LM

LINGUE CULTURE MEDIAZIONI LANGUAGES CULTURES MEDIATION

11 (2024) 1

Discourses, Methods and Practices of Diversity, Equity, Inclusion and Belonging: Towards a Global Shared Framework

Discorsi, metodi e pratiche di diversità, equità, inclusione e senso di appartenenza: verso un quadro condiviso globale

Edited by Fadia Nordtveit and Paola Catenaccio

Meaning-Making and the Global DEIB Discourse: A Reflection and a Call to Action Fadia Nordtveit and Paola Catenaccio	5
The Construction of Equality vs. Equity and Its (Un)Transparent Communication: A Corpus-Based Analysis of ESG Communication in the Car Transportation Sector Federico Zaupa	23
Addressing Young Girls in STEM: Building Inclusion through Dialogicity. The Case of GoldieBlox <i>Jessica Jane Nocella</i>	47
Bonding Queer Icon: A Multimodal Analysis of the NYC DragCon 2019 Raffaele Pizzo	67
Framing Diversity in Corporate Communication on Twitter and CSR Reports: A Corpus-Based Study Andrea Cifalinò and Erica Cutuli	89

Contents

Global Paternity Leave as a DEI Initiative in Four Multinational Corporations Agnes Marie Bamford	117
Inclusive AI Technologies and Discourses for Better DEIB and Organizational Outcomes Fadia Nordtveit and Gary Fraser	141
Authors	157

Authors

AGNES MARIE BAMFORD is a lecturer at the Department of Professional and Intercultural Communication at the Norwegian School of Economics (NHH) in Bergen (Norway). Her teaching and research interests include intercultural business communication, diversity management and discourse analysis. She is currently researching corporate communication and implementation of global parental leave policies in multinational corporations. Bamford has previously published a paper on the communication of global parental leave, "Standardising Fatherhood across Cultures: A Linguistic Approach to Studying the Communication of a New Global Company Policy in Multinational Corporations", in HERMES - Journal of Language and Communication in Business (https://tidsskrift.dk/her/article/view/129703). She teaches Intercultural Communication, Diversity Management and English for Business to bachelor and master students at NHH, and she has many years of international experience in corporate learning and development. Bamford currently delivers intercultural coaching and training related to diversity, equity and inclusion in multinational corporations. She holds an MA in Applied Linguistics from the University of London, a Postgraduate Certificate in Education from University College London, a Bachelor in Comparative Politics from the University of Bergen, and she is a graduate (siviløkonom) from the Norwegian School of Economics.

PAOLA CATENACCIO is full professor of English Linguistics and Translation at Università degli Studi di Milano. Her research interests lie primarily in the field of discourse analysis and pragmatics, which she has applied to a variety of domains in combination with other methodological perspectives (most notably corpus linguistics), adopting a multi-methods approach to linguistic research. She is interested in the linguistic and rhetorical dimensions of argumentation across media and modes, with a special focus on scientific popularization, and in identity construction and performance in and through language. She has published extensively on a vast array of topics in multiple domains, from

legal to business and professional communication, from media discourse to the discourse of science and of scientific popularisation, to the rhetoric of conspiracy theorising. Her research has appeared in international journals and edited collections. She has also co-edited numerous books and special issues of journals. Among her most recent publications is the essay "A Model for Understanding and Assessing Semi-Fake Scientific News Reporting", which has appeared in *The Routledge Handbook of Discourse and Disinformation* (edited by Stefania M. Maci *et al.*, 2023).

Andrea Cifalinò is a PhD candidate in Science of Interpretation at the University of Catania. His research interests lie primarily in political discourse analysis and social media critical discourse studies. His PhD dissertation aims at exploring how left- and right-wing populist actors of anglophone countries communicate through social media in times of crisis. Other research interests include sociolinguistics and corporate communication on social media.

ERICA CUTULI is a PhD candidate in Science of Interpretation (XXXVII cycle, AY 2021-22 / ongoing) at the University of Catania. Her research aims to develop analysis tools to measure the actual alignment of a corpus of Italian companies' sustainability reports to the dimensions of the SDGs. She is interested in the field of digital humanities (corpus linguistics, NLP and AI).

GARY FRASER, EdD, is associate dean of the Full-Time MBA program at the University of California Los Angeles (UCLA) Anderson School of Management. He has served as Associate Dean for Diversity and Inclusion at New York University's Stern School of Business, Assistant Dean of Full-Time Student Affairs at UCLA Anderson (where he taught Real World Challenges Leaders Face and developed and taught Leadership@ Anderson), Assistant Dean at USC's Marshall School of Business, Associate Dean of Student Affairs and dean of Students at NYU Stern. He received his EdD from the University of Pennsylvania's Graduate School of Education. His dissertation was entitled A Case Study in Leadership Development at Select U.S. Graduate Business Schools. He has an MBA from NYU Stern and a BS from the University of Siracusa. Gary Fraser remains an adjunct professor at NYU Stern where he created and taught Leading Inclusive Teams and currently teaches Professional Responsibility. As CEO of G.E. Fraser & Associates, he has worked with Goldman Sachs, UBS, QBE, Teleperformance, TIAA, Ace Hotels, Harvard

Business Publishing, London Business School, Pearson Education, the United States Hunter Jumper Association and other organizations to develop leaders and effectively embrace diversity for better organizational outcomes.

JESSICA JANE NOCELLA is a postdoctoral fellow (RTd-A) at the Department of Studies on Language and Culture at the University of Modena e Reggio Emilia. She holds a PhD in Human Sciences with a thesis on evaluative language in the context of museums and Slow Art and her main research interests concern corporate social responsibility (CSR) communication, trust building, corpus linguistics, and evaluative language. She is also an active volunteer within the Slow Art Day project USA where she collaborates as a blog writer.

FADIA NORDTVEIT combines academic, entrepreneurial, and creative expertise to advance Diversity, Equity, Inclusion, Belonging and Sustainability (DEIBS) in various sectors and contexts. Fadia Nordtveit is assistant professor of Communications at Springfield College and holds a part-time faculty position at New York University. Based on her research, which is at the intersections of business, communication and environment, Fadia Nordtveit has created a system of organizational inclusion called the Inclusive Business Model Canvas (IBMC) that aids in building an inclusive foundational structure. She founded The BGreen Project that is explored in her book *Participatory Networks and* the Environment: The BGreen Project in the US and Bangladesh (2019), and she is working on her new book in their Sustainability and Business series called Millennials, Generation Z and the Fair Trade Revolution in the United States (2025). Fadia Nordtveit has served on numerous DEIBS committees in various universities and organizations. She is also the producer of a DEIBS focused video podcast called *Talking Out Of Line*. Her work has been featured in Financial Times, Boston Globe, Medium, Mass Appeal, Authority, etc.

RAFFAELE PIZZO holds a PhD in Eurolanguages and Specialised Terminology at Università degli Studi di Napoli Parthenope with a thesis titled Queer Languages in Subtitling, Translation, and Social Media: A Lexicological and Sociolinguistic Comparison between Polari and Modern Camp Talk in the UK, for which he has also been awarded the title of Doctor Europaeus. In addition to audiovisual translation, queer studies, and multimodal critical discourse studies, his previous research interests

focused on critical discourse studies, corpus linguistics and web data extraction, the language of newspapers and the language of advertising, and the linguistic features of Camp Talk. He has worked as terminologist for the Terminology without Borders subproject on Novel Food and New Eating Habits and he is currently contributing to the Environment one. He was a writer for the *I-ATE Food Term of the Week* journal, and he has been collaborating with the *OndaWeb TV* online magazine for four years. He is currently a university tutor with part-time contract at Università degli Studi di Napoli Parthenope and at Università degli Studi Suor Orsola Benincasa (Napoli).

FEDERICO ZAUPA, PhD, is a research grant holder and adjunct professor at the University of Modena e Reggio Emilia. He holds a PhD in Human Sciences, with a thesis focusing on the discursive representation of LGBTQIA+ people and communities in the broadsheet press and press releases from LGBTQIA+ organizations in the UK and Italy, using the methodologies of corpus linguistics and critical discourse analysis. His research areas include language, gender, and sexuality in public discourse, corporate social responsibility (CSR) communication, and diversity, equity, and inclusion (DEI). Zaupa is currently working on a university-funded project (FAR 2023) focusing on the communication of DEI, primarily in CSR disclosures. He is also involved in a National PRIN Project (PRIN 2020), titled "Communicating transparency: new trends in English-language corporate and institutional disclosure practices in intercultural settings", as well as another university-funded project (FAR 2022), where he is focusing on linguistic transparency in the field of transport.