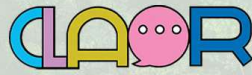




UNIVERSITÀ DI NAPOLI  
L'ORIENTALE



DIS-4CHANGE  
Studies on Climate Change  
and Environmental Discourse  
Interuniversity Research Centre



# 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 18<sup>th</sup>, 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*

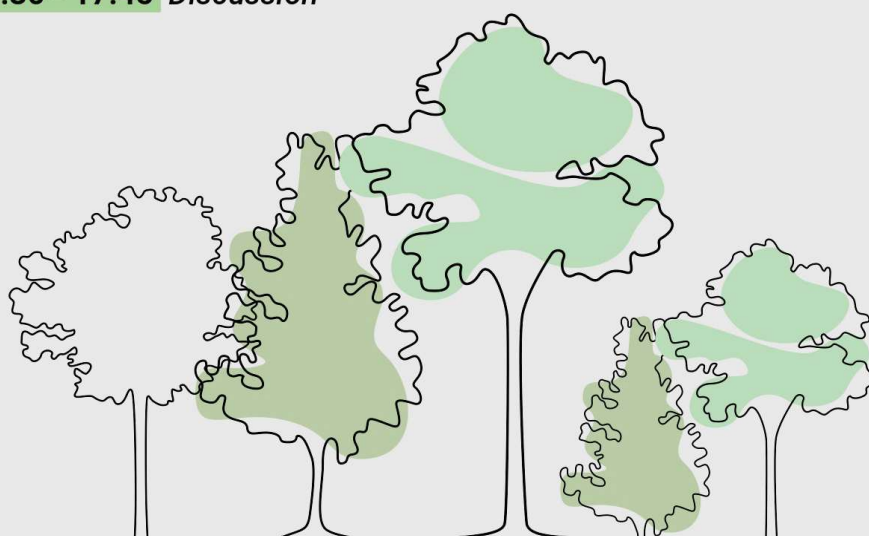
**Stefania D'Avanzo** (University of Campania 'L. Vanvitelli')

*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 19<sup>th</sup>, 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)

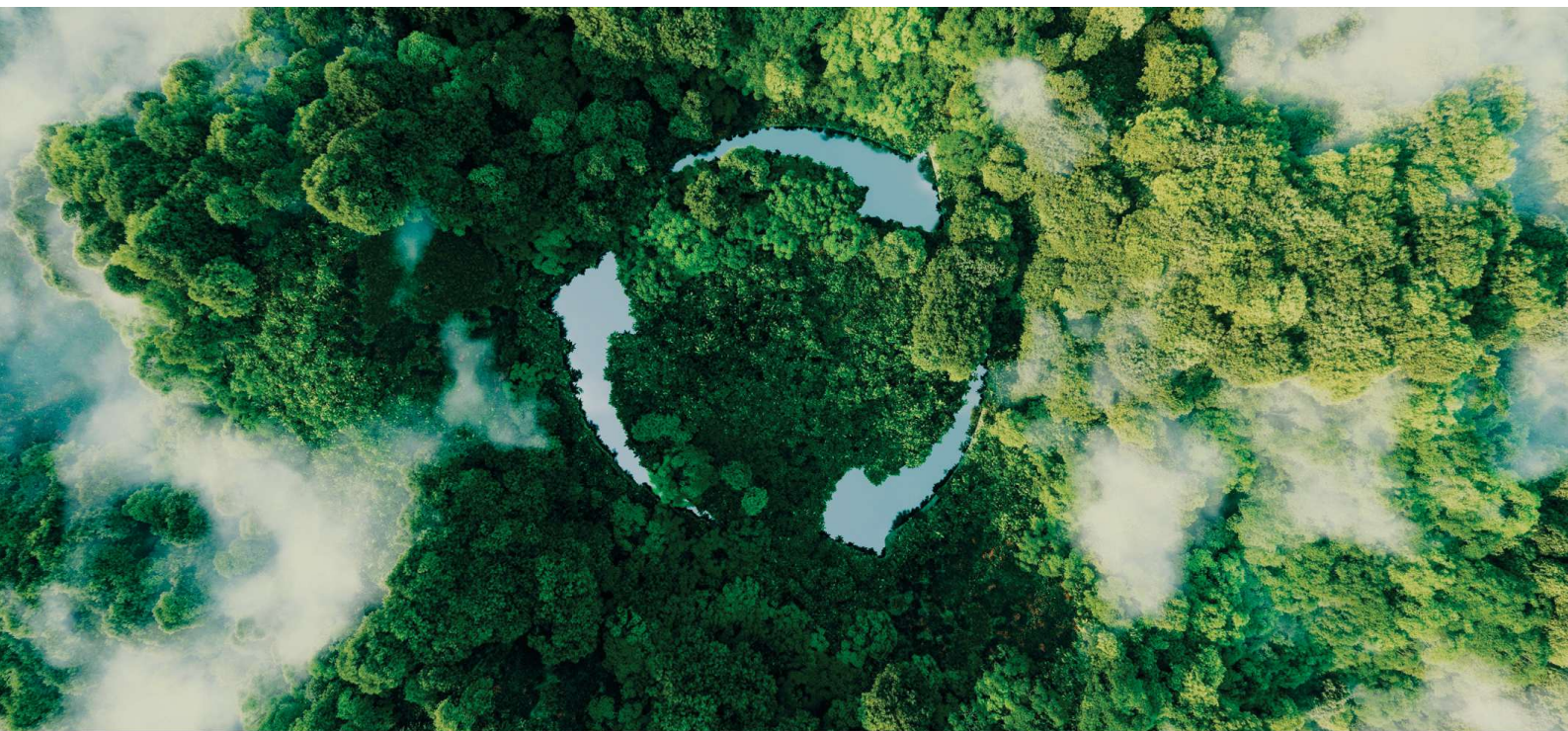
*"Don't throw your future away. Recycle!": Assessing the effectiveness of corporate communication on recycling and circularity. A corpus-based, multi-level investigation of discourse practices*

**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 20<sup>th</sup>, 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)

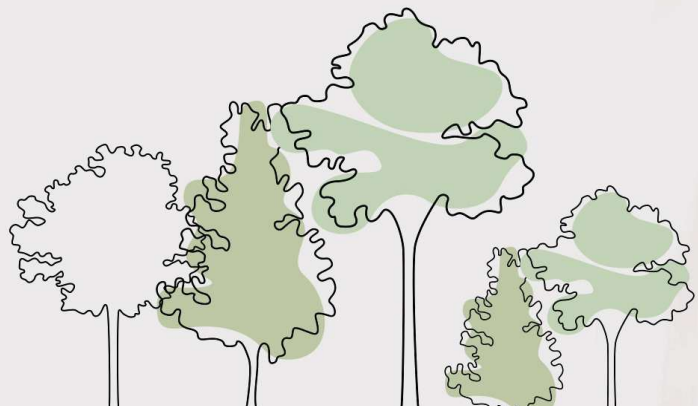
*When sustainability is not enough: Activating citizens through multimodal communication modelling on Instagram*

**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*

**Maria De Santo**

(University of Naples L'Orientale)

**Roberto Esposito**

(University of Naples L'Orientale)

**Francesco Nacchia**

(University of Naples L'Orientale)

**Marina Niceforo**

(University of Naples L'Orientale)

**Annalisa Raffone**

(Pegaso Digital University)

**Giuseppina Scotto di Carlo**

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