



LINGUE CULTURE MEDIAZIONI LANGUAGES CULTURES MEDIATION

9 (2022)

2

Communicating COVID-19: A Linguistic and Discursive
Approach across Contexts and Media

Comunicare il COVID-19: un approccio linguistico
e discorsivo a media e contesti

Edited by / A cura di

Maria Cristina Paganoni and Joanna Osiejewicz

EDITORIAL

Understanding COVID-19 Communication: Linguistic
and Discursive Perspectives 5

Maria Cristina Paganoni and Joanna Osiejewicz

Radio Advertising in Italy at the Time of the Pandemic 19

Giuseppe Sergio

Making Sense of the Response to COVID-19 in Higher Education: 41

A Case Study of Crisis Communication in Two Universities

Giuseppe Palumbo and Ann Hill Duin

COVID-19-Related FAQs as a Form of Online Institutional 61

Communication: An Exploratory Study

Katia Peruzzo

COVID-19 Explained to Children in Italy: A Comparison 81

between Institutional Guidelines and Narratives

Michela Dota

COVID-19-Related Cases before the European Court of Human 101

Rights: A Multiperspective Approach

Jekaterina Nikitina

Linguistic and Communicative Practices in the US Military's Response to the COVID-19 Emergency <i>Roxanne Barbara Doerr</i>	123
Terminology for Medical Journalism: Terminological Resources, Neology, and the COVID-19 Syndemic <i>Anna Anselmo</i>	145
Occupational Health and Safety during COVID-19: A Cross-National Comparison of Discursive and Communication Practices in Italy and the US <i>Pietro Manzella</i>	169
Comunicare e gestire la crisi da COVID-19 in Italia e Giappone. Prospettive dall'analisi critica del discorso e dalla comunicazione di crisi <i>Gianmarco Fiorentini</i>	183
Authors	201

Authors

ANNA ANSELMO is a researcher in English Language and Linguistics at the University of Ferrara. Her research interests include terminology theory, critical discourse analysis (social actor theory), and British Romantic periodicals. She has published on fashion terminology in the Romantic period (2014), the representation of social actors and social action involved in the Peterloo massacre (2021, 2022), conspiracy theory and COVID-19 in the UK (2022). Her book, *The Poetics of Uncontrollability in Keats's Endymion: Language Theory and Romantic Periodicals* (Cambridge Scholars, 2016), offers an analysis of eighteenth-century language theories and their repercussions on Romantic writing from a morphological perspective. She is currently working on the language of politics in British Romantic periodicals and on COVID-19 and its relationship with sustainability.

ROXANNE BARBARA DOERR is a researcher in English Language and Linguistics at the Department of Economics and Management of the University of Brescia. She holds a PhD in English Studies, the title of Dr. Phil. from the University of Köln, and the title of Doctor Europaeus. Her current areas of research and publication include English for specific and academic purposes, military discourse, distance learning and teaching, online discourse communities, corpus assisted discourse studies and corpus stylistics. Her most recent publications include the book *Academic Style Proofreading: An Introduction* (Peter Lang, 2023) and essays on the above mentioned research areas in national and international peer-reviewed journals and volumes.

MICHELA DOTA holds a PhD in the History of the Italian Language and Literature and worked as postdoctoral research fellow at the University of Milano where she currently is a tenure-track assistant professor of Italian Linguistics and teaches Italian Language to Foreigners. Her main studies concern Edmondo De Amicis' literary Italian, the analysis of school handbooks and grammars published between the nineteenth

and early twentieth century, contemporary language education in L1 and L2 Italian and neo-medial Italian, especially that produced by young Internet users. Her works include *Grammatica dell'italiano. Fondamenti e metodi per l'insegnamento e l'apprendimento della lingua italiana L1 e L2* (with E. Lugarini, 2018) and *Centro e periferie dell'alfabetizzazione in età postunitaria* (2020).

ANN HILL DUIN (PhD) is professor of Writing Studies and graduate-professional distinguished teaching professor at the University of Minnesota. Her research and teaching focus on the impact of emerging technologies on international and technical communication, digital literacy, and writing futures. Her most recent scholarship – always in collaboration – appears in *Computers and Composition*, *Communication Design Quarterly*, *IEEE Transactions on Professional Communication*, *Technical Communication Quarterly*, edited collections, and the 2021 book *Writing Futures: Collaborative, Algorithmic, Autonomous* (Springer). Her international collaboration includes research leadership in the Digital Life Institute at Ontario Tech University and mentorship of global virtual teams as part of Trans-Atlantic Pacific Partnership initiatives.

GIANMARCO FIORENTINI earned his BA and MA in Japanese Studies from the Department of Asian and North African Studies of the Ca' Foscari University of Venezia and studied as an international exchange student at Kōchi University (Japan). His research focuses on sociolinguistics, with Japan and East Asia being the nexuses through which to explore the interrelationship between language, human and cultural mobility, as well as ideology against the backdrop of globalisation. A recent work, which presents an interdisciplinary blended method based on critical discourse analysis, has been published by *The Electronic Journal of Contemporary Japanese Studies (EJCJS)*. In 2022, he was featured on the sociolinguistics research outreach platform *Language on the Move*.

PIETRO MANZELLA is senior research fellow at the Association for International and Comparative Studies in the field of labour law and industrial relations (ADAPT) and adjunct professor of Institutional Communication in English at the University of Milano. He received his PhD in International Labour Relations from the Faculty of Economics of the University of Modena and Reggio Emilia, where he also spent three years as a postdoctoral research fellow. He has also been a visiting fellow

at the LSE (UK) and the ILR School of Cornell University (USA). As the language editor of the *E-Journal of International and Comparative Labour Studies* and the ADAPT Labour Studies Book series, he is currently pursuing research on the role of language in the disciplines of labour law and industrial relations, authoring articles in the field of translation studies and discourse analysis.

JEKATERINA NIKITINA (PhD) is a researcher in English Language and Linguistics at the University of Milano. Her academic interests include specialised discourse and translation studies, with a particular insight into specialised phraseology. She works on LSP theories and applications, knowledge dissemination dynamics, legal discourse, discourse of healthcare, medicine and bioethics, applying qualitative and quantitative, specifically corpus linguistics and analytical, approaches. She has published on legal translation, dissemination of bioethical knowledge, and the popularisation of legal and scientific topics through a range of channels, with a focus on medically assisted procreation and gene editing.

JOANNA OSIEJEWICZ is doctor habilitatus of Law and doctor of Humanities in the field of linguistics. She is professor at the University of Warsaw and the head of the Department of International Legal Communication at the Faculty of Applied Linguistics. Her research and teaching focus on international legal communication, global governance, fragmentation of law, harmonization of law, and transnational law. She is the creator and head of the “International Legal Communication” MA study programme within the University of Warsaw’s “Excellenz Initiative”. She has been a visiting scholar at the King Juan Carlos University in Madrid, the China University of Political Science and Law in Beijing, the National Aviation University in Kiev and the University of Milano.

MARIA CRISTINA PAGANONI (PhD) is associate professor of English Language and Translation at the University of Milano. Her research approach falls within the methodological frameworks of discourse analysis, critical discourse studies and social semiotics. With Palgrave she has published *City Branding and New Media: Linguistic Perspectives, Discursive Strategies and Multimodality* (2015) and *Framing Big Data: A Linguistic and Discursive Approach* (2019). She is the author of several peer-reviewed book chapters and journal articles. Discourses of tourism and mobility, gender violence and media coverage, and public health

issues in legal and political communication, especially in response to the COVID-19 pandemic, are her current research focus.

GIUSEPPE PALUMBO is associate professor of English Language and Translation at the University of Trieste. He holds a PhD from the University of Surrey (UK) and specializes in technical and scientific translation and the use of technology in professional translation. He has published on corpus-based analyses of English, terminology, the design of translator training curricula and materials, and translation flows in the publishing industry. He is the author of *Key Terms in Translation Studies* (Continuum, 2009).

KATIA PERUZZO (PhD) is senior research fellow and assistant professor of English Language and Translation at the Department of Legal, Language, Interpreting and Translation Studies of the University of Trieste. Her longer-standing academic interest is in legal and judicial discourse, with emphasis on legal terminology and legal and judicial translation for international audiences. More recently, she has geared her research towards knowledge dissemination and popularisation. Her latest papers focus on the mediation of legal knowledge through multi-modal materials developed for children and young adults, and the use of humour as a popularisation strategy in TED Talks. In her studies, she applies mainly qualitative and quantitative corpus linguistics analytical approaches.

GIUSEPPE SERGIO is associate professor of Italian Linguistics at the University of Milano. He has dealt with contemporary Italian, the didactics of Italian and the languages of politics, bureaucracy, journalism, advertising, radio and fashion. In addition to various essays, he has authored the books *Il linguaggio della pubblicità radiofonica* (2004), *Pubblicità sull'onda* (2006) and *Parole di moda. Il "Corriere delle Dame" e il lessico della moda nell'Ottocento* (2010). He has also published contributions on the literary language of the twentieth century (many of which are collected in the book *Italiani di scrittori*, 2020), even in its most popular declinations (including the volume *Liala. Dal romanzo al fotoromanzo*, 2012). In 2018, he edited the ninth volume of the national edition of the works of Giuseppe Parini, dedicated to the *Gazzetta di Milano* for the year 1769.