



CLAVIER STUDY DAY 29-30 MAY 2026



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EVOLVING DISCOURSES AND SPECIALIZED COMMUNICATION IN SOCIETAL AND ENVIRONMENTAL TRANSFORMATION LINGUISTIC INSIGHTS IN THE AGE OF AI

FACULTY OF ECONOMICS
Via del Castro Laurenziano 9
SAPIENZA UNIVERSITY OF ROME

PLENARY SPEAKERS:

Sylvia Jaworska (University of Reading, UK)
Charlotte Taylor (University of Sussex, UK)

29 MAY 2026 – AULA “ACQUARIO” (GROUND FLOOR)

10.00 – 10.30: Registration

10.30 – 11.00: Welcome Address

Dean of the Faculty – **Prof. Giovanni Di Bartolomeo**
Director of the Dept. MEMOTEF – **Prof. Donatella Strangio**
President of CLAVIER – **Prof. Giuliana Diani**
President of DIS4Change – **Prof. Katherine Russo**
Coordinator of Rome Clavier Unit – **Prof. Renzo Mocini**

Book of Abstracts available [here](#)

11.00 – 12.00: **Plenary Lecture**

Sylvia Jaworska (University of Reading, UK)
ChatGPT vs CADS vs Human Reading: Lessons for Studying Corporate Sustainability Discourse in the Age of AI

12.00 – 13.30:

Javad Haditaghi & Silvia Cavalieri (Università di Modena e Reggio Emilia): *Beyond Markers: Reducing Boundary Ambiguity in LLM-Based Metadiscourse Annotation Through Explicit Unit Principles*

Fabio Ciambella (Sapienza): *Digital Chefs: The Impact of Generative AI on Culinary ESP*

Anna Maria De Bartolo (Università della Calabria): *Leveraging Large Language Models for Discourse Analysis: Investigating Pragmatic Negotiation in ELF and EFL Contexts*

13.30 – 14.30: Light Lunch

14.30 – 15.30: **Plenary Lecture**

Charlotte Taylor (University of Sussex, UK)
Water Scarcity: Threat? Opportunity? Whose Responsibility?

15.30 – 17.00:

Jerome Tessuto (Università della Campania Luigi Vanvitelli): *Construing Intersubjective Positioning for Dialogism in Climate Commentaries*

Giuseppina Di Gregorio (Università di Catania): *Framing Sustainability in Cultured Meat Discourse*

Sara Pollice (Università di Napoli L'Orientale): *Bringing the Climate Crisis to a Personal Level: A Critical Analysis of Metaphors of Catastrophe and Action in TED Talks*

17.00 – 17.30: Coffee Break

17.30 – 19.00:

Franca Poppi & Fabiola Notari (Università di Modena e Reggio Emilia): *Transport Transparency Corpora: Documenting Institutional Transparency across Transport Domains, Genres, and Digital Platforms*

Alice Sbrana & Silvia Cavalieri (Università di Modena e Reggio Emilia): *Framing Sustainability in Slow Tourism: Exploring the Digital Environment from Travel Blogs to AI-mediated Discourse*

Elena Mattei (Università di Bergamo): *Challenging Neoliberal Tourism: Indigenous Metaphors and the Discursive Turn to Regeneration*

30 MAY 2026 – AULA “ACQUARIO” (GROUND FLOOR)

9.30 – 11.00:

Francesca Poli (Università Cattolica Milano): *From Semantic Domains to Image Tags: A Rule-based Scale of Text–image Effectiveness in Online Food Tourism Discourse*

Michela Giordano & Maria Antonietta Marongiu (Università di Cagliari): *Innate Brilliance and Effortful Diligence: Gender Bias and Professional Stereotypes in Human-generated v AI-mediated Discourse*

Walter Giordano & Luisa Marino (Università di Napoli Federico II): *Narrating Value: Brand Identity Construction in the Luxury Watch Market. A Statistical Automated Text Analysis*

11.00 – 11.30: Coffee Break

11.30 – 13.00:

Marina Brancaccio (Università UNINT): *Neutral by Design? Stance, Agency, and Justice in AI-Mediated Climate Communication as Specialised Discourse*

Luca Valleriani (Sapienza): *Indexicality in the Age of AI: Regional Accents in British TV and Social-media Advertising*

Lorenzo Buonvivere (Sapienza): *Framing Extreme Heat in News Discourse*

13.00: Closing Remarks

Scientific Committee: Cinzia Bevitori (Università di Bologna) / Maria Bortoluzzi (Università di Udine) / Gloria Cappelli / (Università di Pisa) / Paola Catenaccio (Università di Milano) / Costanza Cucchi (Università Cattolica del Sacro Cuore) / Olga Denti (Università di Cagliari) / Giuliana Diani (Università di Modena e Reggio Emilia) / Marina Dossena (Università di Bergamo) / Roberta Facchinetti (Università di Verona) / Daniele Franceschi (Università di Roma Tre) / Jean Marguerite Jimenez (Università della Calabria) / Denise Milizia (Università di Bari) / Renzo Mocini (Università di Roma Sapienza) / Giuseppe Palumbo (Università di Trieste) / Douglas Ponton (Università di Catania) / Christina Samson (Università di Firenze) / Katherine Russo (Università di Napoli L'Orientale)

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