



UNIVERSITÀ DI NAPOLI
L'ORIENTALE



Enhancing Sustainability:

Bridging Corporate Practices with
Academic and Popular Discourse

University
of Naples
L'Orientale

**18-20
December
2024**

Palazzo Du Mesnil
Sala Conferenze
Via Chiatamone 61/62
Napoli, Italy



December 18th, 2024

h. 13.00 *Registration*

h. 13.30 *Welcome address*

Roberto Tottoli (*Rector of the University of Naples L'Orientale*)

Salvatore Luongo (*Director of the Department of Literary, Linguistic and Comparative Studies University of Naples L'Orientale*)

h. 13.45 *Introduction*

Giuseppe Balirano, Francesco Nacchia, Marina Niceforo (*University of Naples L'Orientale*)

h. 14.00 *Keynote Lecture*

TOWARDS A MORE IN-DEPTH UNDERSTANDING OF SUSTAINABILITY COMMUNICATION THROUGH INTERDISCIPLINARITY

Michael Burke (*University of Utrecht*)

Chair: **Giuseppe Balirano** (*University of Naples L'Orientale*)

h. 14.40 - 15.00 *Discussion*



h. 15.00 *Panel 1*

REPRESENTING SUSTAINABILITY AND NATURAL EVENTS IN MEDIA NARRATIVES

Chair: **Katherine Russo** (*University of Naples L'Orientale*)

Xuan Cao (*University of Glasgow*)

The erasure of nature: The nomination of nature in the UK news reports

Ahsan Chandio (*University of Bologna*)

The Pakistani media response towards the floods in Pakistan: An under-reported catastrophe in 2022

Laura Narisano (*Free University of Bozen*)

A destination, a pillar, or a weapon? Metaphorical representations of sustainability in the media

ENHANCING
SUSTAINABILITY





Lorenzo Zannini (University School for Advanced Studies IUSS Pavia/
University of Naples 'L'Orientale'), **Martina Russo** (University of Bologna)
*Framing sustainability, development, and growth: Corpus-based
discourse analysis of narratives in 'The Conversation'*

h. 16.00 - 16.15 Discussion

h. 16.15 - 16.45 Coffee Break



h. 16.45 Panel 2

DISSEMINATING ECO-DISCOURSES IN THE PUBLIC SPHERE

Chair: **Anna Romagnuolo** (University of Naples L'Orientale)

Lorenzo Buonvivere (Roma Tre University)

Experiencing nature: An investigation of ecotourism discourse

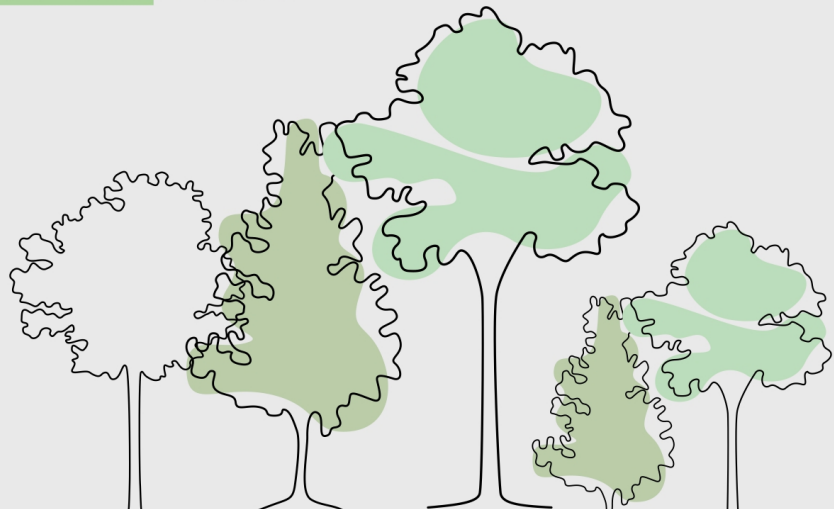
Stefania D'Avanzo (University of Campania 'L. Vanvitelli')

*Disseminating misleading environmentally-friendly campaigns:
'Greenwashing' in corporate discourse*

Giulia Meroni (University of Milan)

*Environmental sustainability for social wellbeing: Framing
sustainability in discourses about urban regeneration projects
in Milan*

h. 17.30 - 17.45 Discussion



December 19th, 2024



h. 9.30 Panel 3

REPORTING ON SUSTAINABILITY GOALS AND VALUES 1

Chair: **Antonella Napolitano** (University of Naples L'Orientale)

Fabio Cangero (University of Naples Federico II)

From green hype to green action: An integrated discourse analysis of sustainability reports

Arianna Del Gaudio (University of Naples L'Orientale)

The evaluation of climate change in corporate environmental reporting: Exploring attitude in corporate discourse

Walter Giordano (University of Naples Federico II)

Sustainability in CEO letters. A systematic textual analysis

h. 10:15 - 10.30 Discussion

h. 10.30 - 11.00 Coffee Break

h. 11.00 Keynote Lecture

CONCEPTUALIZING SHIFTS IN ENERGY REGIMES: A LINGUISTIC ANALYSIS OF "NET-ZERO" RHETORIC

Paola Catenaccio (University of Milan)

Chair: **Marina Niceforo** (University of Naples L'Orientale)

h. 11.40 - 12.00 Discussion



h. 12:00 Panel 4

REPORTING ON SUSTAINABILITY GOALS AND VALUES 2

Chair: **Maria Cristina Aiezza** (University of Naples L'Orientale)

Gaetano Falco, Francesco Meledandri, Elisabetta Ostuni (University of Bari)

"Don't throw your future away. Recycle!": Assessing the effectiveness of corporate communication on recycling and circularity. A corpus-based, multi-level investigation of discourse practices

Elena Intorcchia (University of Sannio)

Sustainability disclosure in the cruise industry: An ecolinguistic approach





Anna Meyer (Montanuniversität Leoben)

The Sustainable Development Goals in the light of global mining activities. Smooth and/or radical?

Donna Rose Miller (University of Bologna), **Cinzia Bevitori** (University of Bologna)

*Assessing the dynamics of addressee-management in Corporate Sustainability Reports:
A corpus-assisted meaning analysis*

h. 13.00 - 13.15 *Discussion*

h. 13.15 - 14.15 *Lunch Break*

h. 14.15 *Keynote Lecture*

POLITICAL IMAGINARIES OF YOUNG CLIMATE ACTIVISTS: VISIBILITY AND (DE)LEGITIMIZATION IN NEWS MEDIA

Anabela Carvalho (University of Minho)

Chair: **Francesco Nacchia** (University of Naples L'Orientale)

h. 14:55 - 15.15 *Discussion*





h. 15.15 Panel 5

IMPLEMENTING SUSTAINABILITY FOR INCLUSIVITY

Chair: **Antonio Fruttaldo** (University of Sannio)

Pasquale Esposito (University of Salerno)

Empowering learners: A tool for sustainable language acquisition

Bernadette Hofer-Bonfim (Vienna University of Economics and Business)

*Examining diversity reporting on disability, religion and sexual orientation:
A corpus-assisted discourse analysis across languages*

Annalisa Raffone (Pegaso Digital University)

*Rethinking sustainability practices: A critical examination
of how eco-ableism marginalizes people with disabilities (PWDs)*

Chiara Xausa (University of Bologna)

*Communicating sustainability and climate emotions
through young adult anglophone dystopian fiction*

h. 16.15 - 16:30 Discussion

h. 16.30 - 17.00 Coffee Break



h. 17.00 Panel 6

DISCUSSING SUSTAINABILITY IN (COUNTER-)INSTITUTIONAL DISCOURSE

Chair: **Giuseppina Scotto di Carlo** (University of Naples L'Orientale)

Romuald Dalodiere (Université de Mons)

*An institutional approach to the critical analysis of sustainability discourse:
Advocating for work with small organizations and comparable corpora*

Simona Davidescu (University of York), **Kristina Kurze** (University of Göttingen)

*The state of the European Green Deal: Analysing sustainability
communication across the EU's multi-level governance system*

Elise Fenart Hutchinson (ONG Freedom Food Alliance)

*Constraining Sustainability Issues to the Elite: A Cognitive-Pragmatic Analysis
of Online Counter-Institutional Discourse on Food Choices and Sustainability*

h. 17.45 - 18.00 Discussion



December 20th, 2024

h. 9.30 *Round Table*

ENHANCING SUSTAINABILITY: BRIDGING CORPORATE PRACTICES WITH ACADEMIC AND POPULAR DISCOURSE

Alessandro Adinolfi (Caffè Motta, Salerno), **Raffaello Annichiarico** (Podere Veneri Vecchio, Castelvenere, Benevento), **Francesco Nacchia** (University of Naples L'Orientale), **Marina Niceforo** (University of Naples L'Orientale)

h. 10.15 - 10.30 *Discussion*



h. 10.30 *Panel 7*

MOBILIZING FOR SUSTAINABILITY IN DIGITAL SPACES

Chair: **Annalisa Raffone** (Pegaso Digital University)

Giuseppe Balirano (University of Naples L'Orientale), **Robin Donadio** (Independent Scholar)

Unsustainable discourses: Rhetorical strategies fueling right-wing opposition to climate change policies

Stefania Maci (University of Bergamo), **Elena Mattei** (Ca' Foscari University of Venice)

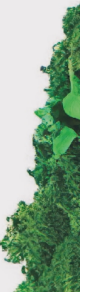
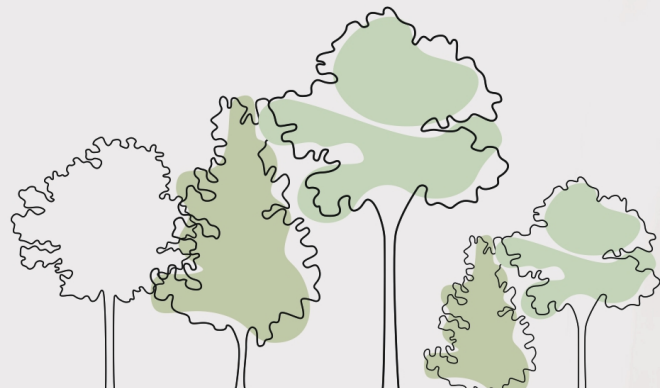
When sustainability is not enough: Activating citizens through multimodal communication modelling on Instagram

Walter Spezzano (University of Palermo)

Tourism discourse in sustainable destination branding: Examining social media user-generated content on Spring Break in Miami Beach

h. 11.15 - 11.30 *Discussion*

h. 11.30 - 12.00 *Coffee Break*





h. 12.00 *Panel 8*

ADDRESSING SUSTAINABILITY IN SPECIALISED DISCOURSE

Chair: **Stefania Maci** (University of Bergamo)

Pierre Beccaria (INRAe-ACT-Territoires).

Sustainable development lexicon and sustainability lexicon

Maria Ivana Lorenzetti (University of Verona)

Investigating the complexity of sustainability through corpus analysis in specialised discourse

h. 12.30 - 12.45 *Discussion*

h. 12.45 - 13.00 *Closing Remarks*







Keynote speakers

Michael Burke

(Utrecht University)

Anabela Carvalho

(University of Minho)

Paola Catenaccio

(University of Milan)

Scientific committee

Giuseppe Balirano

(University of Naples L'Orientale)

Michael Burke

(Utrecht University)

Anabela Carvalho

(University of Minho)

Paola Catenaccio

(University of Milan)

Bianca Del Villano

(University of Naples L'Orientale)

Francesco Nacchia

(University of Naples L'Orientale)

Marina Niceforo

(University of Naples L'Orientale)

Katherine E. Russo

(University of Naples L'Orientale)

Organising Committee

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Roberto Esposito

(University of Naples L'Orientale)

Francesco Nacchia

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Marina Niceforo

(University of Naples L'Orientale)

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