

**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**

THURSDAY 29 MAY 2025	
9:00-9:45	Registration
9:45-10:00	<p align="center">Conference Opening and Greetings - Sala Albino</p> <p align="center">Belinda Crawford Camiciottoli – Conference Chair (University of Calabria) Anna Maria De Bartolo - Vice Director of the Department of Cultures, Education and Society (University of Calabria) Giuliana Diani - Director of CLAVIER Interuniversity Research Center (University of Modena and Reggio Emilia)</p>
10:00-11:00	<p align="center">Keynote Address – Sala Albino</p> <p align="center">Lars Thøger Christensen (Copenhagen Business School, Denmark) <i>Transparency: Deconstructing an ambiguous ideal</i> Chair: Belinda Crawford Camiciottoli</p>
11:00-11:30	Coffee Break
11:30-13:30	Parallel Sessions
	Sala Albino
	Sala Don Ciccio
	Transparency and DEI
	Transparency in Academic Settings
	<p>Chair: Renzo Mocini</p> <p>Federico Zaupa (University of Modena and Reggio Emilia) <i>(Un)transparently communicating disabilities in the field of transport: A corpus-assisted and multimodal analysis of CSR and ESG disclosures</i></p> <p>Olga Denti (University of Cagliari) <i>Improving people's lives: Enhancing diversity, equity and inclusion in energy transition</i></p> <p>Luca Valleriani (University of Tuscia/Sapienza University of Rome) <i>Making ESG discourse accessible: The case of the pharmaceutical sector</i></p> <p>Annalisa Sezzi (University of Modena and Reggio Emilia) <i>Transparency for children: Transparency and railway companies' online educational resources</i></p>
<p>Chair: Giuliana Diani</p> <p>Vicent Beltrán-Palanques, Nuria Edo-Marzá (Universitat Jaume I) <i>The webpage as a platform for digital institutional transparency for sustainability: An overview of UJI's disclosure on the SDGs</i></p> <p>Carlotta Fiammenghi (University of Verona) <i>Transparency in peer review: An ERPP Analysis of the BMJ Open's published peer review reports</i></p> <p>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) <i>Enhancing transparency in English communication: Finalised materials for raising awareness and building competence</i></p>	
13:30-14:30	Lunch

		Parallel Sessions	
14:30-16:00		Sala Albino	Sala Don Ciccio
		Transparency in the Fashion Industry	Transparency and Multimodality
		Chair: Denise Milizia	Chair: Stefania Maci
		<p>Silvia Cacchiani (University of Modena and Reggio Emilia) <i>Communicating about sustainability on fashion websites: Towards a (hyper-)multimodal analysis</i></p> <p>Costanza Cucchi, Sonia Rachele Piotti (Catholic University of the Sacred Heart) <i>An opportunity not to be missed: Sustainability messages of outdoor companies on Instagram posts</i></p> <p>Esterina Nervino (City University of Hong Kong) <i>The semiotics of sustainability: A multimodal analysis of corporate ESG discourses</i></p>	<p>Patrizia Anesa (University of Bergamo) <i>Promoting institutional transparency via multimodality and extended reality</i></p> <p>Matteo Di Cristofaro (University of Modena and Reggio Emilia) <i>Emojis in digital business communication: For marketing and transparency purposes?</i></p> <p>Miguel Ruiz Garrido, Juan Carlos Palmer Silveira (Universitat Jaume I) <i>Transforming written CEO messages into video statements: Enhancing transparency, trust and engagement</i></p>
16:00-16:30	Coffee Break		
		Parallel Sessions	
16:30-17:30		Sala Albino	Sala Don Ciccio
		Transparency in Corporate Communication	Transparency in Political Discourse
		Chair: Franca Poppi	Chair: Cristina Gatti
		<p>Heidi Hirsto, Merja Koskela (University of Vaasa) <i>Performing transparency: Strategic dynamics in investor relations</i></p> <p>Giuseppina Di Gregorio (University of Catania) <i>Lufthansa and #Makechange fly: An analysis of website communication and sustainability</i></p>	<p>Maria Ivana Lorenzetti (University of Verona) <i>Transparency-fostering and transparency-hindering strategies in political discourse: Focus on American presidential debates</i></p> <p>Denise Milizia, Laura Olson (University of Bari, Clemson University) <i>"There has to be a fairness in the air here". Climate transparency in the U.S.</i></p>
17:30-18:00	PRIN Unit Heads meeting		
20:30	Social Dinner		

FRIDAY 30 MAY 2025

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

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