

CECILIA BOGGIO
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RESEARCH INTERESTS

- Critical Discourse Analysis
- Metaphor Theory and Analysis
- Metaphors in Specialized Discourse
- English for Specific Purposes
- Multimodal Communication

EDUCATION

Ph.D., Comparative Literature, University of Southern California; 2003.

B.A., English, Università di Torino; 1995.

UNIVERSITY POSITIONS & APPOINTMENTS

Senior Lecturer of English Language and Linguistics, ESOMAS Department, School of Management and Economics, Università di Torino; 2010 - present.

Lecturer of English Language and Linguistics, ESOMAS Department, School of Management and Economics, Università di Torino; 2006-2009.

Lecturer of Cinema, Comparative Literature and Italian, University of Iowa; 2004-2005.

Adjunct Professor of Film Studies, Department of Communication and Media Studies, Università Cattolica del Sacro Cuore (Brescia, Italy); 2004-2006.

Assistant Lecturer of Italian, Department of French and Italian, University of Southern California, 1995-2003.

AFFILIATIONS

Research Fellow, CeRP (Center for Research on Pensions and Welfare Policies), Collegio Carlo Alberto (Torino, Italy); 2015-present.

Research Fellow, CIRM (Inter-university Research Center on Metaphors). Center director: Prof. Micaela Rossi (Università di Genova, Italy); 2021- present.

GRANTS AND AWARDS

Outstanding Research Award, Department of Economics, Social Studies, Applied Mathematics and Statistics, for the article “What is good for the goose is good for the gander? How gender-specific conceptual frames affect financial participation and decision-making” (with Flavia Coda Moscarola and Andrea Gallice), *Economics of Education Review*, 75, 101952, pp. 1-40; 2020.

Team member, *Conta e racconta* Research Project funded by the *Fondazione per la Scuola della Compagnia di San Paolo*, the *Museo del Risparmio* of Torino and CeRP; 2015-2016.

Team member, *Ateneo di Torino-Compagnia di San Paolo* Grant on “English in Italy: Linguistic, Educational and Professional Challenges”. Principal investigator: Prof. Virginia Pulcini (Università di Torino); 2013-2016.

SELECTED PUBLICATIONS

Authored books

Multimodal Business and Economics, with Sandra Campagna. Milano: LED; 2009.

Edited books

English in Italy: Linguistic, Educational and Professional Challenges, Milano: FrancoAngeli, with Alessandra Molino; 2017.

Refereed Articles & Book Chapters

“Dino Risi’s ‘Il sorpasso’: (Im)mobility in the Economic Boom Years”, *MediAzioni*, 37(1), A65-A77; 2023.

“Lady Macbeth, Sleeping Beauty and Other Characters: Creative M&A Metaphors in English and Italian”, *Quaderni del CIRM*, Vol. 2. Roma: tab edizioni, pp. 85-104; 2023.

“Kneading Dough: A Cognitive Approach to Food-based Metaphors in the Language of the 2008 Financial Crisis”, *Quaderni del CIRM*, Vol.1. Roma: tab edizioni, pp. 207-222; 2021.

“Why Don’t Women Knit their Portfolio? Gender and the Language of Investor Communication”, *Proceedings of the 2nd International Conference of the Journal Scuola Democratica ‘Reinventing Education’*, Vol. 1, *Citizenship, Work and the Global Age*. Roma: Associazione Scuola Democratica, pp. 271-282; 2021.

“Subprime, quantitative easing, rating ... L’inglese come arma di confusione di massa?”, in *Scenari ed esperienze di educazione finanziaria. Risultati dell’indagine nazionale ONEEF e riflessioni multidisciplinari*, Luca Refrigeri, Emanuela Emilia Rinaldi & Valentina Moiso (eds.). Lecce: Pensa Multimedia, pp. 81-105; 2020.

“What is Good for the Goose is Good for the Gander? How Gender-specific Conceptual Frames Affect Financial Participation and Decision-making” (with Flavia Coda Moscarola and Andrea Gallice), *Economics of Education Review*, 75, 101952, pp. 1-40; 2020.

“Seven Ways to Knit Your Portfolio: Is the Language of Investor Communication Gender Neutral?” (with Elsa Fornero, Henriëtte Prast and José Sanders), *Specialised and Professional Discourse Across Media and Genres*, eds. Giuliana Garzone, Paola Catenaccio, Kim Grego and Roxanne Doerr. Milano: Ledizioni, pp. 137-160; 2018.

“Pensi che un bond sia un agente segreto?” English as a Lingua-Not-So-Franca in Italian Financial Communication”, in *English in Italy: Educational and Professional Challenges* Cecilia Boggio and Alessandra Molino (eds.). Milano: FrancoAngeli, pp. 61-86; 2017.

“Introduction: Outlook on the Role of English in 21st Century Italy” (with Alessandra Molino), in *English in Italy: Educational and Professional Challenges*, Cecilia Boggio and Alessandra Molino (eds.). Milano: FrancoAngeli, pp. 9-13; 2017.

“Praten over pensioen: Communicatie over financiële zaken nu en later” [“Retirement Planning Communication: Discussing Present and Future Financial Issues”] (with José Sanders, Kobi Van Krieken and Henriëtte Prast), *De Macht van de Taal: Taalbeheersingsonderzoek in Nederland en Vlaanderen*, Dorien Van De Mierop, Lieven Buysse, Roel Coesemans and Paul Gillaerts (eds.). Leuven: ACCO, pp. 233-244; 2016.

“Automobile Advertising for Cultural Elites: A Multimodal Analysis”, *Discourse, Identities and Genres in Corporate Communication*, Paola Evangelisti Allori and Guliana Garzone (eds.). Bern: Peter Lang, pp. 145-161; 2010.

WORK IN PROGRESS

“Portrayals of Ukraine on Instagram: The Perils of a ‘Meekness’ Frame”, submitted to *Quaderni del CIRM*.

“What’s in a Headline? Learning and Teaching the Use of Rhetorical Strategies to Students of Economics and Business through *The Economist*” (with Ilaria Parini), submitted to *ESP Across Cultures*.

“Swimming in Cash, Drowning in Debts: A Corpus-assisted Analysis of Water Metaphors in the Language of Finance and Economics” (with Ilaria Parini).

last updated: March 11, 2024