

The I-LanD Seminar Series

I-LanD Interuniversity Research Centre



Thursday, 13th November 2025

Rethinking CDA in Peripheral Domains: Challenges and Opportunities

Microsoft Teams at 16:30-18:30 (CET time)

Meeting ID: 389 050 344 803 6 Passcode: cH32b8Fw

Paola Attolino

Università degli Studi di Salerno

Paolo Donadio

Università degli Studi di Napoli Federico II

Bronwen Hughes

Università degli Studi di Napoli Parthenope

Margaret Rasulo

Università della Campania Luigi Vanvitelli

in conversation with **Mikaela Cordisco**

University of Salerno

For further information, visit:

The I-LanD Seminar Series

<https://i-land-researchcentre.eu/>

or email: pasesposito@unisa.it



Join the meeting

The general aim of the seminar is exploring how CDA could be applied to non-traditional or “peripheral” discursive fields – such as music, workplace communication, entertainment and to emerging discursive domains—such as gaming, influencer branding, AI-generated language, and environmental activism—while incorporating multimodal and digital communication. Emphasis will be placed on theoretical implications/adaptation and methodological flexibility/innovation (such as corpus-assisted CDA, affective discourse analysis). The goal is to potentially broaden CDA’s reach while maintaining its critical foundations.



References

The I-LanD Research Centre is delighted to invite you to the seminar of “*The I-LanD Seminar Series – 4th Edition*”.

Innovative in nature, the I-LanD Seminar Series showcases convenors debating issues in their field(s) of expertise. The seminars aim to encourage speakers to reveal insights, introduce adopted methodologies, highlight pitfalls, and generally expand knowledge in a given area. Each co-host will briefly present their contribution to the theme of the seminar. At the end of each round, fellow convenors and audience members will ask questions on the topics presented, in order to foster an enriching and productive discussion.

The seminar “Rethinking CDA in Peripheral Domains: Challenges and Opportunities”, scheduled for Thursday, November 13th, 2025, 16:30–18:30 (CET), will feature contributions from **Paola Attolino** (Università degli Studi di Salerno), **Paolo Donadio** (Università degli Studi di Napoli Federico II), **Bronwen Hughes** (Università degli Studi di Napoli Parthenope) and **Margaret Rasulo** (Università della Campania Luigi Vanvitelli), in conversation with Mikaela Cordisco (Università degli Studi di Salerno).

We look forward to welcoming you to this inspiring discussion.