PRIN-CLAVIER 2025

Communicating transparency: New trends and insights for professional and intercultural settings

(CommTran - Progetto di Rilevante Interesse Nazionale - Prot. 2020TJTA55)

Hotel Tropis – Contrada Fontana Nuova – Tropea

THURSDAY, 29 MAY 2025	
9:00-9:45	**Registration**
9:45-10:00	**Greetings and Conference Opening**
10:00-11:00	**Keynote Address – Sala Albino** **Lars Thørgen Chistensen** (Copenhagen Business School, Denmark) *Transparency: Deconstructing an ambiguous ideal*
11:00-11:30	**Coffee Break**

	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency and DEI	**Transparency and Academic Settings**
11:30-13:30	**Olga Denti** (University of Cagliari) *Improving people's lives: enhancing diversity, equity and inclusion in energy transition* **Federico Zaupa** (University of Modena and Reggio Emilia) *(Un)transparently Communicating Disabilities in the Field of Transport: A Corpus-Assisted and Multimodal Analysis of CSR and ESG Disclosures* **Luca Valleriani** (Università degli Studi della Tuscia/Sapienza University of Rome) *Making ESG discourse accessible: The case of the pharmaceutical sector* **Annalisa Sezzi** (University of Modena and Reggio Emilia) *TraInsparency for children: transparency and railway companies' online educational resources*	**Gaia Aragrande** (University of Bologna) *University governance and intercultural communication: a corpus-based study on transparency through translation at the University of Bologna* **Vicent Beltrán-Palanques**, **Nuria Edo-Marzá** (Universitat Jaume I) *The webpage as a platform for digital institutional transparency for sustainability: An overview of UJI's disclosure on the SDGs* **Carlotta Fiammenghi** (University of Verona) *Transparency in peer review: An ERPP Analysis of the BMJ Open's published peer review reports* **Laura Ferrarotti** (Sapienza University of Rome), **Sharon Hartle** (University of Verona), **Jean Jimenez** (University of Calabria), **M. Antonietta Marongiu** (University of Cagliari), **Federico Zaupa** (University of Modena and Reggio Emilia) *Enhancing Transparency in English Communication: Finalised Materials for Raising Awareness and Building Competence*

13:30-14:30	**Lunch**

	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency in the Fashion Industry	**Transparency and Multimodality**
14:30-16:00	**Silvia Cacchiani** (University of Modena and Reggio Emilia) *Communicating about sustainability on fashion websites: towards a (hyper-)multimodal analysis* **Costanza Cucchi**, **Sonia Piotti** (Università Cattolica del Sacro Cuore) *An opportunity not to be missed: Sustainability messages of outwear companies on Instagram posts* **Esterina Nervino** (City University of Hong Kong) *The Semiotics of Sustainability: A Multimodal Analysis of Corporate ESG Discourses*	**Patrizia Anesa** (University of Bergamo) *Promoting Institutional Transparency via Multimodality and Extended Reality* **Matteo Di Cristofaro** (University of Modena and Reggio Emilia) *Emojis in digital business communication: for marketing and transparency purposes?* **Miguel Ruiz Garrido**, **Juan Carlos Palmer Silveira** (Universitat Jaume I) *Transforming written CEO messages into video statements: Enhancing transparency, trust and engagement*
16:00-16:30	**Coffee Break**	

	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency in Corporate Communication	**Transparency in Political Discourse**
16:30-17:30	**Heidi Hirsto**, **Merja Koskela** (University of Vaasa) *Performing Transparency: Strategic Dynamics in Investor Relations* **Giuseppina Di Gregorio** (University of Catania) *Lufthansa and #Makechangefly: An analysis of website communication and sustainability*	**Maria Ivana Lorenzetti** (University of Verona) *Transparency-fostering and Transparency-hindering strategies in political discourse: Focus on American Presidential Debates* **Denise Milizia**, **Laura Olson** (Univerity of Bari, Clemson University) *"There has to be a fairness in the air here". Climate transparency in the U.S.*
17:30-18:00	**PRIN Unit head meeting**	
20:30	**Social Dinner**	

FRIDAY, 30 MAY 2025		
10:00	**Keynote Address – Sala Albino** **Marlies Whitehouse** (Applied Linguistics at Zurich University of Applied Sciences, Switzerland) *The impact of a double bind on transparency. The case of financial communication*	
11:00-11:30	**Coffee Break**	
	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency in Media and Journalism	**Transparency in the Transport Sector**
11:30-13:30	**Silvia Cavalieri** (University of Modena and Reggio Emilia), **Sara Corrizato** (University of Verona) *Gendered questioning in diplomatic interviews: Linguistic strategies of male journalists* **Roberta Facchinetti**, **Valeria Franceschi** (University of Verona) *Women's interviewing style in broadcast interviews: a corpus-assisted analysis* **Eleonora Fois** (University of Cagliari) *Transparency in environmental news coverage: A pragmatic analysis* **Isabella Martini** (University of Florence) *Transparency vs. Secrecy. The representation of Italian secret societies in 19th-century British Letters to the Editor*	**Giuliana Diani**, **Judith Turnbull** (University of Modena and Reggio Emilia) *"Sustainable cruising": Exploring transparency in cruise and ferry corporate discourse* **Mariasophia Falcone** (University of Bergamo) *Climate resilience and transparency in the transport sector: a genre perspective on extreme weather webpages* **Ilaria Iori** (University of Ferrara) *Modality and transparency in cruise guest Codes of Conduct* **Franca Poppi**, **Judith Turnbull** (University of Modena and Reggio Emilia) *How close are we to guilt-free flying? sustainability in airlines' disclosures. Is the provision of data enough to guarantee transparency?*
13:30-14:30	**Lunch**	
	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency in Medical Discourse (1)	**Transparency and Business Strategies**
14:30-16:30	**Ersilia Incelli** (Sapienza University of Rome) *Communicating transparency in clinical trial reports: The role of uncertainty markers* **Stefania M. Maci**, **Roxanne H. Padley** (University of Bergamo) *The importance of communicating transparency in medical settings: written and spoken discourse*	**Anna Anselmo** (University of Milan) *Business glossaries and transparency* **Lorenzo Buonvivere** (Roma Tre University) *We care for every flower, plant and tree: The construction of ecological commitment in ecotourism discourse*

	Renzo Mocini, **Andrea Fenice** (Sapienza University of Rome) *The "E" in pharmaceutical ESG reports. Cognitive and linguistic operations framing environmental issues*	**Vanessa Marcella** (University of Calabria) *Exploring transparency in Dove's brand activism*
16:00-16:30	**Coffee Break**	
	Parallel Sessions	
	Sala Albino	**Sala Don Ciccio**
	Transparency in Medical Discourse (2)	**Transparency and Rhetoric**
16:30-17:30	**Laura Di Ferrante** (University of Milan), **Emilia Petrocelli** (University of Siena), **Cinzia Giglioni**, (Sapienza University of Roma) *"Not all popularizations are alike": Exploring the accessibility of health information in pharmaceutical press releases* **Maria Cristina Gatti**, **Cecilia Lazzeretti**, **Martina Irsara** (Free University of Bolzano) *"Can you really not detox your body?" A corpus-assisted analysis of non-transparency in detox discourse*	**Marco Bagli** (University for Foreigners of Perugia), **Fabio Ciambella**, **Renzo Mocini** (Sapienza University of Roma) *"Transparent" tasting: Embodied language in olive oil narratives* **Gaetano Falco**, **Francesco Meledandri** (University of Bari "A. Moro") *"We are in the sweet spot". Between the rhetoric of Pollyannaism and the strategy of transparency in energy companies' Sustainable Reports.*
17:30	**Conference closing**	