

Nicoletta Vasta has been Full professor since 2002 in English language and linguistics (L-LIN/12) at the Faculty (now Dept.) of Modern Languages and Literatures of Udine University, where she also taught in the PhD course in "Scienze linguistiche, filologiche e letterarie" and at the "Scuola Superiore" (School for Advanced Studies). She previously served as Associate professor at Trieste University (Faculty of Education) and also acted as project coordinator of, and teacher trainer in, several pioneering projects involving primary school in-service teachers (e.g. the 1994-95 DIRELEM-LISE Project, funded by the Italian Ministry of Education and CEDE) and secondary school trainee teachers (e.g. at SSIS, i.e. the "Scuola Superiore per Insegnanti della Scuola Secondaria" established under Italian Ministry for University legislation in 1999). Over the years, she has taught English linguistics, discourse analysis and translation in BA and MA degree courses in Political Science; Communication Science; Foreign Languages and Literatures; Translation and Cultural Mediation; Public Relations; and Integrated Communication for Businesses and Organizations. After graduating (MA) in Translation from the University of Trieste (Scuola Superiore per Interpreti e Traduttori), she specialized in Italian and contrastive linguistics at the University of Rome "La Sapienza" and in Technical translation at Edinburgh University.

Her main research interests lie in:

- Language teaching, autonomous language learning, computer-assisted language testing;
- Social semiotic and multimodal analysis of domain-specific discourses;
- Corpus analysis of Parliamentary debates;
- Language as ideology (in a CDA perspective, wrt "identity", "agency" and "responsibility");
- Discourse manipulation in conflict management (also in a cross-cultural perspective).

She has authored and (co-)/edited volumes on **language education and testing** (e.g. *Università e Lingue alle Elementari*, 1996; with N. Komninou, *Il testing linguistico*, 2008), as well as on **economic and political discourse analysis** (e.g. *Moral Suasion in Central Banking. A Pragmatic-Textual Approach to Economic Discourse*, 1994; *Rallying Voters: New Labour's Verbal-Visual Strategies*, 2001; with D.R. Miller, *La costruzione linguistica della comunicazione politica*, 1997; *Forms of Promotion: Texts, Contexts and Cultures*, 2006; with C.R. Caldas-Coulthard, *Identity Construction and Positioning in Discourse and Society*, 2009). She has published essays and book chapters on **political, advertising, and conflict discourse analysis in a multimodal and/or SFL/CDA-based perspective** (e.g. "Sport a Yellow Ribbon" and Other Strategies for Raising Public Opinion's Consensus on Military Actions in Iraq: a linguistic analysis of conflict management", 2004; "Profits and Principles: Is There a Choice? The Multimodal Construction of SHELL's Commitment to Social Responsibility and the Environment in and across Advertising Texts", 2005; "'Once upon a time there was a little blue egg...': A Multimodal Analysis of Political Humour in the Labour PEB *Dave the Chameleon - The Debut*", 2009; "Negotiating Roles and Identities in Corporate Advertising: A Multimodal Analysis of the Total Energy Doubled 2005 TV Commercial", 2010; "Identities in Conflict: Making Sense of Voices from inside the War on Terror", 2016). She has published essays/articles/chapters on **multimodality in educational settings** (with P. Trevisan, "Who Cares About Children's Rights? Critical Multimodal Awareness and its Implications for the Design, Analysis and Use of Children's Online Educational Materials", 2017; "Advances and Challenges in EFL Multiliteracy Environments", 2020) and has recently co-edited (with A.P. Baldry) the volume *Multiliteracy Advances and Multimodal Challenges in ELT Environments*, 2020. She has also investigated **identity, values and emotions in a sociolinguistic and cross-cultural perspective** (e.g. with J. Douthwaite, "Supreme Revolutions. Equity, symmetry and argument in end-of-life decisions", 2001; "The Construction of Gender Identities and Ideologies in Print Ads: developing students' multimodal, intercultural and professional competence", 2003; with I. Jammerneegg, *Paura e paure*, 2005; "Promoting One's Party as 'the Solution': Prospective and Retrospective Fears in Two Labour Party Political Broadcasts", 2006; *et al.* (eds.), *Identities in Transition in the English-speaking World*,

2011; “Marketing and Resisting Plastic Surgery: heteroglossic voices in the multimodal construction of female identity”, 2012), as well as **cultural and semiotic trajectories and intertextual thematic formations across genres** (e.g. “Multimodal Meaning-making Patterns and Cultural Constructs in Party Political Broadcasts and Party Election Broadcasts”, 2004; “Consent and Dissent in British and Italian Parliamentary Debates on the 1998 Gulf Crisis”, 2004).

She has participated in, and/or coordinated local, national and international projects. These include:

1. 2017-2019: Scientific Coordinator of the **PRID** (Departmental Project) “Cutting Edge: Multiliteracy Advances and Challenges in Hypermedia English Teaching Environments (MACHETE)” (University of Udine); score 46/50; total funding granted: €37,000.00 including the Udine University co-funding of a one-year fellowship grant.

2. 2014-2017: Scientific Coordinator of the **MARIE CURIE IOF** Project on “Improving Dyslexic Children’s Reading Abilities: the Role of Action Video Games and Hypermedia Texts” (University of Udine & Sydney University. Researcher: Piergiorgio Trevisan); score 95.20/100 (threshold: 70.00/100.00); total funding granted: €226,481.70

3. Various roles in four **PRIN** (National Interest Research) Projects:

a) 2009-2011: *ACT - Access through Text - Accessibilità mediata dai testi*. Project n° 2009RL3NF4; score 59/60; Ministerial co-funding €67,816.00. Co-ordinator local research unit’s subproject: *MACE - Multimodal Awareness for Children's Empowerment (COME - COnsapevolezza Multimodale e Empowerment dei minori)*, which included Udine University co-funding of a one-year fellowship grant;

b) 2005-2007: *e-Colingua: e-corpora negli studi linguistici e multimodali, nella traduzione, nell'apprendimento e nelle verifiche online delle lingue*. Project n° 2005102425; score 58/60; Ministerial co-funding €230,000.00. Member for the University of Udine within the local Trieste research unit’s sub-project: *AMTA*;

c) 2002-2004: *Didactas*: Project n° 2002101553; score: Class A: 66/80 78/80; Ministerial co-funding €119,000.00. Member of the local Trieste research unit’s sub-project: *C.A.T.T*;

d) 2000-2002: *Linguatel: Progetto telematico di lingua e mediazione interlinguistica*: Project n° MM10197342. Member of the local Trieste research unit’s sub-project: *Coptatas*.

4. 1999-2001: **MURST** (Ministry of University and Scientific & Technological Research) **project for young researchers**, University of Trieste: "Promuovere un prodotto/'produrre' un candidato: il linguaggio della persuasione tra mercato e politica" ("Promoting a product/'manufacturing' a candidate: the language of persuasion between marketing and politics").

A former Board member (2009-2013) of A.I.A. (Associazione italiana di Anglistica – Italian Society of English Studies) and of the Editorial Committee of its (class A-rating) academic journal *Textus. English Studies in Italy*, she was Vice President of A.I.A. from 2011 to 2013. Between 2007 and 2010, she was Secretary of the National Board of A.I.C.L.U. (Associazione italiana centri linguistici universitari - Italian Association of University Language Centres).

She has presented numerous papers at international conferences and was a member of the Academic Programme Committee of, e.g., 28th *European Systemic Functional Linguistics Conference* (Pavia 2018) on “SFL on Language, Specialised Knowledge and Literacy”; and 29th *European Systemic Functional Linguistics Conference* (Leiria 2019) on “SFL on multiliteracies, professional discourse and education.”

She is a member of various editorial and scientific committees and has been a reviewer for national (class A-rating) and international journals such as *Lingue e Linguaggi*; *MediAzioni*; *Journal of*

Pragmatics. She was appointed by Agenzia Nazionale di Valutazione Università e Ricerca (ANVUR) as a referee for Valutazione della Qualità della Ricerca (VQR) 2004-2010, 2011-2014, and 2015-2019 and recently (2020) acted as external referee for the "Common Framework of Reference for Intercultural Digital Literacies" (CFRIDiL), drawn up as part of the three-year European project EU-MADE4LL, European Multimodal and Digital Education for Language Learning.

She has also held the following academic and scientific positions enabling her to participate actively in University governance and in steering committees with academic, policy-making and administrative functions:

- 2016-present: Udine and Trieste Universities' Official Member of the Steering Committee of the Fondazione Cassa di Risparmio di Gorizia;
- 2013-present: Pro-vice Chancellor and Director of the Centro Polifunzionale at the Gorizia Campus of Udine University. In this position she also participates, as ex officio member, in the Board of Governors meetings of the Consorzio Universitario per lo Sviluppo del Polo goriziano;
- 2009-2015: Course Director (BA & MA Degree courses in Public Relations, Faculty of Modern Languages, Udine University);
- 2004-2010: Director of the Language Centre, Udine University;
- 2003-2004: Deputy Director of the Language Centre, Udine University;
- 2001-2002: Coordinator of the Foreign Language Section, "Scuola Superiore per Insegnanti della Scuola Secondaria", Trieste University;
- 2000-2002: Trieste University's representative at the "Centro internazionale sul plurilinguismo" of Udine University;
- 1999-2001: Coordinator of the English Language Section, "Scuola Superiore per Insegnanti della Scuola Secondaria", Trieste University.