

OLGA DENTI

Current Position (from 2015):

Associate Professor of English Language (L-LIN12). Department of Literatures, Languages and Cultural Heritage, University of Cagliari, Italy.

Head, University Language Centre, University of Cagliari, Italy.

Education:

- Master's Course in Multilingual Business Communication (with *grande distinction*). Final internship and dissertation discussion, Université Catholique de Louvain, Belgium (2001/2002).
- Degree equivalent to U.S. Master's Degree in Economics and Commerce (*magnissima cum laude*), University of Cagliari, Italy (1997/1998). Dissertation title: "Marketing and Advertising: a linguistic and economic approach".

Previous Academic positions:

- Tenured Researcher (L-LIN12), Department of Economic and Management Sciences, Department of Philology, Literature and Linguistics, University of Cagliari, Italy (2006-2015).
- Researcher/Assistant Professor (L-LIN12), Department of Economic and Management Sciences, University of Cagliari, Italy (1999-2006).

Research interests:

Olga Denti has been an active researcher in the field of English Language, Linguistics and Translation since 1998. Her research interests range from English for Specific Purposes to discourse analysis, multimodality, stylistics, pragmatics, systemic functional linguistics, corpus linguistics, translation, specifically within the discourses of business and finance, the News, law and tourism. The methodology applied is both qualitative and quantitative. In particular, financial discourse has been the objective of a broad interdisciplinary study, which is now focusing on the textual, rhetorical, multimodal, genre and pragmatic aspects of financial analyst reports, on how they influence the market sentiment, on their use of mitigating or hedging strategies to affect investors' choices, on the way they build trust and responsibility. This has been linked to popularization strategies and knowledge dissemination of financial issues in the news. The same approach has also been used to analyze the language of crisis in the news on Covid- 19.

Another important area of research has investigated the new web genres and especially the evolution of tourism genres from the travel guide to the website and the app.

Another small area of research has focused on Cardiology guidelines.

Research activities (last 10 years):

- 2013 Participant in the project PRIN 2013 "Credibilità dell'informazione emessa attraverso i report degli analisti finanziari e delle agenzie di rating e i *search engine query data*: evidenza dal mercato durante e dopo la crisi" (Information credibility, the reports by financial analysts' and rating agencies and search engine query data: market evidence during and after the crisis", an interdisciplinary project). Eligible but financed by the Sardinian Regional Law 7.08.2007, n. 7 "Promozione della ricerca scientifica e dell'innovazione tecnologica in Sardegna".
- 2015 Participant in the project PRID 2015 – Fondazione di Sardegna, 2015, Departmental Projects (2015-2017).
- 2016 Participant in the project: "Autenticità della Destinazione Sulcis: Esperienza Turistica e Comunicazione Istituzionale" (Destination Sulcis Authenticity: the tourist experience and institutional communication") Progetto di ricerca fondamentale o di base per l'attuazione degli interventi nell'ambito della ricerca per il "Piano Sulcis", Delibera CIPE n. 31 del 20.02.2015, Deliberazione n. 52/36 del 28.10.2015 "Progetto Strategico Sulcis" Progetti di ricerca pubblico-privati. Eligible but financed by the Sardinian Regional Law 7.08.2007, n. 7.
- 2017 Participant in the project "Esercizi di reciprocità tra Nuovi e Vecchi Mondi", Sardinian Regional Law 7.08.2007, n. 7. Eligible but not financed.

- 2018/2020 Participant in the project Fondazione di Sardegna “Il linguaggio dell’immigrazione nella comunicazione politica, sociale e istituzionale e nella traduzione specialistica e letteraria (Discourse of immigration in communication and translation – Immigration-iN-Communication-aNd-TRAnslation: InCOntRA) (2020-2022). Under evaluation.
- 2021- 2023 Associated Investigator (University of Cagliari Research Unit) of the PRIN 2020TJTA55 *Communicating transparency: New trends in English-language corporate and institutional disclosure practices in intercultural settings*.

Editorial activities:

- Since 2020, reviewer for *Lingue e Linguaggi*, A level Italian journal, ISSN: 2239-0367, e-ISSN: 2239-0359.
- Since 2012, member of the Editorial Board of *Metaphor and Metonymy Bibliography*, John Benjamins Publishing Company.
- Since 2012, reviewer for the *Asian ESP Journal* (AESPJ), ISSN On-line: 1833-3001 ISSN Print: 1833-2994.
- Since 2012, reviewer for the *Journeys: The International Journal of Travel and Travel Writing*, ISSN: 1465-2609 (Print), ISSN: 1752-2358 (Online)
- Since 2023 reviewer for the journal *Cerlis Series* ISSN 2532-2559.

Professional Associations:

- Since 2010 Member of the International Language and Law Association (ILLA)
- Since 1999 Member of AIA (the Italian Anglistics Association)
- Since 1999 Member of ESSE (the European Society for the Study of English)

Other activities:

- Reviewer for other conference and other publication papers.
- Reviewer for Evaluation of Research Quality (VQR) 2004-2010. 2015-2019
- 2019-2022 Coordinator for the University-High School English Technical Committee, POR FSE Regione Sardegna 2014-2020 - Asse III Istruzione e Formazione - Azione 10.5.1 - “Azioni di raccordo tra scuole e istituti di istruzione universitaria o equivalente per corsi preparatori di orientamento all’iscrizione universitaria o equivalente, anche in rapporto alle esigenze del mondo del lavoro PROGETTO ORIENTAMENTO UNICA_ORIENTA POR FSE 2014-2020
- 2013- 2021, Vice Director of the University Language Centre, University of Cagliari.
- 2018- 2022, Departmental Erasmus Coordinator for the Languages Degrees, University of Cagliari, Italy.
- Since 2016, Member of the Placement Board for the Languages Degrees, University of Cagliari, Italy.
- Since 2014, Involved in the coordination and teaching of English Language and ESP in the courses for teacher qualifications and training of English (AO 345-AO346)
- December 2014-2016 Member of the board of the three-year degree in Economics and Management of Tourist Services.
- Since 2008, involved in the selection of Language Teachers both for the university Language Centre and for the University in general (temporary contracts for the teaching or tutoring of English, permanent contracts in the university administration).

Teaching over the years since 2000:

- English Translation (University of Cagliari)
- English Linguistics (University of Cagliari)
- English language (University of Cagliari)
- ESP (University of Cagliari)
- Business and Financial English, Tourism English (for the students of the Faculty of Economics and Management, University of Cagliari)
- Legal English (University of Cagliari)

- Erasmus teaching at the University of Seville (Spain), Warsaw University (Poland), Istanbul Technical University, Yildiz Technical University (Istanbul) e Kahramanmaras Sutcu Imam University (Kahramanmaras), Turkey.

Speaker in conferences and seminars in the last 10 years:

- January 12-13 2023 International ABC Conference, University Federico II, Naples, Italy.
- November 30-Dec. 2 2022 International LinC Conference, University of Bari, Italy.
- September 15-18 2022 XXX AIA Conference, Catania, Italy.
- May 26-27 2022 XIII International CORPUS Linguistics Conference, University of Bergamo.
- November 12-13 2021 5th International Conference Foreign Languages and Tourism. Online.
- August 30-September 2 2021 15th ESSE Conference 2020; ESP and Professional Domains Seminar.
- 20-21-22 May 2021, 6th International CRILL Conference Cutting Through Medicine, Law and Other Disciplines, Interdisciplinary Challenges and Opportunities, University of Campania Luigi Vanvitelli, Santa Patrizia, Naples
- 15 February-3 March 2021 “Seminario Anglistica per i 400 anni dell’Università degli Studi di Cagliari, Studi sull’intertestualità: la polifonia nei testi letterari e non”
- September 2020, Centre for Professional and Academic Communication (SEKOM), Department of language and Literature, NTNU Aalborg University (Norway) ALAPP Conference (Digital Conference).
- November 2019, University of Pisa, CLAVIER 2019 – Knowledge Dissemination and Multimodal Literacy: Research Perspectives on ESP in a Digital Age.
- February 2019, University of Lecce, Specialised discourse and multimedia: Linguistic features and translation issues.
- November/December 2018, University of Milan, CLAVIER International Conference.
- November 2017, University of Bari, CLAVIER International Conference.
- September 2017, University of Pisa, XVIII AIA Conference.
- Novembre 2016, University of Innsbruck, PAL International Workshop *Tourism and Identity* (invited speaker).
- June 2016, University of Bergamo, CERLIS International Conference.
- May 2016, University of Naples 2, CRILL International Conference.
- February 2016, University of Salento, *Tourism across Cultures: accessibility in tourist communication* (invited speaker).
- November 2015, University of Milan, ALAPP International Conference.
- July 2015, University of Antwerp, IPRA conference.
- November 2014, Centro Linguistico di Ateneo, University of Pisa, *English for Specific Purposes and Tourism Discourse* (upon invitation).
- 29 September – 2 October 2014, Kosice, Slovacchia, XII ESSE Conference.
- 14-17 May 2014, Reggia di Caserta, Caserta, 3rd RILL International Conference on *Language and Law in Social Practice*.
- February 2014, Ascona, Switzerland, *DAFC Conference*.
- December 2013, Kuala Lumpur, Malesia. 3rd International Applied Linguistics and Professional Practice Conference (ALAPP 2013)
- October 2013, Beijing (China), University of International Business and Economics. Seventh International Conference on Discourse, Communication and the Enterprise (DICOEN VII)
- September 2013, Parma, University of Parma. XXVI AIA CONFERENCE.
- December 2012, Sydney, Australia, University of Technology Sydney, The Second International Applied Linguistics and Professional Practice Conference (ALAPP 2012).
- October 2012, Lecce-Tricase, University of Salento. The Second Conference on Sustainable Religious Tourism: Commandments, Obstacles and Challenges.
- September 2012, New York City, NYU-Poly. The Fourth Annual Meeting of the Academy of Behavioral Finance and Economics.

- September 2011, Research Center for Professional Communication in English, the Hong Kong Polytechnic University, Hong Kong. Sixth International Conference on Discourse, Communication and the Enterprise DICOEN VI.
- May 2011, University of Cagliari. SLIN 15 Conference *Dialogic Forms in One Thousand Years of English Texts From Old English to Late Modern English*.
- May 2011 University of Cagliari, *Conference on Metaphor and Communication*.
- April 2011, University of Rome "Foro Italico". *International Conference "Specialised Genres. Past, Present and Future"*.
- November 2010, University of Milan, Conference *Confini Mobili, Lingua e cultura nel discorso turistico*.
- August 2010, University of Turin, *ESSE 2010 Conference, Seminar 69. Intercultural Interactions in Business and Management*.
- June 2010, Second University of Naples, Faculty of Law, Caserta, International Conference *The Language of Law: polling together different strands and disciplines*.
- May 2010, University of Lodz, Poland, Conference *LawTerm 2010 "Legal Terminology: research and Practice"*.

Publications

- 1) Denti O. "Multilinguismo, interculturalità e comunicazione" I TEMI, Dicembre 2000 – Anno VI – N. 22. Cagliari: Istituto di Studi Mezzogiorno d'Europa – I.S.M.E., 114-120.
- 2) Denti O. "Marketing e Pubblicità: un approccio linguistico e imprenditoriale", 2000. Annali della Facoltà di Economia di Cagliari, vol. XVI, Anno Accademico 1999/2000. Milano: Franco Angeli, 517-540. ISBN 10: 884642395X, ISBN 13: 9788846423955
- 3) Denti O. "Lingua, cultura e identità nel discorso turistico", 2003. Annali della Facoltà di Economia di Cagliari, Nuova Serie, vol. XIX – Anno Accademico 2002/2003. Milano: Franco Angeli, 547-567. ISBN 10: 8846452976, ISBN 13: 9788846452979
- 4) Denti O. "Cross-cultural representations in tourist discourse: the image of Sardinia in English tourist guides". *Cross-cultural encounters: Linguistic Perspectives*, volume a cura di M. Bondi e N. Maxwell. Roma: Edizioni Officina, 2005, 116-129. Coautore: Luisanna Fodde. ISBN: 8887570-90-6
- 5) Denti O. "English Morphological Typology", 2004. Annali della Facoltà di Economia di Cagliari, Nuova Serie, vol. XX – Anno Accademico 2003/2004. Milano: Franco Angeli, 631-650. ISBN 10: 8846463773, ISBN 13: 9788846463777
- 6) Denti O. "The representation of Sardinia in its tourism websites: a multimodal analysis". Annali della Facoltà di Economia di Cagliari. Nuova Serie, vol. XXI – Anno Accademico 2004/2005. Milano: Franco Angeli, 2005, 599-620. ISBN 10: 8846467183, ISBN 13: 9788846467188
- 7) Fodde L., De Lisa R., Denti O., Lemme F. "New Economy, Communication and Corpus-based research: a multi-disciplinary approach to digital economic texts", Convegno "Second International Conference on Discourse, Communication and Enterprise", Vigo (Spagna), 12-14 Novembre 2003.
- 8) Denti O. "L'immagine della Sardegna nella stampa britannica" in *Quaderni dell'Associazione culturale Italia-Inghilterra*, Volume V, 2006. Cagliari: CUEC/Associazione culturale Italia-Inghilterra, Dicembre 2006, 11-28. ISBN: 88-8467-349-6
- 9) Denti O. "A multimodal investigation of tourist texts and cityscapes", *Cityscapes: Islands of the Self*, Language Studies, Proceedings of the 22nd AIA Conference. Cagliari, 15-17 September 2005. Volume 2. L. Jottini, G. Del Lungo, J. Douthwaite (eds.). Cagliari: CUEC, 2007, 327-345. ISBN: 978-88-8467-394-7
- 10) Denti O. "The Dialogic Dimension in Tourist Discourse", *Language and Bias in Specialised Discourse*. Garzone, G. e Catenaccio, P. (eds.). Milano: CUEM, Marzo 2008, 155-175. ISBN: 978-88-6001-178-7. Co-autore: Luisanna Fodde.
- 11) Denti O. "Till Money (and Divorce) Do Us Part: Premarital agreements in the American and Spanish legal discourse". In Bhatia, Vijay K. / Candlin, Christopher N. / Gotti, Maurizio (eds.) *The Discourses of Dispute Resolution*. Bern: Peter Lang, 2010, 101-125. ISBN: 9783034304764. Co-autore: Michela Giordano

- 12) Denti O., "Online Dispute Resolution Websites: bringing legal texts closer to ordinary citizens?". In Gotti, Maurizio, Williams, Christopher (eds.), *ESP Across Cultures* 7, 2010, 25-44. Special Issue: Legal English across cultures. ISSN 1972-8247, ISBN 978-88-7228-625-8. Co-autore: Michela Giordano.
- 13) Denti O., "Marrying the general with the specific: lexical ambiguity in prenuptial agreements". In Gabriella Di Martino, Linda Lombardo, Stefania Nuccorini (eds). *Challenges for the 21st Century: Dilemmas, Ambiguities, Directions*. Roma: Edizioni Q, 2011, 349-356. Co-autore: Michela Giordano. ISBN 978-88-903969-8-4.
- 14) Denti O., "From dowries to prenups: the evolution of a genre. In Srikant Sarangi, Vanda Polese, Giuditta Caliendo (Eds), *Genre(s) on the Move. Hybridization and Discourse Change in Specialized Communication*. Napoli: Edizioni Scientifiche Italiane, 2011, 477-496. ISBN 978-88-495-2229-7. Co-autore: Michela Giordano.
- 15) Denti O., "Actors and actions in prenups and capitulaciones matrimoniales: a cross-cultural study". In *Research in Language*, Volume 9, Number 1/June 2011. Warsaw: Versita, 147-163. ISSN 1731-7533 (print), 2083-4616 (Online). Co-autore: Michela Giordano.
- 16) Denti, O. "ODR Websites: Interaction and Exchange across National Boundaries". In Rita Salvi and Hiro Tanaka, *Intercultural Interactions in Business and Management*. Bern: Peter Lang, 2011, 145-164. ISBN: 978-3-0343-1039-0, ISSN: 1424-8689. Co-autore: Michela Giordano.
- 17) Denti O. "Il discorso turistico: peculiarità linguistico-comunicative nella didattica dell'inglese specialistico". In Mirella Agorni (a cura di), *Prospettive linguistiche e traduttologiche negli studi sul turismo*. Milano: Franco Angeli, *Lingua Traduzione Didattica*, 2012, 23-46. Co-autore: Luisanna Fodde. ISBN: 978-88-204-0035-4.
- 18) Denti O., "From travel books to travel guides: the evolution of tourism and of a genre". In Luisanna Fodde and Georges Van Den Abbeele (eds.), *Tourism and Tourists in Language and Linguistics*, *Language Issue*, *Textus* n. 1 2012. Roma: Carocci Editore, 35-48. ISBN: 978-88-430-6402-1.
- 19) Denti O., "Analyst Reluctance in Conveying Negative Information to the Market", *Journal of Governance and Regulation*, Vol. 1, Issue 4, 2012, 7-22. ISSN 2220-9352 (printed version) Co-autori: Piras L., Cervellati E.M.
- 20) Denti O., *Cross-cultural Representations in Tourism Discourse: The Case of the Island of Sardinia*. Cagliari: AIPSA, 2012. ISBN: 978-88-95692-58-6.23.
- 21) Denti O., "St. Eufisio di Elia. When Religious Tourism Defies Commodification". In Anna Trono (ed.), *Sustainable Religious Tourism: Commandments, Obstacles and Challenges*, Lecce: Edizioni Esperidi, 2012, 249-259. ISBN 978-88-97895-01-5. Co-autore: Luisanna Fodde.
- 22) Denti O., "Participants' relationship in ODR: legal discourse as social practice". In Williams, C., and Tessuto, G. (eds.), *Language in the negotiation of justice. Context, issues and applications. Law, Language and Education*. Farnham, UK: Ashgate Publishing Limited, pp. 145-161. Co-autore: Michela Giordano (2013). ISBN: 978-1-4094-3839-7.
- 23) Denti, O. "A language in crisis: linguistic change and metaphorical patterns in EU financial stability reviews (2004-2010)". In Elisabetta Gola and Francesca Ervas (Eds.), *Metaphor in Focus: Philosophical Perspectives on Metaphor Use*. Cambridge: Cambridge Scholars Publishing, 2013, pp. 83-100. ISBN: 978-1-4438-4468-0. Co-autore: Luisanna Fodde.
- 24) Denti, O. Review of Jennifer Laing and Warwick Frost, *Books and Travel: Inspiration, Quests and Transformation* (2012). In *Journeys, The International Journal of Travel and Travel Writing*, Vol. 14, n. 1, 2013, pp. 97-100. *Berghahn Journals* 2013. ISSN 1807-9326 (Print), ISSN 1874-656X (Online).
- 25) Denti O., "The financial crisis hits hard: The impact of emerging crisis on discursive strategies and linguistic devices in EU Financial Stability Reviews (2004-2010)". In Zuraidah Mohd Don and Antoon De Rycker (eds.), *Discourse and Crisis. Critical Perspectives*. DAPSAC Series. Amsterdam/Philadelphia: John Benjamins, 2013, 273-297. ISBN 9789027206435. Co-autore: Luisanna Fodde.
- 26) Denti O., "Gazing at Italy from the East: A Multimodal Analysis of Malaysian Tourist Blogs". *LCM Lingue, Culture, Mediazioni/Languages, Cultures, Mediation*, 2 (1) 2015, 47-68.
- 27) Denti O., "Financial analyst reports: reliability and liability". In Tessuto, G., *Cambridge Law Journals*, Cambridge University Press (2015).

- 28) Denti O., Fodde L., “What is Sardinia’s destiny? Cultural heritage and cross-cultural tourist marketing constraints in institutional communication”. In *Letterature Straniere* &, Dicembre 2017, N. 17 – Anno XVII / 2017, 101-119, DOI: 10.4399/97888255158865, ISBN 9788825515886.
- 29) Denti O., “Authenticity and identity construction in tourism apps”¹¹. In Gudrun Held (ed.), *Strategies of adaptation in tourist communication. Linguistic insights*. BRILL Publishing (Febbraio 2018), ISBN 9789004359567.
- 30) Denti O., “Argumentation in financial analyst reports: creativity or conventionality?”. In Bonsignori V., Cappelli G., Mattiello E. (eds), *World of Words. Complexity, Creativity, and Conventionality in English Language, Literature and Culture – Language Arts & Disciplines / Linguistics / Sociolinguistics*, Pisa: Pisa University Press, 2019, 237-251, ISBN 9788833392448.
- 31) Denti O., *Financial Narratives. A multimodal analysis of newspaper articles*. In *Lingue e Linguaggi* 40 (2020), 291-312 ISSN 2239-0367, e-ISSN 2239-0359 DOI 10.1285/i22390359v40p291 <http://siba-ese.unisalento.it>.
- 32) Denti O., *Building the tourist destination through multiple semiotic modes*. In *International Journal of English Linguistics*, Vol. 11, No. 4, 83-104, August 2021 (Rivista di Fascia A) <http://www.ccsenet.org/journal/index.php/ijel> ISSN(Print): 1923-869X, ISSN(Online): 1923-8703 (Indicizzato), DOI:10.5539/ijel.v11n4p83
- 33) Denti. O., “Covid-19 crisis management in newspaper articles: interdiscursivity issues”. In Dongu M.G., Fodde L., Iuliano F., Cao C. (eds.), *Intertextuality. Intermixing Genres, Languages and Texts*, Milano: Franco Angeli, 2021, 243-262. ISBN 978-88-351-2030-8.
- 34) Denti, O., Diani, G. 2022 “Hello, my name is Coronavirus”: Popularising COVID-19 for children and teenagers. In *Token*, Vol. 15 (8, forthcoming).

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