



UNIVERSITÀ DELLA CALABRIA

DIPARTIMENTO DI CULTURE,  
EDUCAZIONE E SOCIETÀ

**Communicating transparency:  
New trends in English-language corporate and  
institutional disclosure practices in intercultural settings**

**PRIN-CLAVIER Study Day**

**February 28th 2025**

**Ulrico Bracci Lecture Hall**

**Ground floor IV Pavilion, Policlinico Umberto I, Sapienza**

**PRIN2020TJTA55**

# Calabria Unit – Fashion

Mode: written

Type of communication: corporate

Type of entity: companies

Global sample size: 102 brands

Timeframe: 2019-2022

GENRES					
Sustainability reports		Web pages		Instagram	
N files	tokens	N files	tokens	N files	tokens
81	3,174,310	13,291	11,402,262	102	1,679,577

# Cagliari Unit – Energy

Mode: written

Type of communication: corporate

Type of entity: companies

Global sample size: 49 companies

Timeframe: 2018-2022

GENRES							
CSR Reports		Annual reports		Web pages		Instagram	
N files	tokens	N files	tokens	N files	tokens	N files	tokens
143	37,790,062	7	275,530	176	755,890	1733 lg + 1312 FB*	380,575

\*posts of 10 Instagram and 10 Facebook accounts (01.01.2021-09.03.2023)

# Modena Unit – Transport

Mode: written

Type of communication: corporate

Type of entity: companies

Timeframe: 2018-2022

GENRES					
CSR Reports*		Web pages		Instagram	
N files	tokens	N files	tokens	N files	tokens
145	3,216,4225	335	322,753	60	539,730

\* Files and tokens include both CSR and Annual Reports

# Rome Unit – Pharmaceuticals/Detoxing

Mode: written

Type of communication	Type of entity	Global sample size	Time frame	Genres					
				ESG reports		Web pages		Patient stories	
				Files	tokens	Files	tokens	Files	tokens
Corporate	Companies	8 brands	2021-2022	10	313,418				
Journalistic/commercial	Digital publications	85 documents	2023				167,177		
Corporate	Companies	3 multinationals	2018-2023	7	112,000	3	9,000		
Corporate	Companies	2 brands	2021-2022					75	69,591

# Verona Unit – Diplomacy/Politics

Mode: spoken

Genre: interviews

Type of communication: institutional/journalistic	
Type of entity: professional diplomats/journalists	
Timeframe: 2019-2023	
Global sample size: 127 speakers (62 interviewers, 65 diplomats)	
N files: 80	tokens: 139,755

Type of communication: political/journalistic	
Type of entity: presidential candidates + hosts (journalists)	
Timeframe: 2012-2024	
Global sample size: 27 speakers: 6 politicians; 12 hosts; 7 other interviewers	
N files: 9	tokens: 188,154

# Final Project Conference

Official end of project: June 1 2025

PRIN/CLAVIER 2025 Joint Conference

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

Tropea, Calabria (Italy), May 29-30, 2025

