

Sandra Campagna

Professore Associato Confermato di Lingua e Traduzione – Lingua Inglese L-LIN/12, presso il Dipartimento di Scienze Economico-Sociali e Matematico-Statistiche dell'Università degli Studi di Torino. Idoneo a Professore Ordinario nel SSD L-LIN/12 a seguito dei risultati e degli atti (8 agosto 2014) relativi all'Abilitazione Scientifica Nazionale (tornata 2012).

Contact details

Dipartimento di Scienze Economico-Sociali e Matematico-Statistiche (ESOMAS)
Corso Unione Sovietica 218, bis
10134 Torino, Italy
Sezione di Lingue Straniere
Tel. +39 011- 670 6102
sandra.campagna@unito.it

Sandra Campagna is Associate Professor of English Language and Translation at the Department of Social and Economic Studies, University of Turin where she teaches English for Economics and Business. Her responsibilities include: selecting teaching and testing materials; organizing EFL teaching staff and coordinating the “Sezione di Lingue straniere” at the School of Management and Economics (SME). She was formerly Assistant Professor (*ricercatore confermato*) at the Faculty of Economics, University of Turin (2000-2004).

Research areas

Her principal research interests are translation studies, crosscultural studies, sociolinguistics and domain-specific English. More specifically, she has worked on the concept of ‘belonging’ in multiracial communities in the UK and researched intercultural communication in economic discourse and the language of the Internet.

Her recent studies mainly deal with identity issues and multimodal/multimedial resources. In this area she has analyzed promotional web texts representative of global/local identity in a semiotic perspective and has investigated the construction of educational identity through the interplay of visual/verbal/textual design.

Her current work focuses on linguistic policies underpinning English-mediated instruction in Higher Education.

Research projects

18.09.2017–17.01.2020

Transnational Alignment of English Competences for University Lecturers (TAEC) [Erasmus+]
University of Copenhagen - coordinator (DK), Universidad de Lleida (E), Universiteit Maastricht (NL), Università degli Studi di Torino (IT), Faculty of Humanities and Social Sciences in Rijeka, Filozofski Fakultet u Rijeci (CR).

01.03.2013 - 29.02.2016

English in Italy: Linguistic, Educational and Professional Challenges <http://englishinitaly.wordpress.com>
Università di Torino (PI: prof. Virginia Pulcini; Sandra Campagna, Gerardo Mazzaferro, Cristiano Furiassi, Vincenza Minutella, Cecilia Boggio, Alessandra Molino, Luisa Bozzo, Giorgia Borri, Maria Francesca Toma, Angela Andreani). Sponsor: ERC, Compagnia di San Paolo.

She has participated in local research projects and has been a member of the Turin University unit in the following national projects:

COFIN 2002-2002104353-005 (local title: *Intercultural practices and strategies of textual recasting*; national title: *Intercultural discourse in domain-specific English*);

PRIN 2005-2005109911 (local title: *The construction of identity in socio-political discourse*; national title: *Identity and Culture in English-domain specific discourse*);

PRIN 2007-2007JCY9Y9 (local title: *Genre Migration: Intertextuality and Interdiscursivity across Media*; national title: *Tension and Change in English domain-specific Genres*).

As a project member she has presented numerous papers at international conferences and published monograph studies, book chapters and journal articles.

She has also served on a number of scientific conferences and seminar committees.

She was on the organizing committee of the European Society for the Study of English Conference (ESSE-10) held in Turin, August 2010.

Conference participation (selected)

June 2017, L/LIN 12 Forum: *State-of-the-Art and New Perspectives*, University of Turin, Department of Culture, Politics and Society.

Presented paper: *Linguistic policies and EMI practices @ SME: What's next?*

March 2016, visit to the EMI Oxford: Centre for Research and Development on English Medium Instruction, Department of Education, University of Oxford.

September 2015, International Conference, Université libre de Bruxelles, ICLHE 2015 *Integrating Content and Language in Higher Education 2015: At the Crossroads Between Innovation and Practice-*

Presented paper: *English as a medium of instruction. A "resentment study" of a micro EMI context.*

June 2015, L'inglese veicolare – Esperienze e confronti per una didattica consapevole, University of Torino.

Presented paper with Claudio Bendazzoli: *Alla ricerca della "famosa internazionalizzazione: whatever that means".*

September 2013, ELF6 Conference, Roma Tre University, *Intercultural communication: new perspectives from ELF.*

Presented paper: *'Only-English' instruction policies in Italian HE and ELF users.*

April 2013, International Conference, University of Copenhagen, *The English Language in Teaching in European Higher Education.*

Presented paper: *English as a medium of instruction in Italian Universities: linguistic policies, pedagogical implications.*

September 2012, ESSE XI Conference, Bogazici University, Istanbul.

Seminar co-convenor.

Title of the seminar: *From Print to Web 2.0: What future for professional discourses?*

September 2011, XXV AIA Conference, University of L'Aquila, *Regenerating Community, Territory, Voices. Memory and Vision.*

Presented paper: *Re-shaping The Economist Community through bloggers' voices: old forms, new paradigms?*

October 2010, University of Turin. *Giornate di Studio: Scritto e parlato, formale e informale. La comunicazione mediata dalla rete.*

Presented paper: *Joining The Economist debate: degrees of formality/informality in the Readers' Comments.*

August 2010, ESSE X Conference, University of Turin.

Seminar convenor.

Title of the seminar: *From downloading to uploading: new spaces and new voices in web authoring.*

June 2010, International Conference, University of Milan, Gargnano del Garda (Brescia). *Diachronic Perspectives on Genres in Specialized Communication.*

Presented paper: *Foodscaping Narratives in EATALY: 'still signs' in a moving context?*

June 2009, PRIN 2007-2007JCY9Y9 Seminar, University of Bergamo. *Tension and Change in English Domain-specific Genres*.

Presentation of the research project of the Turin unit: *Genre Migration: Intertextuality and Interdiscursivity across Media*.

May 2009, Symposium on Multimodal Approaches to Communication, University of Verona.

Presented paper with Cecilia Boggio: *Multimodal Business and Economics*.

June 2008, CERLIS Conference, University of Bergamo. *Trading identities: commonality and individuality in English academic discourse*.

Presented paper: *Projecting visual reasoning in research conference presentations*.

November 2007, International Seminar, University of Firenze. *Researching language in education*.

Presented paper: *The 'Truman Show' of the high-fliers market: semiotic reflections*.

Member of the organizing committee.

October 2007, International Conference, IUSM Roma. *Issues of identity in and across cultures and professional worlds*.

Presented paper: *Re-branding corporate citizenship: a rite of passage?*

October 2006, University of Napoli Federico II. *Identity and culture in English domain-specific discourse: methodological issues and preliminary studies*.

Presented paper: *Semiotic change and identity in corporate culture representations*.

August 2006, ESSE-8 Conference, University of London. Seminar: *Culture and identity in English specialized discourse*.

Presented paper: *Negotiating Identity: hypertextual representations of food and beverage communities*.

July 2006, XVIII EISFL Congress, University of Trieste, Gorizia. *Systemic-Functional Linguistics at the frontier: thresholds and potentialities of SFL as a descriptive theory*.

Presented paper: *Going 'glocal', multimodally speaking*.

September 2005, XXII AIA Conference, University of Cagliari. *Cityscapes: Islands of the Self*.

Presented paper: *Website reading paths: constructing central and marginal identities in the semiotic landscape*.

October 2004, ICD International Conference, Dipartimento di Scienze del linguaggio e letterature moderne comparate, University of Torino. *Identity, community, discourse: English in intercultural settings*.

Member of the organizing committee.

September 2003, XXI A.I.A. Conference, University of Modena. *Cross-cultural encounters-New Languages, New Sciences, New Literatures*.

Presented poster: *Persuasion in 'virtual' good causes: an intercultural approach to charities on-line*.

Publications

Journal articles

Molino, A., Campagna, S. (2014). English-mediated Instruction in Italian Universities: Conflicting Views. *Sociolinguistica: Internationales Jahrbuch für europäische Soziolinguistik* 28/1, 155-171.

Campagna, S., Pulcini, V. (2014). English as a medium of instruction in Italian universities: linguistic policies, pedagogical implications. In Guido, M., Seidlhofer, B. (eds) *Textus. English Studies in Italy. Perspectives on English as a Lingua Franca*. XXVII /1, 173-190.

Rowley-Jolivet E., Campagna S. (2011). Report. From print to web 2.0: The changing face of discourse for special purposes. *LSP Journal*, Vol. 2, n° 2, 44-51. Available online at: <<http://lsp.cbs.dk>>.

Campagna, S. (2007). Going 'glocal', multimodally speaking. *ESP Across Cultures* 4, 7-20 .

Campagna, S. (2004). Investigating 'Virtual Virtues': a comparative study of charity websites. *Textus* 17/1, 111-126.

Campagna, S. (2001). Voices from Bradistan: the sense of belonging in multiracial societies. *Textus* XIV/2, 263-285.

Campagna, S. (1998). Simbolismo fonico, un'eco del senso?. *Testo a fronte* 19, 35-72.

Campagna, S. (1996). Sull'intraducibilità relativa del tono comico wodehousiano. *Testo a fronte* 14, 45-81.

Contributions to books and papers in conference proceedings

Campagna, S. (2017). English-mediated instruction in Italian universities: a cuckoo nest scenario?. In Boggio, C. and Molino, A. (eds) *English in Italy: Linguistic, Educational and Professional Challenges*, Milano: FrancoAngeli, 143-159.

Campagna, S. (2016). English as a Medium of Instruction. A 'Resentment Study' of a Micro EMI Context. In Campagna, S., Ochse, E., Pulcini, V., Solly, M. (eds) *'Languaging' In and Across Communities: New Voices, New Identities. Studies In Honour of Giuseppina Cortese*. Bern: Peter Lang, 145-168.

Pulcini, V., Campagna, S. (2015). Internationalisation and the EMI controversy in Italian higher education. In Dimova, S., Hultgren, A.K., Jensen, C. (eds) *English-Medium Instruction in European Higher Education*. Berlin: de Gruyter: 65-87.

Campagna, S. (2014). Foodscaping Narratives in EATALY: 'Still Signs' in a Moving Context?. In Garzone G. and Ilie C. (eds.) *Genres and Genre Theory in Transition*, Boca Raton: Brown Walker Press, 191-211.

Campagna, S. (2012). Re-shaping The Economist Community through Readers' Voices: Old Forms, New Paradigms?. In Di Michele L. (ed) *Regenerating Community, Territory, Voices*. Volume II. Napoli: Liguori, 53-66.

Campagna, S. (2012). Antagonizing the Editor: Speech-styles Variation in The Economist Reader Comments. In Campagna S. Garzone G. Ilie C. Rowley-Jolivet E. (eds) *Evolving Genres in Web-mediated Communication*. Bern: Peter Lang, 243-263.

Campagna, S. (2011). Variazioni stilistiche nel giornalismo partecipativo: i lettori commentano l'"Economist". In Cerruti M. Corino E. Onesti C. (eds) *Formale e informale. La variazione di registro nella comunicazione elettronica*. Roma: Carocci, 126-146.

Campagna, S. (2011). Re-branding Corporate Citizenship: a Rite of Passage?. In Bhatia Vijay K. Evangelisti Allori P. (eds) *Discourse and Identity in the Professions*. Bern: Peter Lang, 59-78.

Campagna, S. (2009). Semiotic change and identity in corporate culture representations. In Di Martino G. Polese V. Solly M. (eds) *Identity and Culture in English Domain-specific Discourse*. Napoli: Edizioni Scientifiche Italiane, 3-20.

Campagna, S. (2009). Projecting Visual Reasoning in Research Conference Presentations. In Gotti M. (ed) *Commonality and Individuality in Academic Discourse*. Bern: Peter Lang, 371-391.

Campagna, S. (2008). Refreshing the globe? A corpus-based study of corporate ethos. In: Martelli A., Pulcini V. (eds) *Investigating English with Corpora. Studies in Honour of Maria Teresa Prat*. Monza: Polimetrica, 99-118.

Campagna, S. (2008). The 'Truman Show' of the high-fliers market: a case study of educational identity. In: Solly M., Conoscenti M., Campagna S. (eds) *Verbal/Visual Narrative Texts in Higher Education*. Bern: Peter Lang, 179-201.

Campagna, S. (2007). Website reading paths: constructing central and marginal identities in the semiotic landscape. In: Del Lungo et al (eds) *Cityscapes: Islands of the Self*. Cagliari: CUEC, 433-448.

Campagna, S. (2005). Persuasion in 'Virtual' good causes: an intercultural approach to charities on-line. In: Bondi M., Maxwell N. (eds) *Cross-Cultural Encounters: Linguistic Perspectives*, vol. 4. Roma: Officina edizioni, 81-91.

Campagna, S. (2003). Can the 'subaltern' laugh? A weightless migrant metaphor. In: Douthwaite J., Monti A. (eds) *Migrating the Text: Hybridity as a Postcolonial Literary Construct*. Torino: L'Harmattan Italia, Paradoxa, 77-112.

Campagna, S. (2002). Cross-fun: developing cultural versatility through effective use of appropriate comic material. In: Pulcini V. (ed) *La didattica della lingua inglese. Percorsi per l'aggiornamento 1997-2000*. Alessandria: Edizioni dell'Orso, 37-53.

Campagna, S. (1996). Il 'true fiction error'. Per un'interpretazione letterale del linguaggio figurato nel registro comico. In: Parks G. *Miscellanea*, vol. 3. Trieste: Scuola Superiore di Lingue Moderne per Interpreti e Traduttori, 147-173.

Books

Campagna, S., Ochse, E., Pulcini, V., Solly, M. (eds) (2016). *'Languaging' In and Across Communities: New Voices, New Identities. Studies In Honour of Giuseppina Cortese*. Bern: Peter Lang, 524.

Campagna, S., Garzone G., Ilie C., Rowley-Jolivet E. (eds) (2012). *Evolving Genres in Web-mediated Communication*, Bern: Peter Lang, 337.

Campagna, S., Boggio C. (2009). *Multimodal Business and Economics*. Milano: LED, 176.

Solly M., Conoscenti M., Campagna S. (eds) (2008). *Verbal/Visual Narrative Texts in Higher Education*. Bern: Peter Lang, 384.

Campagna, S. (2004). *Discoursal Strategies on-line: an intercultural approach to the language of charities*. Torino: Edizioni Libreria Cortina, 179.

Campagna, S. (2003). *Investigating discourse strategies on-line: the case of charities*. Torino: Edizioni Libreria Cortina, 142.

Campagna, S. (1999). *Il tono comico: prospettive crossculturali*. Torino: Edizioni Libreria Cortina, 126.