

Laura Di Ferrante, Ph.D.

EDUCATION

- May 2013 **PH.D. in English.** Texas A&M University – Commerce, Texas, USA.
Dissertation: *Small Talk at Work. A corpus-based discourse analysis of AAC and Non-AAC device users.* It is a quantitative and qualitative discourse analysis of small talk interactions in workplace contexts. Defended on March 25, 2013.
- August 2011 **Certificate in TESOL** (Teaching English as a Second Language), Texas A&M University – Commerce, Texas, USA.
- March 2008 **PH.D. in Linguistics and Teaching Italian to Speakers of Other Languages.** Università per Stranieri di Siena, Italy.
Dissertation: *Changing linguistic spaces. A new matched guise survey in Milan, Rome, and Naples.* It is a quantitative and qualitative sociolinguistic analysis of the perception of Italian regional and foreign accents. Defended on March 3, 2008.
- July 2003 **LAUREA in Communication Sciences** (five year degree). Università La Sapienza. Rome, Italy.
Thesis: *Fabbriche di parole per piccoli consumatori.* [World Factories for small consumers]. It is a quantitative and qualitative linguistic analysis of commercials targeted to children. Defended on July 11, 2003.

WORK EXPERIENCE

E-JournALL – www.e-journall.org

March 2013 – present **Co-Editor in Chief** of E-JournALL, EuroAmerican Journal of Applied Linguistics and Languages. www.e-journall.org. Project creation (scope, procedures, practical and theoretical aspects); web site construction and contents production; identification, invitation, and coordination of editorial board (40 people), staff members (25 people), and reviewers; administrative duties; translations; marketing; job interviews to staff members; management of the double blind peer review process; issues crafting.

Mango Languages – www.mangolanguages.com

2015 - present **Italian Language coach**
one-on-one online instruction for the Mango Live project. It is an intense one-on-one instructor guided blended language learning solution that revolves around two key principles: 1) use of the Mango Conversations course self study and 2) personalization for each student;

Sapienza Università di Roma (www.uniroma1.it), Department of Chemistry

2015 - present **Adjunct Instructor**
English as a second language

Sapienza Università di Roma (www.uniroma1.it) Faculty of Law, Department of Economic, Juridical and Philosophical Studies

2015 - present **Adjunct Instructor**
English as a second language with a focus on Legal English

Translator

Italian > English for a European grant application

Sapienza Università di Roma (www.uniroma1.it), Department of Communication and Social Research
2015 - present

Adjunct Instructor

English for Journalism

Università degli studi Federico II—Naples, Italy (www.unina.it) Medical School
2015 - present

Adjunct Instructor

English as a second language with a focus on English for Nursing

Turnè Srl - Viale Antonio Gramsci, 13, 80122 Napoli
2015

Translator

Italian > English for a website

Università degli studi Federico II—Naples, Italy (www.unina.it), Department of Economics, Management and
Institutions

Summer 2014

Adjunct Instructor

English as a second language with a focus on Business English

Texas A&M University—Commerce, Department of Literature and Languages
Spring 2014

English Language Institute

Adjunct Instructor

ELI 117 Language Lab and Study skills – Intermediate (1 course)

ELI 117-EXT Language Lab and Study skills – Advanced (1 course)

Department of Literature and Languages

Adjunct Instructor

ENG 100 Introduction to College Reading and Writing, web enhanced (2 courses)

ICS project - <http://www.icsproject.it/>

December 2013

Instructor

English as a second language with a focus on Business English

Accademia Internazionale delle Lingue - <http://www.aidl.it/>

November 2013

Instructor Trainer

Workshop on ESL Teaching

Mango Languages – www.mangolanguages.com

2013

Italian course developer for the “Mango Premier” project: project on second language learning through film. Main duties: matching source and target language subtitles; writing grammar, culture, and usage notes; semantic color mapping. Phonetic transcriptions, audio proofing.

Texas A&M University—Commerce

2010–2013

Department of Literature and Languages

Instructor

ENG 1301 US College Reading and Writing, web enhanced (4 courses)

ENG 1301 US College Reading and Writing, web based (1 course)

ENG 457 Teaching ESL (1 course)
ENG 301 Modern Grammar, web based (3 courses)
FLL 497 H-Beginning Italian I (3 courses)
FLL 497 H-Beginning Italian II (3 courses)

Adjunct Professor

FLL 597.001 Italian for Reading, web based, graduate (2 courses)

Guest Lecturer

ENG 558 Sociolinguistics, web based, graduate
FLL 506 Special Topics for International Graduate Students and ITAs, graduate

Texas A&M University–Commerce - www.tamuc.edu

2010 **Assistant director:** documentary film “The Other Side of the Track” (USA 2010),
Selected at the Texas Black Film Festival 2011.
2008 – 2010 **Graduate Research Assistant:** project on Italian emigration to the United States.
Supervisor: Dr. Salvatore Attardo.
2008 – 2009 **Tutor:** Writing Center

Università RomaTre –Rome, Italy

2007–2008 **Teaching and research assistant**
General Linguistics
Pragmatics

Secondary School, Liceo Artistico “Mario Mafai”- Rome, Italy

2007–2008 **Professor**
Italian as a Second Language

Università La Sapienza –Rome, Italy

2003–2008 **Teaching and research assistant**
Sociolinguistics
General Linguistics
Italian Linguistics

Istituto Fernando Santi –Rome, Italy

2006-2007 **Instructor**
Advanced Italian for Specific Purposes (adults)

Università di Cassino –Italy

2005-2006 **Teaching assistant**
Sociology of Social Change.

“La Repubblica” (Italian newspaper)

2004-2006 **Coordinator of the Editorial Staff** of "Grande Guida all'Università" (Italian
Universities' Guide).

“Arca di Noè” Social Cooperative.

2001-2006 **Cultural Operator.** Management of the Roma La Sapienza’s student dormitory library
and movie database.

PUBLICATIONS

- (under review) Giordano, Walter, Pizziconi, Sergio and Di Ferrante, Laura. “Teaching genre hybridization in Walmart’s 1998 Annual Reports: how to kill two birds with one stone. Special Issue: English for Specific Purposes: The State of the Art’. Emilia Di Martino, Gabriella Di Martino and Christopher Williams (eds.) *The International Journal of Language Studies*.
- (under review) Di Ferrante, Laura. “You’re like my grandmother”: discursive strategies and in-group identity in the workplace”. In Lucy Pickering, Eric Friginal, and Shelley Staples (Eds.) *Talking at Work*. Palgrave Macmillian.
- 2015 Di Ferrante, Laura. Review of the book *The Language of Organizational Styling* by Lionel Wee. *LinguistList*, 26.4895. Retrievable at <http://linguistlist.org/pubs/reviews/get-review.cfm?SubID=36066517>
- 2015 Di Ferrante, Laura, Giordano, Walter e Pizziconi, Sergio. “Dissociative identities: a multi-modal discourse analysis of TV commercials of Italian products in Italy and in the USA”. In Geert Jacobs and Glenn Alessi (Eds.) *The Theory and Process of Professional Discourse Research* (pp. 241 – 276). Palgrave Macmillian.
- 2015 Di Ferrante, Laura & Pizziconi, Sergio. *Barilla’s and Lavazza’s web pages: dissociating identities on the net*. In Walter Giordano (Ed.) *Discourse, Communication and the Enterprise VIII – DICOEN VIII pre-conference proceedings* (pp. 72-74). Napoli, Italia: DISES. Extended Abstract. ISBN: 978-88-94-1039-0-8.
- 2014 Di Ferrante, Laura & Gironzetti, Elisa. “In this issue” *E-Journall, EuroAmerican Journal of Applied Linguistics and Languages*, 1, pp. iv-vi. <http://www.e-journall.org/first-issue-2014/>
- 2013 Friginal, Eric, Pearson, Pamela, di Ferrante, Laura, Pickering, Lucy & Bruce, Carrie. “Linguistic characteristics of AAC discourse in the workplace” *Discourse Studies* 15(3) pp. 279–298.
- 2011 Di Ferrante Laura & Catricalà, Maria. Gli atteggiamenti verso le varietà dell’italiano: un’inchiesta di matched guise in Canton Ticino. In *Vitality of a minority language. Aspects and methodological issues* (pp. 267-287). Bellinzona, Switzerland: Osservatorio linguistico della Svizzera italiana.
- 2010 Di Ferrante Laura & Catricalà, Maria. “Pregiudizi in cambiamento: un’indagine di matched guise Matched Guise Survey in Italy and the Biasbusters”. In Agresti Giovanni and Bienkowski Frédéric (eds.) *Les droits linguistiques: droit à la reconnaissance, droit à la formation* (pp. 241-257). Proceeding of the Second Days of Language Rights. Rome, Italy: Aracne.
- 2005 Di Ferrante, Laura. Fabbriche di parole per piccoli consumatori. In Maria Catricalà (Ed.) *Metodologie della ricerca linguistica italiana* (pp. 158-196). Roma, Italy: Edizioni Eucos.

CONFERENCE PARTICIPATION

Papers

- 2015 **Barilla's and Lavazza's web pages: dissociating identities on the net.** DICOEN VIII 8th International Conference in Discourse, Communication and the Enterprise. Università degli Studi di Napoli Federico II, June 11-12, 2015. (with and Sergio Pizziconi).
- 2014 **Translating Financial Statements: Strategies Based on Categorical Prototypes.** CLAVIER WORKSHOP 2014. LSP research, teaching and translation across languages and cultures. Università degli Studi di Milano, November 20-21, 2014. (with Walter Giordano and Sergio Pizziconi).
- 2014 **All the Presidents' women. Language and gender at 2012 US political conventions.** Critical Approaches to Discourse Analysis across Disciplines (CADAAD). ELTE, Loránd Eötvös University, Budapest (Hungary) September, 1-3 (with Sergio Pizziconi).
- 2014 **Dissociative identities: Italian corporations and US markets.** ABC Association for Business Communication International Symposium on The Ins And Outs of Professional Discourse Research. Università di Modena e Reggio Emilia (Italy). March 6-7 2014. (with Walter Giordano and Sergio Pizziconi).
- 2013 **Discourse markers and interaction boundaries in a small talk corpus.** AACL 2013 - American Association for Corpus Linguistics Conference. San Diego State University. January 18-20. (with Lucy Pickering).
- 2012 **Campioni del mondo! Campioni del mondo! Campioni del mondo! Movies, literature, and culture interfaced: Teaching colloquialisms and folklore in the second language classroom.** 19th Annual EGAD Conference. Texas A&M University– Commerce, TX. April 12-13.
- 2011 **Small Talk at Work: Comparison of AAC and Non-AAC User Corpora.** AACL 2011 - American Association for Corpus Linguistics Conference. Georgia State University, Atlanta GA. October 7-9. (with Lucy Pickering, Julie Bouchard, and Charlotte Fofu Lomotey).
- 2011 **Understanding Stereotypes: A Pragmatic Model.** *The North East Texas Humor Research Conference.* Texas A&M University – Commerce, September 30– October 1.
- 2011 **It's a Stereotype. But it's good.** *The 2011 Joint Conference of the National Popular Culture & American Culture Association and the Southwest/Texas Popular Culture & American Culture Association.* San Antonio, April 20–23.
- 2011 **Circumscribing Matched Guise Technique's potential: geographical origin as a prejudice trigger.** *The 18th Annual UT Arlington Student Conference in Linguistics and TESOL.* Arlington, TX. March 3-4. (With Sergio Pizziconi).
- 2010 **An American in Rome: a Cross-CULTural Analysis.** *The 2010 Film and History Conference. Representations of love in film and television.* Milwaukee, WI. November 11-14. (Chair and participant).
- 2010 **Pregiudizi in movimento e lingua italiana: un'inchiesta di *matched guise* nel Canton Ticino e la questione dei diritti linguistici.** *Vitality of a Minority Language. Aspects and methodological issues.* OLSI – Osservatorio linguistico della Svizzera Italiana. Bellinzona, Switzerland. October 15-16. (With Maria Catricalà).
- 2010 **Mirrored Rivers. Comparing Ungaretti's and Hughes' Poems.** *Poets, Practice, and Passion in the Profession: A Dare to be Different.* 18th Annual EGAD Conference. Texas A&M University– Commerce, TX. February 26.

- 2009 **Verbal Stereotypes and Ethnically Marked Memory.** *Memory: Rhetoric's Forgotten Canon.* Federation Rhetoric Symposium Texas A&M University – Commerce. Commerce, TX. February 6.
- 2008 **Shifting Prejudices: a Matched Guise Survey in Italy and the Biasbusters.** *Second Colloquium on Language Rights, Language Rights: Right to Acknowledgment, Right to Education, International conference.* University of Teramo, Italy. May 21-22. (with Maria Catricalà). AUDIO: [HTTP://portal-lem.com/fr/evenements/journees_droits_linguistiques/droits_linguistiques-droit_a_la_reconnaissance-droit_a_la_formation.html](http://portal-lem.com/fr/evenements/journees_droits_linguistiques/droits_linguistiques-droit_a_la_reconnaissance-droit_a_la_formation.html)
- Posters
- 2013 **Humor at Work. A Quantitative Analysis.** NETHRC *The 3rd North East Texas Humor Research Conference 2013.* Southern Methodist University and Texas A&M University- Commerce. Dallas, TX. February 22-24.
- 2010 **Linguistic Fields: A Cognitive Hypothesis for Language Perception.** *8TH annual Pathways Student Research Symposium.* West Texas A&M University. Canyon, TX. October 22-23. (with Sergio Pizziconi and Roberta Vassallo).
- 2009 **The Pragmatic Side of Stereotypes.** *7TH annual Pathways Student Research Symposium.* Texas A&M International University. Laredo TX. Nov 13-14.
- 2008 **The Business of Lit-Blogging: Revaluating Learning Through Blogs.** *6TH annual Pathways Student Research Symposium.* Texas A&M University –Commerce, TX. November 7-8 (with Jordana Hall and Jonne Akens).
- 2008 **A Linguistic Puzzle: Reassembling Italian-American Language** *6TH annual Pathways Student Research Symposium.* Texas A&M University –Commerce, TX. November 7-8.

UNIVERSITY AND ACADEMIC SERVICE

- 2015 **Referee** for ABC Proceedings Review Board
- 2014 **Member of the organization committee** for DICOEN 2015, Eighth International Conference in Discourse, Communication and the Enterprise Naples, 11- 13 June 2015.
- 2014 **Mango Languages Ambassador.**
- 2013 **Referee** for Cambridge University Press.
- 2012 **Program Committee Member** for 19th Annual EGAD Conference. Texas A&MUniversity– Commerce, TX. April 12-13.
- 2005 **Coordinator** of *Per Filo e per Segno: Le Scritture della Moda di Oggi.* Second Edition of the *National Congress on Fashion Communication.* Museo Capitolino Centrale Montemartini. Rome, Italy.
- 2003 **Coordinator** of *Per Filo e per Segno: Le Scritture della Moda di Oggi.* First and Second Edition of the *National Congress on Fashion Communication.* Museo Boncompagni Ludovisi per le Arti Decorative, Costume e Moda. Rome, Italy.

PRIZES AND AWARDS

- 2011 – 2012 Dollars 4 Scholars Scholarship.
H.M. Lafferty Scholarship.
- 2011- 2012 Paul Wells Barrus Endowment.

- 2010 – 2011 AAUW Edna B. Stephens Scholarship.
- 2009 Third Place - Overall Winner. 7TH annual Pathways Texas A&M University System Student Research Symposium Laredo TX. Awarded in the amount of \$150.
- 2009 First Place - Doctoral Level, Social Sciences/Humanities. 7TH annual Pathways Texas A&M University System Student Research Symposium Laredo TX.

OTHER SKILLS

- Computer** Superior competence in Windows e Macintosh; Office package: Word, Excel, Power Point, Outlook; Microsoft Publisher; Adobe Acrobat, Adobe Professional and Adobe Photoshop; Praat; SPSS 10.0; Quark X-press 10.0; Content Management Systems (CMS: WordPress, etc.) Internet.
- Languages** Italian (native proficiency), English (full proficiency), and Spanish (working proficiency).
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Laura Di Ferrante