

CLAVIER 2023

Framing Nature: Discourses of Nature and of the Environment

Università degli Studi di Milano - Sesto san Giovanni Campus

Piazza Indro Montanelli, 1, Sesto San Giovanni (Metropolitan City of Milan)

November 22nd Wednesday				
2 pm	Welcome address and opening session Marco Castellari (Director of the LLCM Department) Giovanna Mapelli (Director of Studies: BA in Language mediation & MA in International communication and cooperation) Chair: Paola Catenaccio Room: T12			
	<i>The MUSA Project (PNRR) – Spoke 1: Discourses of Urban regeneration</i> Room: T12	<i>Strand: Nature in Policy Discourse</i> Chair: Bettina Mottura Room: P4	<i>Strand: Environmental activism</i> Chair: Giulia Adriana Pennisi Room: T11	<i>Strand: Framing nature in literature and the arts</i> Chair: Laura Tommaso Room: T10
2.30 pm	Marina Brambilla, Lucia Berti, Milin Bonomi, Paola Catenaccio, Carolina Flinz, Giovanna Mapelli, Fabio Mollica (University of Milan) “Discourses of Urban Regeneration: Framing Nature and Society”	Pietro Manzella (University of Udine) “Framing the Shift to a Fair Transition in EU discourse using the Appraisal Theory”	Maria Ivana Lorenzetti (University of Verona) “Framing environmental activism across political divides A Contrastive Study on British and Italian Newsoutlets”	Virginia Zorzi and Cinzia Spinzi (University of Bergamo) “Framing nature and environment in the creative industries of climate refugees”
3 pm		Valentina Adami (University of Bergamo) (remotely) “Framing Environmental Education in EU Policies”	Maria Sophia Falcone (University of Modena and Reggio Emilia) “Understanding GenZ’s climate activism on social media: A corpus-based analysis of semantic sequences of what”	Valentina Vetri (University of Siena) “Nature, community, and the framing of death Ecological discourse and human reconnection in Laura Wade’s Colder Than Here”
3.30 pm	Independent papers Chair: Lucia Berti Room: T12	Sara Piccioni (G. D’Annunzio University, Chieti-Pescara)	Gloria Cappelli (University of Pisa)	Ulrike Wirth (Bauhaus University Weimar)

	Walter Giordano (University of Naples Federico II) and Katerina Mandenaki (National & Kapodistrian University of Athens) “Framing environment protection in financial discourse”	“Framing “change” in the discourse of environmental NGOs in the Spanish-speaking world Voices from Spain and Latin America”	“From protest to criminal disruption: A diachronic investigation into the framing of climate activism in the UK”	“Screening Precarious Natures” (remotely)
4 pm	Carla Quinci (University of Padua) (remotely) “A step forward in the fight against global warming: Frames and narratives in Big Oil’s sustainability reports”	Rosita Maglie, Annarita Taronna (University of Bari) (remotely) “A corpus-assisted approach to environmental discourses and stories we live by: The Climate Resilience as a Case Study”	Yuliya Samofalova and Vanessa Marcella (Catholic University of Louvain) “Framing European Youth Climate Movements on Instagram: A comparative case study of main youth climate movements in Belgium, France, and Italy”	Giuseppina Di Gregorio (University of Catania) (remotely) “Mavka’s afterlives: a multimodal analysis of environmental discourse for children”
4.30 pm	<i>Coffee break</i>			
	<i>Strand: Framings in Conflict</i> Chair: Cinzia Bevitori Room: T12	<i>Strand: Framing Nature in China</i> Chair: Olga Denti Room: P4	<i>Strand: Environmental Activism</i> Chair: Sara Greco Room: T11	
5 pm	Giulia Adriana Pennisi (University of Palermo) “Framing Scottish Government's and Stop Climate Chaos Scotland (SCCS)'s environmental discourse: “sustainable development” vs. “climate justice”	Chiara Bertulesi, Nicolò Calpestrati (University of Milan) “Framing Environmental Commitment: Chinese and German Political Discourse on Climate Change within Intergovernmental Organisations”	Maria Tysiachniouk (University of Eastern Finland) “FROM FOREIGN AGENTS TO WAR IN UKRAINE: Framing of Environmental Activism in Russia”	
5.30 pm	Andrea Cifalinò (University of Catania) “#StopWillow: Narratives of Climate Change in the Framework of anti-Willow Project Contents on Social Media”	Chiara Lepri (La Sapienza University of Rome) “Frames of China. Jia Zhangke's Ecocinema and the Representation of Environmental Issues in International Film Projects”	Sole Alba Zollo (University of Naples Federico II) “The EU climate action and the young: (re)framing sustainable discourses to develop eco-friendly consciousness”	
6 pm	Gerardo Costabile Nicoleta and Derya Yükses (Charles University, Prague) “Strategies and tactics for the mediation of nature. <i>Dislocating anthropocentric instrumentalism in the Swedish media context</i> ”		Malgorzata Sokol (University of Szczecin) “Identity struggles and environmental activism in youth’s shared narratives on YouTube”	

6.30 pm			Marina Brancaccio (Rome University of International Studies – UNINT) “The framing of sustainability in the IPCC synthesis reports 1990-2023: A modern diachronic corpus-assisted discourse study”
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**November 23rd
Thursday**

	<i>Panel: Eco-transitions: framing nature and the environment at times of change (Panel organizer: Daniele Franceschi)</i> Room: T12	<i>Panel: Dis-4Change: Framing, Re-framing and counter-framing nature to effect change in discourse. (Panel organizers: Cinzia Bevitori and Katherine Russo).</i> Room: P4
9 am	Daniele Franceschi (Roma Tre University) <i>Introduction</i> ----- Lucilla Lopriore (Roma Tre University) “Framing nature: discourse past and present of nature and the environment. A sustainability perspective. Investigating young activists’ discourse and language creativity in multilingual contexts: emerging perspectives from FridaysforFuture (FfF)”	Maria Cristina Caimotto (University of Turin) “Mobility Justice and Climate Justice: Reframing Sustainability from the Urban to the Global Scale”
9.30 am	Silvia Sperti (Roma Tre University) “Framing female climate activism in multilingual discourse practices. From Gen Z green activists to top eco-influencers”	Maria Bortoluzzi (University of Udine) “The Representation and Framing of Plants in Institutional Discourse Promoting Sustainability”
10.00	Plenary Session: Arran Stibbe (University of Gloucestershire) Ecological identity - (remotely) Chair: Daniela Francesca Viridis Room: T12	

11.00 am	<i>Coffee break</i>	
	<i>Panel: Eco transitions: framing nature and the environment at times of change (ctd)</i> Room: T12	<i>Panel: Dis-4Change: Framing, Re-framing and counter-framing nature to effect change in discourse (ctd)</i> Room: P4
11.30 am	Lorenzo Buonvivere (Roma Tre University) “Ecotourism and wildlife. Conflicting framings in safari tourism discourse.”	Monica Turci and Gaia Aragrande (University of Bologna) “Framing Sustainable Tourism Discourse: A Corpus-Based Study”
12.00 pm	Eleonora Gallitelli (Roma Tre University) “Framing sustainable farming. Ru:urban urban agriculture for resilient cities.”	Maria Cristina Aiezza (University of Naples L’Orientale) e Antonella Napolitano (University of Naples L’Orientale) “Are We Fit for 55 Yet? A Corpus-Assisted CDA of Automotive Corporate Communications on the EU Ban on the Sale of New Combustion Engine Cars.”
12.30 pm	Daniele Franceschi (Roma Tre University) “The new ecolixicon: a lexicographic perspective”	Arianna Del Gaudio (University of Naples L’Orientale) “‘What We Mean by Tomorrow’: Evaluation and Futurity in Environmental Corporate Discourse”
1 pm	<i>Lunch</i>	
	<i>Strand: Framing nature in fashion discourse</i> Chair: Belinda Crawford Camiciottoli Room: T12	<i>Panel: Dis-4Change: Framing, Re-framing and counter-framing nature to effect change in discourse. (ctd)</i> Room: P4
2 pm	Sara Greco (University of Italian Switzerland) “How digital activists (re)frame issues in discourse concerning sustainable fashion: The role of argumentative subdiscussions”	Denise Milizia (University of Bari Aldo Moro, Italy) and Laura R. Olson (Clemson University, USA) “Communicating Climate Change: Political Statements and Public Opinion in the U.S.”
2.30 pm	Chiara Mercuri (University of Italian Switzerland) “Conflicting characterization frames and argumentation in the public controversy surrounding fashion sustainability”	Jane Helen Johnson (University of Bologna) “Comparative Representations of <i>Nature</i> and <i>Environment</i> across Climate Change Non-fiction: a Diachronic, Corpus-assisted Exploration.”
3 pm	Daria Lebedeva (National Research University Higher School of Economics, Moscow, Russia) “A model of the human-nature relationships in Russia on the example of the H&M clothing recycling scandal”	Marina Niceforo (University of Naples L’Orientale) and Francesco Nacchia (University of Naples L’Orientale) “Global News Framing of COP27 and the Loss and Damage Fund: a Corpus-Assisted Critical Thematic Analysis.”

3.30 pm	Alessandra Von Burg, Farah Alsakhita, Gina Giorgio, T. Nathaniel French (Wake Forest University) “A model of the human-nature relationships in Russia on the example of the H&M clothing recycling scandal”	Lorenzo Zannini (IUSS-Pavia and University of Naples L’Orientale) “Adaptation-as-usual? Framing Loss and Damage in Australian and Pacific Island States News Media”	
4 pm	Plenary Session: Giuliana Garzone (IULM University) Conceptualising Nature: Linguistic and Discursive Perspectives Chair: Kim Grego Room: T12		
5 pm	Coffee break		
	Strand: Nature and technology Chair: Daniele Franceschi Room: T12	Strand: Nature, ageing and death Chair: Kim Grego Room: P4	CLAVIER Board Meeting
5.30 pm	Maria Cristina Paganoni (University of Milan) “Discourses of Green Building and the Politics of Sustainability”	Laura Tommaso (University of Eastern Piedmont) “Framing Longevity and Environmental Sustainability: A Corpus-Based Analysis of British News Media”	Clavier Board
6 pm	Laura Santini (University of Genoa) “Biological v. artificial environment. Framing the ‘cloud’ via a tracing technique across time and space”	Francesca Cappellini (University of Milan) “Sustaining cryonics: framing environmental discourse on this practice”	
6.30 pm	Simone Abbiati (University of Bergamo) “From Hype to Reality: Assessing Public awareness of Climate Consequences in AI Technology Through Podcast Analysis”	Sharon Moran (State University of New York) “Green Burials, Composting, and Issue Framing”	
8 pm	Social dinner Restaurant: Alla Cucina delle Langhe Location: Corso Como, 6, 20154 Milano (MI) www.allacucinadellelanghe.it		

**November 24th
Friday**

	<i>Panel: Exploring the framing of sustainability in the fashion industry: A cross-generic approach. (Panel organizer: Belinda Crawford Camiciottoli)</i> Room: T12	<i>Strand: Nature, opinions and agendas</i> Chair: Maria Bortoluzzi Room: P4	<i>Strand: Framing nature in public discourse</i> Chair: Marina Bondi Room: T11	<i>Strand: Linguistic framings of nature</i> Chair: Franca Poppi Room: T10
9 am	Belinda Crawford Camiciottoli and Assunta Caruso (University of Calabria) “Journey towards sustainability: metaphors in the fashion industry”	Ruud Koollen, Michiel van der Linden (Tilburg University) “Environmental concern among conservatives and progressives: On the impact of morality framing”	Francesca Santulli (Ca’ Foscari University of Venice) (remotely) “Dialogism to frame the environment: doxa, interdiscourse, and dialogic inversion”	Laura Narisano and Maria Cristina Gatti (Free University of Bozen-Bolzano – University of Verona) “Figurative language in newspaper articles about sustainability: a corpus-driven analysis”
9.30 am	Ida Ruffolo (University of Calabria) (remotely) “Disclosure of fast fashion companies’ green practices: trendy or trustworthy messages?”	Katerina Mandenaki, Catherine Sotirakou, Kostantinos Mourlas (National and Kapodistrian University of Athens) “Journalistic quality and public engagement: how can nature go viral? A machine learning approach”	Lucia Abbamonte (University of Naples – Parthenope) and Flavia Cavaliere (University of Naples – Federico II) “Discourses calling into action: the case of the TIME CO2 Earth Awards 2023”	Francesca Seracini (Catholic University of Milan) “Understanding sustainability through metaphors: universal or culturally specific conceptual framework?”
10 am	<p align="center">Plenary Session: Jonathan Charteris-Black (University of the West of England) The Paradoxical Framing of Nature: Epiphany or Apocalypse? Chair: Stefania Maci Room: T12</p>			
11 am	<i>Coffee break</i>			
	<i>Panel: Exploring the framing of sustainability in the fashion</i>	<i>Strand: Framing nature in tourism discourse</i> Chair: Gloria Cappelli	<i>Strand: Framing nature in public discourse</i> Chair: Marina Bondi	<i>Strand: Linguistic framings of nature (ctd)</i> Chair: Franca Poppi

	<i>industry: A cross-generic approach. (ctd)</i> Room: T12	Room: P4	Room: T11	Room: T10
<i>11.30 am</i>	Silvia Cacchiani (University of Modena and Reggio Emilia) (remotely) “Communicating sustainability across fashion segments. Environmental pledges and actions for climate change on the corporate websites of The House of Hermès and GAP Inc”	Douglas Mark Ponton (University of Catania) Natural imaginaries: Framing in Sicilian tourism photography.	Annaliza Sezzi (University of Modena and Reggio Emilia) “Climate kids: Framing nature and climate change on websites for children”	Marta Kwasniewska (Jan Kochanowski University of Kielce, Poland) “Environmentalism as Religion Metaphorical Representations and Discursive Implications in Media Coverage”
<i>12 pm</i>	Sonia Rachele Piotti and Costanza Cucchi (Catholic University Milan) “Environmental concerns on Instagram posts across fashion market sectors”	Elena Mattei (Ca’ Foscari University of Venice) “May the consumerist-based framing of nature as other be reversed for sustainability promotion? An empirical multimodal study of Instagram tourism discourse”	Stefania Maci (University of Bergamo) “Climate change as a threat to global health. The perspective of WHO”	Silvia Pettini (Roma Tre University) “ ‘A situation in which urgent action is required’: (Re)framing the ‘climate emergency’ in Oxford online English dictionaries”
<i>12.30 pm</i>	Sergio Pizziconi (University of Calabria) “Building the ethos of the environmentally-friendly innovator in the fashion industry: The case of the Japanese Toray Industries”	Maria Cristina Gatti, Cecilia Lazzeretti (remotely) , Francesca Vitali (remotely) (Free University of Bozen-Bolzano) “Framing Sustainability in the Tourism Sector: The case of South Tyrol”	Girolamo Tessuto (University of Campania “Luigi Vanvitelli”) “Evaluation and engagement in climate and environmental change commentaries”	Lilla Shevyrdiaeva (Shenzhen MSU-BIT University, China) “Framing scientific research in ecology: evolution of disciplinary patterns of metadiscourse”
<i>1 pm</i>	<i>Lunch</i>			
	<i>Strand: Nature and Food</i> Chair: Jekaterina Nikitina Room: T12	<i>Panel: The devil is in the details: framing sustainability in corporate discourse (panel organizers: Judith Turnbull, Marina Bondi)</i>	<i>Panel: Framing corporate responsibilities in environmental policies (Panel organizers: Olga Denti, Michela Giordano).</i>	<i>Strand: Nature across time, places and discourses</i> Chair: Massimo Sturiale Room: T10

		Room: P4	Room: T11	
2 pm	Marco Bagli (University of Genoa) “Framing mushrooms as “friendly” organisms: A case-study from Mark Williams' Galloway Wild Foods blog”	Marina Bondi (University of Modena and Reggio Emilia) and Judith Turnbull (University of Modena and Reggio Emilia) “The transport industry and the environment: legitimizing or promoting its activities?”	Michela Giordano (University of Cagliari) “ ‘Meet our talent’: self-mention markers and boosters in corporate environmental commitment.” Daniela Virdis (University of Cagliari) “Defining “environment”: An ecostylistic investigation of a beneficial text” Eleonora Fois (University of Cagliari) “Communicating sustainability on social media: the case of energy companies”	Anna Anselmo (University of Ferrara) “Sustainability: Conceptualisations and Lexicalisations in Select Long-Eighteenth-Century Texts”
2.30 pm	Fabio Ciambella (La Sapienza University of Rome) “The pragmatics of ecofriendly recipes in food and sustainability columns: Examples from British and American newspapers”	Olga Denti (University of Cagliari) “Sustainability and Environmental Reporting in the energy sector”	M. Antonietta Marongiu (University of Cagliari) “Environmental sustainability in corporate discourse: a multimodal analysis of Italian energy companies' web pages”	Elisabetta Cecconi (University of Florence) “Framing Natura in a Corpus of 17 th -century English pamphlets: The settlement in Jamaica (1655-1699)”
3 pm	Mario De Benedittis (University of Milan) “Framing Nature in the natural wines Italian movement”	Renzo Mocini (La Sapienza University of Rome) and Andrea Fenice (La Sapienza University of Rome) “The ‘E’ in pharmaceutical ESG reports: cognitive and linguistic operations framing environmental issues”		Matthew Guay (Ca’ Foscari University of Venice) “Ugly Difficult Dialect: The impact of heritage speaker framing on the language efflorescence movement in southern Okinawa.”
3.30 pm	Kim Grego (University of Milan) “Lab-grown meat: framing behavioural changes toward sustainable dietary habits”	Belinda Crawford Camiciottoli (University of Calabria) “Framing sustainability differently: A corpus-assisted analysis of the communications of fashion brands vs. fashion media”	Antonio Piga (University of Cagliari) “Meaning Construction in framing Environmental Discourse: A Cognitive Linguistic Perspective”	Anna Re (IULM University, Milan) “The Remains of the wild land: A diachronic corpus-assisted ecolinguistic analysis of English newspapers (1993-2021)”
4 pm	Plenary Session: Martin Reisigl (University of Vienna) Framing road traffic and car collisions as natural phenomena. A Critical Discourse Study Chair: Maria Cristina Paganoni Room: T12			

5 pm	Coffee Break			
	<p><i>Strand: Framing nature in corporate and financial discourse (1)</i> Chair: Paola Catenaccio Room: T12</p>	<p><i>Panel: The devil is in the details: framing sustainability in corporate discourse (ctd)</i> Room: P4</p>	<p><i>Strand: Framing nature in corporate and financial discourse (2)</i> Chair: Maria Cristina Paganoni Room: T11</p>	<p><i>Strand: Nature across time, places and discourses (ctd)</i> Chair: Massimo Sturiale Room: T10</p>
5.30 pm	<p>Katarzyna Wasilewska, Agata Kocia and Dariusz Tworzydło (University of Warsaw) “CORPORATE ENVIRONMENTAL RESPONSIBILITY: The Framing of Sustainability Issues in Letters to Shareholders”</p>	<p>Franca Poppi (University of Modena and Reggio Emilia) “Framing sustainability in CEO’s letters: informativity vs accessibility”</p> <p>Ersilia Incelli (La Sapienza University of Rome) “Framing the energy transition and the <i>clean green</i> paradigm. A phraseological approach”</p>	<p>Romuald Dalodiè (University of Mons) “Environmental communication: control of discourse, discourses of control”</p>	<p>Jaqueline Shea (Arizona State University) “Biocultural Affinities Cultural Conceptualizations of Human-Environmental Connections in the Sonoran Desert”</p>
6 pm	<p>Jessica Jane Nocella and Federico Zaupa (University of Modena and Reggio Emilia) “Transparency and the environment: A contrastive case-study of car-hiring and rail companies”</p>	<p>Sharon Hartle (University of Verona) and Emanuela Tenca (University of Milan) “Fostering transparent oracy skills in a Visual Thinking Strategies (VTS) approach to English language teaching”</p>	<p>Katerina Mndenaki (National and Kapodistrian University of Athens) “The ideologization of sustainability and the financialization of nature A comparative discourse analysis with Sentence Transformers”</p>	<p>Wu Jingjing (University of Southern Denmark) “Rights of Nature and Indigenous Spirituality”</p>
6.30 pm	<p>Erika Cutuli (University of Catania) “Exploring Italian banks’ sustainability reports: A case study”</p>	<p>Ilaria Iori (University of Modena and Reggio Emilia) “Framing responsibility for climate change in the press: A case study on news coverage of COP27 in the <i>New York Times</i>”</p>		
7 p.m.	Closing Remarks			