling not as a strategy, but as key feature of its identity and as part of its role in the stakeholders' community. As stated in a new editorial project, storytelling was made a feature of Campari's identity as early as 1927, when Davide Campari started paying for a weekly column in the literary supplement of Corriere della Sera, which gave rise to five annual collections of "stories" recounted by a Cantastorie. The Spiritheque continues this tradition, but with the affordances of the new media, and in a different social context.

This paper investigates a corpus of texts drawn from the editorial project The Spiritheque, with a view to identifying recurrent themes, salient lexical features, and the strategies of interpersonal engagement deployed therein, i.e. including aspects of graphic design (Kress and van Leeuwen, 2006). Methodologically, the study will rely on genre analysis and narrative analysis at the macro-level of investigation, and on Systemic Functional Linguistics at the meso- and micro levels. The goal is to identify both stable features and patterns of variation in Campari's attempt to create a storytelling which combines product experience with a window on the evolution of society.

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Silvia Cavalieri, Jessica Jane Nocella

University of Modena and Reggio Emilia

Authorial voices in MA dissertations in English and in Italian: A cross-cultural analysis of research narratives in the MoreThesis Corpus.

Many European institutions and universities have started to adopt the English Medium of Instruction (EMI) framework, which requires students to attend lectures, give presentations, produce writings, and perform assessments in English. A great deal of research on EMI settings mostly focused on lectures and on its oral side, paying little attention to students' writing. Our study aims to fill this gap by exploring a particular type of academic genre, i.e., dissertations written by Masters' students enrolled in EMI courses in the Italian context. More specifically, this paper focuses on how Italian master students in Business and Economics present themselves and their ideas throughout their dissertations. The theses are extracted from the University of Modena e Reggio Emilia's MoReThesisCorpus, an extensive digital collection of theses and doctoral dissertations. By focusing on the methods and discussion sections of the MA dissertations, we perform a corpus-based analysis of the collocations and of the semantic preferences (Sinclair 2004) to investigate how authorial voices are portrayed in research narratives from a cross-cultural perspective, comparing English and Italian. Specifically, the study examines both forms of self-mention (Hyland 2002) and forms of creativity, exploring the tension between objectivity and subjectivity that early researchers have to face in academic writing. Results will shed light on how Italian students engage with visibility and authorship in Italian and English when narrating the steps of their research.

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Andrea Cifalinò

University of Catania

UK and USA Populist Discourse on Social Media during the Russia-Ukraine War

On February 24th, 2022, a critical turning point in European geopolitics was marked when, after a years-long escalation, Russian troops crossed the border and attacked Ukraine (Ramzy, 2022). This major event has immediately drawn global attention, especially due to its worldwide repercussions, ranging from food supply hardships to higher energy prices, inflation and supply chain disruptions (Mbah & Wasum, 2022). Overall, this conflict was responsible for a humanitarian (UNHCR, 2022), and economic crisis. Academic literature has frequently stressed the tight relationship that exists between populism and crises, the latter being considered fertile ground for the rise of the former (Laclau, 2005; Caiani and Graziano, 2019). Moffitt (2015) argues that crises are actually discursively performed by populist actors. He suggests that populist rhetoric is heavily based on the creation of a sense of crisis and urgency, in which strong actions and decisive solutions are needed. This strategy allows populists to present themselves as the ones who can solve the problems and consequently legitimise their leadership. Drawing on these premises, the present work aims at exploring how populist leaders from the UK and the USA tweeted during the crises caused by the Russia-Ukraine war from February 24th to April 2022. The analysis will consider both right-winged (Nigel Farage, Boris Johnson, Ron DeSantis, Marjorie Taylor Greene) and left-winged (Jeremy Corbyn, Nicola Sturgeon, Alexandria Ocasio-Cortez, Bernie Sanders) politicians, to highlight potential differences between the discourses of the two sides of the political spectrum. The analysis will be carried out following a dual approach, conjugating corpus linguistics (Baker, 2006) and multimodal critical discourse analysis (Machin and Mayr, 2012) in order to have a broader and more detailed understanding of populist discourse (Baker et al, 2008).

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Chiara Cigliano, Paolo Donadio

University of Naples "Federico II"

Narrating non-nativeness: the experience of learning English as an Italian university student

Today, as most English speakers around the world are so-called 'non-natives' (NNS), the experience of learning English is practically ubiquitous for younger generations of Italian students. 'Native' speakers (NS) are still accorded greater prestige compared to NNS (Dragojevic et al., 2021) in a variety of situations where NS are frequently seen as an ideal benchmark for language competence (see Holliday's native-speakerism, 2006). Speaking 'good English' thus overlaps with the perceived need to achieve 'native-like' proficiency (Piller, 2002), which often requires developing a 'native' accent (Jenkins, 2009). However, people have different goals when learning English, which could correspond in turn to multiple needs and attitudes concerning the 'sounding native' ideal. This awareness of specific objectives begins to appear more clearly at university level, where the use of English for Academic Purposes and English as a Medium of Instruction shifts learners' attention from general to specialised language, and towards more practical and domain-oriented uses of English. In order to explore the complex relationship that Italian university students and PhD candidates have with English as it is used and learned in an academic environment, 18 narratives were collected through interviews. Narratives allow participants "to express and negotiate both individual and collective identities" (De Fina, 2015, p. 351). The corpus thus obtained underwent Thematic Analysis of Elementary Contexts through the T-Lab Plus software (Lancia, 2004), in order a) to observe the recurring themes, b) relate them to subjects' changing self-positioning according to Harré's Positioning Theory (especially concerning the use of pronouns; Harré & van Langenhove, 1998) and c) link the textual dimension with social practices and ideological implications (Fairclough, 1995; Van Dijk, 1993).

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Sara Corrizzato

University of Verona

The linguistic representation of Italian producers around the world: an analysis of agri-food websites

Over the past few decades, a number of Italian professional sectors have achieved significant growth in their worldwide market share, leading to previously unheard-of levels of export activity. As a consequence, Italy has emerged as a leading force in the internationalization of agri-food products, supporting both their undisputed quality and the cultural context in which they are produced. In this regard, academic research in international marketing linguistic techniques adopted by Italian companies in the digital environment for non-Italian audiences has flourished, unveiling the way(s) in which linguistic strategies, e.g., figurative language and storytelling techniques, are used to enhance the concepts of Italian tradition and craftsmanship, which are among the key ideas of the narrative of Made in Italy (Bertoli & Resciniti, 2013; Kohler & Perrino, 2017). Recent studies have also acknowledged a special role to lexical choices, which testify the intention to reinforce the Country-of-Origin effect by describing the Italian agrifood production as the perfect fusion between the natural resources and the local culture (Corrizzato, 2018). In line with these premises, the present paper integrates previous research and takes into consideration the way(s) in which Italian producers are described to the public. Basing the investigation on both quantitative and qualitative approaches, a corpus of six hundred Italian small- and medium-sized companies' English websites ($\simeq$233,000 tokens) have been analysed to understand how language contributes to shaping the portrayal of Italian food "artisans" around the world. Corpus Linguistics methods have been utilized to identify key words and their collocational profiles in order to understand which linguistic patterns are relevant in the construction of the promotional narrative. Findings indicate that promotional discourse mainly relies on metaphorical representations that compare producers to creators as well as associate the areas in which they live and work with places of rebirth.

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Melina De Dijn (KU Leuven)**, Dorien Van De Mieroop** (KU Leuven)**,**

Federica Previtali (Tampere University)

Stereotyping in career path stories in job interviews

Storytelling in job interviews helps candidates to construct their identities (De Fina, 2015; Van De Mieroop, 2019), which may support their impression management (Schlenker & Pontari, 2000). It is quite common that candidates draw on stereotypes (Van De Mieroop & De Dijn, 2021) and in this presentation we shed light on the thus far largely under-researched stereotypes relating to ageism.

For this study we analyze some of the processes of stereotyping associated with age categories by drawing on membership categorization analysis (MCA - see Stokoe, 2012). This method has often been used to analyze job interviews with candidates from migrant backgrounds (see e.g. Kirilova, 2013; Tranekjær, 2015; Van De Mieroop & De Dijn, 2021), but so far has been rarely applied in research on age categorizations in job interviews (for an exception, see Previtali et al., 2022). Secondly, we draw on the narrative as social practice approach (De Fina & Georgakopoulou, 2008) to analyze candidates' narratives of personal experience in relation to the interactional context in our corpus of 81 job interviews recorded in the Flemish region of Belgium. We illustrate our examination of these narratives through comparable, but also clearly distinct excerpts of two job interviews.

Our findings show that candidates invoke career path stories to explain career choices by drawing on age stereotypes. In this way they attempt to invoke common ground, making it harder for the interviewer to question these stories. However, in our dataset these narratives appear to be a sort of last resort for the candidates telling them: they are told in an unprepared manner and contain vague elements or inconsistencies that may undermine impression management efforts. As such, our study reveals the dangers for candidates of making broad generalizations and underlines the importance of strategic storytelling in job interviews.

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Matteo di Cristofaro

University of Modena and Reggio Emilia

The structural accessibility of sustainability-related contents: finding sustainability in webpages' hierarchies

The use of collocations and keywords for Corpus-Assisted Discourse Studies approaches is an established practice to investigate similarities and differences in the use of words across different collections of real occurrences of language. At its core, these corpus methods rest upon the use of statistical measures that take into account the frequency of words contained in one or more (sub-)corpora, with more recent studies suggesting the inclusion of the dispersion of words as a further element to account for a word's behaviour. The application of both collocates and keywords analysis on contents extracted from webpages however poses a further challenge, namely that the hierarchy with which contents are organised in the source data directly impacts the fruition of the contents themselves (cf. Djonovan 2007). In order to account for this impact, we present the integration of content and organisation features to the study of language, providing an additional layer of information able to capture the pragmatic and interactional value the web page hierarchy has when browsing web contents. Utilising data collected as part of the project "Communicating transparency: New trends in English-language corporate and institutional disclosure practices in intercultural settings", the method presented employs practices from network analysis as a mean to account for the dispersion of language inside the hierarchical network set out by the contents creators. The results complement traditional corpus analysis with a metric (usable as corpus metadata) able to capture potential exposure to words that user experience when browsing the website contents, along with the importance the creators give to the language used.

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Laura Di Ferrante

University of Milan

Sharing life events in Professional Settings: Insights from Augmentative and Alternative Communication Users

Individuals with complex communication needs, dependent on Augmentative and Alternative Communication (AAC) devices, encounter barriers across various domains, including environmental, policy-related, and attitudinal factors. Despite advancements in AAC technologies, users encounter persistent challenges in accessing context-appropriate language, generating satisfactory output, and effectively participating in interactions, particularly in professional settings and especially in leisure and small talk exchanges when people share opinions and narrate life events. Hence, there is a pressing call for research to prioritize technology development aimed at facilitating spontaneous message generation aligned with context and interlocutors (Yorkston et al., 1990). The present study is concerned with those barriers that are related to the efficiency and effectiveness of communication for AAC users in non-task-oriented interactions in workplace contexts (Beukelman & Mirenda, 1992; Glennen, 1997). A spoken corpus of small talk interactions in the workplace was analyzed to identify interaction barriers and the communicative strategies AAC users devised to overcome them. In particular, on the one hand, the quantitative approach shows how AAC speakers interact less (they have less conversational turns), and produce less words than non-AAC speakers. On the other hand, and consistently with this, the results highlight the integration of vocalizations (Di Ferrante & Bouchard, 2020; Müller & Soto, 2002; Pullin, et al., 2017) by AAC users during interactions, along with the deliberate use of incomplete sentences to mitigate communication delays. Specifically, the qualitative analysis of the exchanges clearly shows how AAC users rely on their coworkers' comprehension abilities, portraying them as collaborative partners in meaning-making: this collaboration involves the application of completion and expansion strategies, as well as echoing, to enhance clarity and validate mutual understanding.

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Ester Di Silvestro

University of Catania

The healer, the deliverer and the populist. A Comparative Critical Discourse Analysis of UK Prime Ministers' self-representation

In difficult times pervaded by economic challenges, health crises and wars – such as Brexit, the COVID-19 pandemic and the Russo-Ukrainian war – political leadership is more important than ever, since it is thought to be crucial for both internal affairs and international relationships between governments (Helms, 2012: 1). In particular, politicians need to represent themselves as reliable, confident, strong, and authentic leaders to persuade the electorate and be trusted (Lubke & Steffan, 2023). In a field that seems to be still dominated by men (Liu, 2019), this task may be more challenging for women who must be able to defend themselves against gender stereotypes and/or exploit them at their own advantage (Geva, 2018). The aim of this work is that of analysing and comparing the institutional speeches by Theresa May, Boris Johnson and Liz Truss in order to investigate the self-representations of May as the healer (Atkins & Gaffney, 2020), Truss as the deliverer (Hardman, 2022) and Johnson as the populist (Alexandre-Collier, 2022) respectively. To enhance comparability among male and female political leaders, I chose politicians from the same party who ruled during the same historical period (as they were involved in the delivery of Brexit and the management of its consequences). The corpus built for this analysis counts 16 speeches given by the Prime Ministers in occasion of institutional events – the announcement of their candidacies, their victory speeches as Leader of the Conservative Party, their first speeches as Prime Minister, and their resignation speeches – where a personal positioning takes centre stage. The data will be analysed qualitatively through the identification of specific textual semiotic choices, metaphors and the leaders' self-legitimation (Charteris-Black 2006; Machin & Mayr, 2023) to reveal which narratives are used in these politicians' self-representation (Seargeant 2020), and investigate possible similarities and differences in the light of gender representations.

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Mariasophia Falcone

University of Bergamo

Finding new narratives of climate change: insights from youth environmentalism online

Younger generations have grown up with climate change as a constant reality of their lives (Swim et al., 2022). Recently, they have taken a leading role in the efforts to address climate issues, both by taking the streets and by engaging through digital means in the cause for climate mitigation (Belotti et al., 2022). As a consequence, studies have highlighted emerging narratives among young generations mainly centering their role as climate activists and their contentious relationship with older generations (Andersen & Fløttum, 2022). Narratives on climate change have been central in shaping collective opinions on this issue, making them relevant for climate mitigation (Fløttum & Gjerstad, 2017 among others). In fact, as any political endeavor is driven by a need to change a certain situation or respond to a challenge, texts on climate change have often been modeled as stories or narratives with complications, reactions, and resolutions (Fløttum & Gjerstad, 2013). Building upon these premises, the present paper aims to explore narratives on climate change in youth environmentalism. The analysis follows the Narrative Policy Framework (NPF) as illustrated by Fløttum and Gjerstad (2013), combined with a corpus-driven perspective (Tognini-Bonelli, 2001), applied to a corpus of website texts of three youth environmental associations (GCWebC). In this case, grammatical keywords, examined within their broader co-text, have served as a starting point in investigating narrative components, bridging the micro and macro levels. Ultimately, the investigation is driven by two primary aims: determine and quantify the extent of narrative structures within online climate change texts by young environmentalists and assess whether these reflect the peculiarities of youth environmentalism and generational idiosyncrasies.

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Carlotta Fiammenghi

University of Brescia

Argumentative narratives about vaccination past and present: A discourse analysis of the VicVaDis corpus

The topic of vaccine hesitancy has arguably become central to much political and social discourse (World Health Organization, 2019) but is not a new phenomenon: the origins of an organized anti-vaccination movement can be traced back to the introduction of the smallpox vaccine in 19th century England (Durbach, 2005) (Eisen, 2020). Victorian anti-vaccinationists produced a vast corpus of texts, ranging from pamphlets to short treatises, serialized journals and letters to newspapers, which were printed and distributed to the general population (Williamson, 2007); these texts have been studied by historians (Charlton, 1983) (Weber, 2010) but have recently become of interest to linguists, too (Arnold & Arnold, 2022) (Klondrlik, 2020).

In this context, Hardaker et al. (2023) have compiled and published the Victorian Anti-Vaccination Discourse (VicVaDis) Corpus, comprising 133 texts of different genres, dating from 1854 to 1906, and variably written by practitioners, politicians, laypeople and intellectuals. Investigating these texts from a corpus-assisted discourse analysis perspective (Baker, 2023) can shed new light on Victorian anti-vaccination discourses, which in turn can inform our understanding of present-day vaccination (and, more generally, health- and medicine-related) controversies. The present contribution specifically focuses on instances of argumentative storytelling (Carranza, 2015) (Olmos, 2017), that is, retellings of personal experiences with vaccination (either performed by professionals or endured by patients) which are treated as evidence to sustain or to refute general claims about the safety and effectiveness of vaccination. The analysis of these stories' constitutive elements and their discursive realization (carried out largely following Labov, 1972; 1981; see also Fiammenghi, 2021) shows that Victorian anti-vaccinationists skilfully exploit the emotional appeal of such personal accounts to craft persuasive texts to patients, medical professionals, and legislators. Uncovering the formal characteristics of these texts can also inform present-day debates concerning the advantages and disadvantages of resorting to anecdotal evidence (scientifically unsound, but emotionally appealing) (Greenhalgh, 2016) in public health campaigns or doctor-patient encounters.

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Sabrina Francesconi

University of Trento

Multimodal Self-Narratives by Prospective Job Applicants

This presentation seeks to explore the multimodal performance of prospective professional identity in a small corpus of 16 video curricula (hereafter VC), recorded by undergraduate students in a Business English course at the University of Trento. The VC is a concise audio-visual message that may be used by jobseekers to accompany a written curriculum at the earliest screening stage of a specific application process, or for a permanent self-presentation on their LinkedIn profile (Hiemstra, Derous, 2015). As such, it can be positioned within the system of business genres (e.g., written curriculum, cover letter, job interview) that constitute a recruitment process (Waung, Hymes, Beatty, 2014). When the written curriculum provides a list of distinct and isolated experiences, interests and skills, the VC enables the potential job applicant to perform self-narration through the multimodal enactment of "small stories" (Bamberg, Georgakopoulou 2008, Georgakopoulou, 2006, 2015). Among a range of modes and modal resources, students as characters rely on speech and on clothing or posture to shape and communicate their identity (Bateman, Wildfeuer, Hiippala, 2017, De Fina 2015). Potential job seekers then adopt speech to narrate their educational and work experiences. Gestures are co-employed to punctuate their spoken narrative, while keywords and icons anchor relevant information. While configuring a monologic asynchronous discourse, the VC deploys multiple interpersonal strategies to address and involve a potential recruiter. When eye contact and size of frame are used as engagement strategies, background music is often adopted to accompany the self-narrative in a pleasant way. Obtained through the support of the ELAN software, multimodal data will be explored and discussed from a narrative perspective, as shaping "small stories".

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Walter Giordano

University of Naples "Federico II"

Is Financial Discourse Still Specialized? Evidence From Annual Reports Narrative

Specialized discourse is based on a few well-recognized pillars, including the "specialized community" of users, and the financial reporting discourse is no exception to this. A preliminary empirical observation suggests that, in more recent times, the communicator tends to aim for a wider, "de-specialized" readership even for the communication of specialized documents. In order to demonstrate the robustness of this hypothesis, two corpora were then collected, to be investigated and compared on their degree of specialization\despecialization: the first corpus comprehended the Annual Reports' narrative sections of three European soccer teams (quoted in European Stock Exchanges): Manchester City, Real Madrid and Barcelona. The second corpus includes the Annual Reports' narrative sections of their official sponsors, for instance Adidas AG, Nike, Puma SE, operating in Business-to-consumer sports apparel and textile products. For both corpora, the time range is 2018-2022.

Previous studies have focused on the hybridization of financial discourse with promotional discourse (Giordano et al. 2018), on "discourse communities" (Gotti 2015) and on the concept of specificity, pivotal in ESP (Hyland 2002).

The methodology applies corpus-based approaches (Giordano & Mandenaki 2023), which include domain-specific lexicons (e.g. Loughran and McDonald 2016), in order to detect the intensity of terminological specificity in both corpora, as well as the readability (calculating Flesch Kincaid and Gunning Fog indexes https://pypi.org/project/py-readability-metrics/), the lexical diversity (McCarthy & Jarvis 2010) as well as the polarity score (Hutto & Gilbert 2014). Preliminary results appear to confirm the presence of less domain-specific words in the soccer teams Annual Reports (with other interesting features arising from the visual representation of the data), whilst B2C companies' Reports show a higher degree of finance-specific terminology as well as lower readability indexes, higher complexity and higher language diversity.

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Ilaria Iori

University of Ferrara

Narrating the Apennines over time: A case study of touristic discourse in Emilia-Romagna

Narratives are key in the promotion of destinations as they can shape perceptions of places (Chronis, 2012), and stories about destinations can be constructed to attract tourists (see Federici, 2011). Tourism encompasses various forms of stories, ranging from tourist experiences to promotional narrations aimed at attracting tourists to particular areas (Moscardo, 2010). In particular, promotional stories can appeal to modern myths, defined by Hennig (2002) as collective ideas that embody cherished values and offer redemption from life's challenges. The study of how destinations are narrated to appeal to tourists has become particularly crucial, especially in marginalised areas such as the Apennines (see Filocamo et al., 2022). Specifically, the Northern section of the Apennines in Emilia-Romagna developed as ski areas in the 1960s and were progressively abandoned due to several reasons (e.g., the population ageing, and the affordability of exotic destinations) (Danzi & Figini, 2023). Recent efforts have sought to revitalise tourism in these areas by transitioning towards more sustainable forms of tourism and geotourism (see Filocamo et al., 2022; Gazzola et al., 2018). This study analyses how narrative structures are used to create promotional stories of the Apennines over time. Specifically, the investigation focuses on English-language brochures and magazines produced by Italian institutions on Emilia-Romagna and its Apennines from the 1960s to 2000s, a time which comprehends the transition from mass-tourism to more sustainable tourism. From a methodological perspective, the study qualitatively analyses the narrative structures and content of promotional stories surrounding the Apennines referring to Hennig's (2002) framework of modern myths in tourism discourse. The most recurrent narratives identified for each decade are compared to explore how narration strategies might have changed over time to persuade tourists to visit the Apennines.

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Lucia La Causa

University of Catania

Strategic representations of dangerous touristic destinations: A Multimodal Critical Discourse Analysis of tourism websites promoting Egypt

Today, especially after COVID-19 pandemic which has increased the use on the Internet and digital discourses, almost every tourist makes decisions about their travels based on what they read and see online. For this reason, the strategic building of web pages with both their linguistic and visual content and design are more important now than ever before. Since travellers consider destination safety and security among the most important factors to take into consideration (Zou and Yu, 2022) a well-structured website is particularly necessary when promoting tourism in places which are considered dangerous because of the presence of war, violence, revolutions, crime and terrorism (Dolnicar and Grun, 2013). Egypt is among the most dangerous countries in the world because of current conflicts, the continuous breaking out of social riots and a still low level of gender equality that makes it an unsafe place for women (Sloan, 2014; Silva-Paulus, 2018). Nevertheless, defying expectations, the tourism industry in Egypt remains "iconic" (TBY, 2024) and one of the most important sources of incomes for Egyptians (Galal, 2023), with an increasing number of tourists visiting the country in the last year (Bower, 2024; El-Aref, 2024). This phenomenon might be mainly due to a virtuous representation of the country by travel and tour companies by means of strategic "professional discourses" (Candlin and Maley, 1997) online. For this reason, in this study, a sample of tourism websites promoting Egypt will be analysed through a Multimodal Critical Discourse Analysis (Machin and Mayr, 2023) paying attention on both linguistic and visual aspects (Kress and Van Leuween, 2021), and thus observing both lexical, morphosyntactic and graphic features (colours, images, formatting and text organisation) which are able to make even dangerous places attractive to the attentive tourists of the post-pandemic digital age. References Bower, E. (2024). Egypt tourism up 5% in early 2024 despite Gaza conflict.

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Lin Li

University of Antwep

Brand storytelling by branding specialists

The role of stories in branding is diverse and profound. Brand stories convey brand values (Lundqvist et al., 2013), signal prestige (Ryu et al., 2019), and trigger consumer identification by way of experiences that go beyond brand or product marketing (Smith and Wintrob, 2013). In order for brand stories to effectively play such diverse roles, they must be perceived as authentic by the consumer, and be able to evoke emotions (Mills & Robson, 2019). However, meeting these two criteria is increasingly challenging in the context of ever-increasing digitalised communication, where micro-, fake and counter-narratives abound (Alemany 2020; Edrej 2021). The challenge is further amplified when consumers of a product or service are reflexive of the use of stories in branding to create authenticity and emotions – one example of this would be businesses seeking help from brand consultancies to improve their own brands.

While scholarship on the effect of brand storytelling on consumer behaviour and brand management is on the rise, research on how brand consultancies navigate challenges in their own brand storytelling for a reflexive audience has not been done before. This paper will present a pilot study based on contrast qualitative analysis of brand storytelling by 5 well-established global brand consultancies and 5 small-scale brand consultancies based in Singapore. The three main questions that will be discussed are: 1) What kinds of brand stories do brand consultancies construct in their outbound marketing communication? 2) What kinds of narrative strategies are employed in these brand stories to create authenticity and evoke emotion? 3) In what ways do small- and large-scale brand consultancies accomplish these similarly and differently?

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Pietro Manzella

University of Udine

'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?

Recently, a major change has been witnessed in environmental discourse, which is reflected in the way in which the notion of a 'just transition' – i.e., the set of measures laid down to maximise the social and economic opportunities of climate action, while minimising any challenges (EUROFOUND 2022) – has been constructed in a number of policy documents. Originally characterised as 'just', this transition has been reframed as 'fair', with this terminological change which might be far from neutral in ideological terms (Fairclough 1989). In this respect, this paper aims to investigate the language of some institutional documents discussing the 'just' and 'fair' transition, to understand whether this lexical shift is only a nominal one, or differences can be seen in the 'stories we live by', i.e., mental models which influence behaviour and lie at the heart of the ecological challenges we are facing. They are embedded deeply in the minds of individuals across a society and appear only indirectly between the lines of the texts that circulate in that society (Stibbe 2021: 1-5). With a view to gaining an insight into the discourses of the 'just' and the 'fair' transition, a comparison will be provided between documents discussing the just and the fair transition at the international level. The questions this paper seeks to answer include the following: How is this shift discursively framed in these documents? Are there any lexical features peculiar to them? Are the relevant 'stories we live by' discussing the 'fair' and 'just' transition different? Which are the possible implications of this terminological change in terms of stance-taking and reader reception with regard to the environmental issue? Is it possible to identify differences in relation to positive and negative emotional responses and dispositions? In order to deal with this and other questions, Martin and White's Appraisal Framework will be adopted.

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Ilaria Moschini

University of Florence

The Evolution of YouTube's About Us Page: Stepping Away from the "Californian Ideology" Grand Narrative?

The paper examines the changes that have occurred to YouTube's About Us page (https://about.youtube) following the release of the video sharing app TikTok and its global spread in 2020. By creating a hub for entertainment content, TikTok has transformed the communication landscape, especially for the demographic group of people between the ages of 18 and 24 (Statista, 2022).

The 'About Us' section is a goal-oriented page where the identity of a corporation is crafted and narrated to strengthen the company's reputation and make a positive and lasting impression on potential customers (Petroni, 2020; Garzone, 2021). YouTube LLC is the renowned American online video sharing platform acquired by the corporation Google LLC in 2006 and is the second most visited website in the world as of January 2024 (Similarweb, 2024).

The version of YouTube's About Us page that was released in September 2021 will be compared to the previous version and TikTok's About Us page (https://www.tiktok.com/about). The aim is to outline the strategies that are used at textual level to shape practices of self-presentation and self-branding from a critical multimodal discourse perspective (Machin, 2013; Machin & van Leeuven, 2016). At the same time, these texts will be analyzed as spaces that foster cultural scripts adopting a 'multimodal ideational mapping' approach (Moschini, 2021). In particular, the analysis will focus on the discursive shift from the endorsement of a participatory stance that combines artistic expression and civic engagement (Jenkins, 2006) to the promotion of a lifestyle that emphasizes carefree entertainment and mimicry (Zulli & Zulli, 2022). Such a shift seems to mark a detachment from the so-called "Californian ideology" (Turner, 2006), which has so far been the Grand Narrative that framed the emergence, development, and consolidation of the digital revolution.

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Laura Sofia Pensabene

University of Catania

"I'm sick of being a woman in STEM": Narratives of Gender Bias in STEM Academic and Professional Settings on Reddit

The Report Why So Few -commissioned by The American Association of University Women in 2010- stated that the persistence of negative stereotypes and prejudices about women's abilities in mathematics and science was one of the main causes of an impressive gap between men and women in STEM fields (Hill et al., 2010). Despite the multiple initiatives created to bridge such gap since then (Moss-Racusin et al., 2021), the status quo remains critical, with women making up just 28% of the STEM workforce (Piloto, 2023). Scholars have vastly investigated the persistence of the gap under multiple perspectives, analysing its socio-economics barriers (Fouad et al., 2010), the persistence of stereotypes fostered by peers and teachers (Saucerman & Vasquez, 2014) and the subsequent perception of STEM fields as male-dominated (Lee, 2008). While traditional media have generically reproduced and therefore normalized such stereotypes (Chimba & Kitzinger, 2010), new media platforms have enabled women in STEM to create new places where they can build their own identity (Kim et al., 2018) and narrate their experiences without the intrusion of third parties: Reddit is one of such places (Jacobs et al., 2020). The aim of this work is to investigate how women discursively frame their experiences both in STEM professional and academic settings on Reddit. To do so, we have identified discussion forums of selected subreddits from 2021 to 2023; such forums will be analysed qualitatively, employing a discursive analytical perspective (Machin & Mayr, 2012), in order to have a thorough view of the communicative strategies employed textually by women to recount their experiences.

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Sergio Pizziconi

University of Calabria

Human Factors training in medical professions: A cognitive and narrative approach

The paper analyzes the reactions of med-school students to fictional narratives extracted from the medical drama Grey's Anatomy. The activity is part of a professional internship aimed to spur interns' reflection on several communicative aspects with patients, their families and other interlocutors they will interact with in their future professional settings. The framework used to approach the training content is the application of the aviation-related analytical protocol of Human Factors as applied to medical settings (Brennan & Oeppen, 2022). The focus is on the SHELL model which maps the work setting around the professional operator (Liveware) while interacting with other participants (Liveware), the equipment (Hardware), the physical setting (Environment), and the multilayered system of rules and practices (Software) (CASA 2022: 6). The analysis of the reactions lies on the cognitive frame of Jerome Bruner's (1986 and 1996) universals of narrative thought and the communicative background of cultivation theory (Gerbner and Gross, 1976/2017 and the revisions in Shanahan & Morgan, 1999; Bilandzic & Rössler, 2004). TV viewers tend to elaborate on the behavioral patterns portrayed in fiction, talk shows, and reality shows from a multilayered perspective. Starting from the central tenet of cultivation theory, according to which viewers mold their perception of reality coherently with what they see on screen, Bruner's narrative universals suggest other possible interpretive processes. Consequently, the cognitive processing those behavioral patterns undergo might spur different, or even opposite, understandings of reality. Results show that, in the absence of a real-life context, prospective professionals' basic training can be based on their ability to generatively process fictional narratives.

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Francesca Poli

University of Verona

Modal Verb Usage in Tourism Discourse: An Analysis of a Corpus of Websites Promoting the City of Verona

The present contribution examines the use of modal verbs in specialised tourism discourse, with a focus on the Verona Corpus. Modal verbs play a crucial role in expressing modality and conveying information about necessity, possibility, and permission (Maci 2020; Palmer 1990). In particular, since tourism discourse performs a predominantly persuasive function (Calvi 2016; Manca, 2016; Sulamain & Wilson, 2019), modal verbs are one of the linguistic choices to express commands and, for this reason, are worth investigating. Through a comprehensive analysis of the Verona Corpus, a corpus of institutional and non-institutional websites promoting the city of Verona (Italy) as a destination in English as a Lingua Franca, this study categorises modal verbs into epistemic, deontic, and dynamic modality (cf. Palmer 1990), and investigates their relative frequencies and lexico-grammatical patterns. Non-parametric statistical tests (Kruskal-Wallis) are employed to determine the significance of differences in modal verb usage followed by a qualitative analysis which takes into account the most strongly associated collocations of the verbs. The results show that there are statistically significant differences among the three categories of modality used in the texts, i.e., epistemic, deontic, and dynamic; whereas there are no differences between the verb groups (e.g., can, could, may, might, etc.) within the same type of modality. In addition, the use of pronouns shows an attempt at establishing an empathic relationship with the tourists, albeit with a risk of coming across as too artificial and persuasive. Lastly, the preference for the dynamic modality signals a potential L1 (negative) transfer for the communication of commands which could be in contrast with the preferred deontic modality found in English L1 native tourist texts (Manca, 2016).

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Giorgia Riboni, Angela Zottola

University of Turin

Professional practices and shifting narratives: the case of vulvar pain and vulvodynia

Drawing on the assumption that discourse plays a central role in the collective construction of illnesses (Conrad and Schneider 1980), this paper explores the linguistic resources utilized to describe persistent vulvar pain -a condition long ignored or minimized by health care professionals (Labusky 2015)- within the scientific community. In recent years this issue has received more attention and is currently undergoing a process of pathologization, which entails a narrative shift from possibly being a psychological problem to being recognized as a disease. The term "vulvodynia" has been introduced to label and provide a pathological status to this long-lasting pain, for which adequate categorization is still lacking (Bornstein et al. 2016). Discourses around vulvodynia are thus something that not only reflects its reality but actively contributes to its identification as an illness. In particular, narratives constructed around the scholarly definitions of this condition may significantly affect the common perception of vulvar pain and vulvodynia, impact research as well as diagnostic and therapeutic procedures, and ultimately improve the wellbeing of women affected by it. Starting from the premise that the systematic analysis of narratives can reveal implicit aspects of narratives themselves, those who create them and those they are aimed at (Toolan 2013), this paper adopts a corpus-assisted approach to explore the shifting constructions of vulvar pain and vulvodynia within medical discourse. To this aim, an ad hoc data set including scientific articles published in English over the course of the last 25 years has been built and analyzed as the starting point to reconstruct the narrative that led to the contemporary understanding of this silenced disease.

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Kristin Rygg

Norwegian School of Economics and Business Administration

The Outsider Positioning of an Expatriate on a Contractual Assignment

Expatriates on contractual assignments, which are externally hired, short-term and project-based assignments abroad, have received limited attention in research compared to other types of expatriations. This study uses the concepts of insider and outsider from Merton (1972) and the methodological framework of narrative positioning from Bamberg (1997) to analyze how an expatriate on contractual assignment positions himself and others in a narrative account. By doing so, the study takes the focus from the group to the individual level and investigates how his positions seem to influence his work, his intercultural process, and how he talks about his experiences. The various positions that he experiences leave him as an outsider regarding his home office, the host culture, and every other unit he collaborates with, and may exemplify the unique challenges for someone on this type of assignment. The study also shows how Bamberg's framework can be used to analyze fieldwork interviews in a business context to extract more information from one's informants than mere information.

Kamelia Talebian Sedehi

SANS Technology Institute

Narrative of Testimony and Witnessing in Lighting the 7th Fire

Throughout centuries, Chippewa were removed from their lands and relocated to other reservations. Elders signed various treaties with government in which they made sure they could always use their fishing rights over the receded lands. Treaties such as 1837, 1842, and 1854 guaranteed Chippewa's fishing rights to fish off the reservations, yet settlers did not always respect their rights which led to struggles between settlers and Chippewa. At times, one incident could lead to serious protests by Chippewa and settlers. In 1974, when Fred and Mike Tribble were spear fishing near Lac Courte Oreilles, they were arrested by the police for violation of Wisconsin conservation laws. Only seventeen years later, in 1991, Judge Crabb re-recognized Chippewa's fishing rights off reservations and ended many years of litigations. Lighting the 7th Fire (1995), a documentary directed by Sandra Sunrising Osawa, narrates the struggles and litigations between settlers and Chippewa. Elders, common Chippewa, activists, survivors', and settlers share their ideas, experiences, and opinions regarding the protests, fishing rights, and history of fishing. Hearing testimonies given not only by Chippewa but also by settlers provide a more holistic view of protests, beatings, insults, injuries, and trauma that Chippewa underwent throughout the years due to overlook of their fishing rights. Their testimonies, as first-hand witnesses, inform the interviewer and through watching the documentary, we, as audience, are informed about the incidents as well. This paper will focus on Lighting the 7th Fire in light of Shoshana Felman and Dori Laub's concept of witnessing and testimony and Judith Herman's concept of trauma in order to emphasize trauma of survivors and their gradual healing through telling their stories through their testimonies.

Federica Silvestri

University of Catania

The Language of Tourism on Hotel Websites: Linguistic Strategies Employed at the Pre-Trip Stage

International tourism is one of the largest industries in the world, and like in other multicultural domains, English constitutes one of its main linguistic resources, even as a lingua franca (Francesconi, 2014; see Fox, 2008). The study of the language of tourism has been influenced by research in critical discourse analysis and interactional analysis (Irimiea, 2018), and it takes a sociological turn when Dann (1996) finds that the language of tourism is a specialised language with a discourse of its own that is enacted by tourist establishments, such as hotels, to attract new customers at the pre-trip stage. Over the last few decades, tourism discourse has moved to digital spaces since websites and apps have started to influence tourism communication and have now become the norm (Francesconi, 2014; Maci, 2012; see Manca, 2016). This work aims to investigate how English is used in tourism discourse in digital spaces for purposes of hotel promotion at the pre-trip stage. Our dataset stems from an investigation of the current list of the top-trending cities in Italy on Booking.com from which the top three destinations have been identified (Rome, Milan, and Naples). For each city, we selected the highest-ranking hotel among the best-reviewed ones (https://hotelmaalot.com/en/, https://www.hyatt.com/en-US/hotel/italy/park-hyatt-milan/milph,

https://www.santachiarahotel.com/#). After this initial selection, the linguistic content from the English versions of the websites was extracted and analysed by means of a linguistic-pragmatic approach exploiting Halliday's (1994) SFL model to investigate how the lexico-morphological and syntactical patterns used are typical of the language of tourism. This analysis also highlights how the current digital landscape influences the language of tourism and the construction of tourist imagery and narratives.

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Walter Spezzano (University of Palermo)**, Ninfa Pagano** (University of Palermo)**, Richard Sharpley** (University of Central Lancashire)

Stereotypes and Dark Tourism in Sicily: A Study on Criminal Discourse and Tourism Analytics

Sicily is widely recognised as a popular tourist destination. Despite the negative effects of Covid-19 on the tourism industry worldwide, tourist arrivals in Sicily (both international and domestic) reached almost 4.9 million in 2022, reflecting a notable increase of 57.0% from 3.1 million in the previous year (Regione Siciliana, 2023). Tourists are attracted primarily by the island's cultural and natural heritage; however, Sicily is also known for its association with the Mafia, a criminal organisation which originally developed on the island between the 18th and the 19th centuries. Featured in several franchises (e.g. 'The Godfather'), the Mafia can, therefore, be paradoxically considered one element of the destination image of Sicily (Pagano & Sharpley, 2024), whether positively as a driver of media-induced/dark tourism (Connell, 2012; Reijnders, 2011; Sharpley & Stone, 2009), or negatively as a potential risk factor (Williams & Baláž, 2015). The present work identifies two stages of research, each with its own objectives, data and methodologies. The former is a corpus-assisted discourse study (Gillings et al., 2023), focusing on the analysis of the criminal discourse employed in 'The Godfather' book saga (five novels, published between 1969 and 2012) to unveil possible stereotypes about Sicily in relation to the Mafia phenomenon. The latter is a visitor e-survey (Veal, 2018) carried out at the 'No Mafia Memorial' museum in Palermo, seeking to investigate the role of the museum in shaping visitors' understanding of the Mafia and analyse the destination image of Sicily in relation to tourists' subsequent perception of the Mafia phenomenon. Data are collected through online questionnaires administered to tourists visiting the museum, and the analysis relies on descriptive statistics. Results are expected both to support the museum's educational role as well as its marketing efforts on the one hand, and destination management strategies on the other.

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Karolina Anna Tatar

University of Turin

Construing Musical Heritage Through Multimodality and Multilingualism: the case of Gallery of Musical Instruments of Conservatory of Turin "Giuseppe Verdi"

The paper presents the author's doctoral research project "Construing Musical Heritage Through Multimodality and Multilingualism: The case of the Gallery of Musical Instruments of Conservatory of Turin Giuseppe Verdi", with a particular emphasis on its linguistic dimension. Situated within the realms of English as a 'lingua franca' and museum communication, this research endeavour aims to develop plural multilingual narrations (comprising English, French, Italian and German) for carefully selected musical instruments housed within the aforementioned gallery. These narrations are meticulously crafted to reflect considerations pertaining to terminology, complexity, accessibility and narrative form, all while acknowledging the gallery's current designation as a distinctive tourist destination. Additionally, a fundamental tenet guiding the evolution of communication within the collection is its educational utility. Methodologically, the development of these narrations is informed by the application of critical discourse analysis to seminal Music Education publications, including works by Aaron Copland (1999) and Leonard Bernstein (1959), along with current academic research on museum education, as well as an exploration of linguistic strategies employed by globally renowned Music Museums, such as "Musikinstrumenten-Museum" in Berlin, Germany and "Museo degli Strumenti musicali del Castello Sforzesco" in Milan, Italy, among others. Furthermore, genre analysis serves as another methodological avenue, facilitating the exploration of varied narrative forms, potentially including autobiographical accounts. The linguistic refinement of the Gallery of Musical Instruments is underpinned by an exhaustive examination of museum communication publications, with a specific focus on the issue of English as a 'lingua franca'. By the new presentation of musical heritage in question, the project facilitates nuanced exploration and appreciation of diverse cultural traditions and musical practices. Visitors will engage with narratives that transcend linguistic and cultural boundaries, promoting cross-cultural dialogue and fostering a broader understanding of musical heritage.

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Emanuela Tenca

University of Milan

Balancing travel and tourism discourses in influencers' narratives on Instagram: Findings from a pilot study

Nowadays, tourists frequently rely on electronic word of mouth (eWom) spread via social media when planning their holidays. Such contents are often produced by influencers who use their profiles as a source of income (Abidin 2017; Duffy & Kang 2020; Willment 2020). In order to attract followers, influencers need to balance the discourses of travel and tourism (Azariah 2016a,b): when addressing their followers as peers, they present themselves as travellers, and as such they narrate their story as authentic; at the same time, they need to apply the promotional strategies of tourism discourse to authenticate their message. Starting from these assumptions, this presentation aims to examine the communicative devices adopted by top travel influencers as they seek to stand out in the social media landscape and connect emotionally with their audiences. To this end, a pilot study was conducted on a small-scale corpus consisting of 300 posts published on Instagram by five travel influencers. The corpus (7,803 tokens) was uploaded to Sketch Engine, where the following tools were used: the wordlist to locate the most frequent words, the keyword list to retrieve unique items in the influencers' narratives, and the concordance tool to better understand how the influencers use frequent words and keywords in context to craft their message around their travel experiences. The findings show how ego-targeting (Dann 1996) is used to both personify the message and pursue promotional purposes. The keyness analysis revealed two primary thematic areas, one pertaining to tourist destinations and one to transportation means. However, differences emerged in how these domains are integrated into each influencer's narrative: while four out of five influencers tend to adopt emotively connoted language, one influencer showed a preference for adopting technical terminology. This variation in applying the discourses of travel and tourism may be correlated with the type of identity that the influencers are staging online: this may be informed by ideas of authenticity and self-fulfilment, which are key to travel discourse, or on ideas of competence and professionalism, which instead inform tourism discourse.

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Luca Valleriani

Sapienza University of Rome

'Fancy a cuppa?': The function of regional accents in British TV commercials

As is well known, the main aim of advertising is that of persuading the addressee to purchase or subscribe to a product or service, and this is achieved by establishing a certain combination between visual and verbal aspects. In many types of advertisements, but perhaps especially in TV commercials, the use of specific narrative strategies helps get closer to the purpose of attracting the customer's attention, as it sets a specific pattern based on emotional involvement (Moraru, 2011: 55). The viewer, in other words, is integrated into a story thanks to the autodiegedic or heterodiegetic narrator's storytelling (ibid.: 71), and the key role of such storytelling resides not only in its content but also in its form, i.e. which code or style is chosen in a specific context (Bell, 1984). The language of adverts can thus be considered as a form of performed language, specifically constructed to become memorable. For this purpose, language variation is often exploited, due to the fact that almost all the regional accents and dialects are usually associated with stereotypical connotations. Building on previous studies on diatopic varieties in adverts (among others, Bell, 1992) and the frameworks provided by the 'classics' on British television advertising (Leech, 1966; Dickason, 2000), this contribution aims at identifying the various semiotic functions of regional accents in Britain's TV commercials, partially developing from the taxonomy provided in the film- and TV-title repository Dialects in Audiovisuals (Ranzato et al., 2017). The data from this research, in its early stages, come from the qualitative analysis of a small corpus of commercial of tea brands (PG Tips, Tetley Tea, Twinings and Yorkshire Tea, among others), as tea is arguably one of the most advertised products in the UK, and each one of these brands has a different target audience, thus resorting to different levels of markedness in accent.

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Francesca Vitali, Laura Narisano

Free University of Bozen-Bolzano

Shaping sustainability: evaluative language in the British press

Sustainability, generally defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (WCED 1987), has acquired growing relevance in today's corporate communication, news-media, and academic research. However, it is often observed that its definition remains ambiguous, allowing for diverse interpretations and context-dependent understandings, which may hinder the process of creating a unified actionable framework for implementation.

Drawing on corpus linguistics and discourse analysis, we intend to shed light on how the notion of sustainability is narrated in news discourse through a corpus-assisted examination of four British broadsheets - *Financial Times*, *The Independent*, *The Telegraph* and *The Guardian* - to represent a reasonably broad spectrum of opinions, considering their perceived political leanings (Smith 2017). The analysis focuses on the element of evaluation in language with the aim of getting insights into the narrativization of sustainability in the British press through the expression of subjective viewpoints and the manifestation of the value systems of individuals and communities (Martin & White 2005, Biber et al. 1999).

To do so, we adopt Bednarek's set of evaluative parameters (2006), such as comprehensibility, emotivity, and expectedness, as the base of the corpus-assisted analysis with the objective of contributing to a better understanding of how the fuzzy concept of sustainability is portrayed in the British press. Also, in choosing a specific time span coinciding with the first steps of the implementation of the 8th Environment Action Programme in May 2022 (European Commission 2022), we explore how the European Union, and its sustainability policies are depicted in the post-Brexit UK. By examining the language newspapers use to represent narratives of sustainability, we attempt to provide a deeper understanding of how the media contribute to shaping the pivotal issue of sustainability.

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