

## PERSONAL INFORMATION

Name: Isabella PEZZINI

## CURRENT POSITIONS

2007 – Full Professor of Philosophy and Theory of Languages, University La Sapienza of Rome.

## RECENT TEACHING COVERED

- Scienze semiotiche del testo e dei linguaggi
- Semiotica dei media
- Semiotica della città
- Semiotica dei consumi e della pubblicità
- Semiotica del testo
- Semiotica dell'arte, in Master of Arts, LUISS University Rome

## SCIENTIFIC PROFILE

Isabella Pezzini is full Professor of Philosophy and Theory of Languages at the University La Sapienza of Rome. She studied in Bologna with Umberto Eco and Paolo Fabbri, in Paris with Louis Marin and Algirdas Julien Greimas.

Her research concerns topics of general semiotics and semiotics of culture in relation to the theories of languages, philosophy and aesthetics (the modern and contemporary development of the discipline, its epistemological roots, the internal theoretical debate, the main figures). She is particularly interested in semiotics of the text and narrativity, verbal and multimodal, which deepens with regard to the expressive dimension of subjectivity and affectivity and issues related to persuasive force and symbolic efficacy. Her case studies concern communication, political discourse, daily life, fashions and consumption, with particular attention to the evolution of technologies, genres and text formats. Finally she extends his studies to the field of semiotics of space, urban space and architecture, with particular interest in public spaces, landscape, places of consumption, exhibitions and museums.

She has written 12 books, edited 25 collective volumes, more than 200 essays published in books and international scientific journals. She also promoted and done translations of scientific texts from the French. Among her latest publications, she edited: *Paolo Fabbri. Unfolding semiotics* (Punctum 2021), with Riccardo Finocchi, *Dallo spazio alla città (From space to the city. Readings and foundations of urban semiotics)* (Udine-Milan, 2020) and with Luigi Virgolin *Usi e piaceri del turismo* (Rome, 2020). On passions in semiotic perspective, she wrote two books and several essays (*Semiotica delle passioni*, Bologna, 1991; *Le passioni del lettore*, Milano, 1998; *Il testo galeotto*, Roma, 2007).

## PREVIOUS POSITIONS

- 1998-2007, Associate Professor in Semiotics, University La Sapienza of Rome
- 1996-1998, Researcher in Semiotics, University of Siena
- 1992-1996, Adjunct Professor in Semiotics, University La Sapienza of Rome

## EDUCATION

- 1990 PhD in Semiotics, University of Bologna (under the supervision of Umberto Eco)
- 1985, Diplôme d'études approfondies en Linguistique, École des Hautes Etudes en Sciences Sociales, Paris (under the supervision of Algirdas Julien Greimas)
- 1980, Laurea in Philosophy, University of Bologna (cum laude, under the supervision of U. Eco)

## MEMBERSHIP OF PHD COLLEGE

2016- Dottorato di Ricerca in Comunicazione, Sociologia, Marketing, Sapienza Università di Roma.

2007-2011 Dottorato di Ricerca in Semiotica, Scuola Superiore di Studi Umanistici e Università di Bologna.

2001- 2016 Dottorato di Ricerca in Scienze della Comunicazione, Sapienza Università di Roma.

## SUPERVISION OF PHD STUDENTS

- Paolo Peverini, PhD in Communication Sciences, Rome Sapienza University (2003) - Senior Assistant Professor tenured in Semiotics, University LUISS of Rome.
- Francesco Sedda, PhD in Communication Sciences, Rome Sapienza University (2005) - Associate Professor in Semiotics, University of Cagliari.
- Sara Saleri, PhD in Semiotics, Bologna SUM, 2011 - Post-Doctoral Research Fellow at the University of Bologna – Departement of Philosophy and Communication.
- Leonardo Romei, PhD in Communication Sciences, Rome Sapienza University (2009) - Visiting Assistant Professor, Jeddah College of Advertising (JCA), University of Business and Technology, Jeddah (KSA).
- Carla Rak, PhD in Communication Sciences, Rome Sapienza University (2011) - artist.
- Mariarosa Bova, PhD in Communication Sciences, Rome Sapienza University (2011).
- Cristina Greco, PhD in Communication Sciences, Rome Sapienza University (2012), Assistant Professor, Jeddah College of Advertising (JCA), University of Business and Technology, Jeddah (KSA).
- Laura Gherlone, PhD in Communication Sciences, Rome Sapienza University (2012), post-doctoral researcher at the National Research Council-Argentina (CONICET), Universidad Nacional de Córdoba.
- Maxence Lureau, PhD in Communication Sciences, Rome Sapienza University and Paris X (2013), Linguistic Expert at Sapienza University of Rome, Adjunt Professor at the University of Tuscia.
- Paolo Sorrentino (2014), PhD in Communication Sciences, Rome Sapienza University, Adjunt Professor Accademia della Moda e del Costume, Rome; Fellow researcher at University of Cagliari.
- Paolo Ricci, PhD in Communication Sciences, Rome Sapienza University (2015).
- Riccardo Bertolotti, PhD in Communication Sciences, Rome Sapienza University (2016).
- Elia Cornelia Marí PhD in Communication Sciences, Rome Sapienza University (2016). Associate Professor in Communication, Universidad Juárez Autónoma de Tabasco, Villahermosa, Messico.
- Rossella Gaudio (2016), PhD in Communication Sciences, Rome Sapienza University - Consultant Ministero dei Beni e delle Attività Culturali e del Turismo, Rome.
- Tiziana Barone, PhD in Communication Sciences, Rome Sapienza University (2018).
- Michele Dentico, PdD in Communication Sciences, Rome Sapienza University (2023).

#### ORGANISATION OF SCIENTIFIC MEETINGS

She organized or co-organized several conferences and seminars, in particular with the Sapienza University; Italian Association for Semiotics Studies (AISS) and LARS (Laboratorio Romano di Semiotica); FeDroS (federation Romane de Sémiotique).

#### INSTITUTIONAL RESPONSIBILITIES AND MEMBERSHIPS OF SCIENTIFIC SOCIETIES

2020- President of FeDroS, Federation Romane de Sémiotique

2017- Scientific Director of Research Unit of Departement CORIS: Urban Space, Creativity, Media.

2015- Member of Scientific Board of the Visual Studies Rome Network, Rome.

2014- Member of Fédération Latine de Sémiotique

2013- Member of AFS (Association Française de Sémiotique)

2012- Proponent and Scientific Referent of Bilateral Agreement between Sapienza University of Rome and Pontificia Universidade de São Paulo PUC-SP (Brazil)

2012 – Member of AISV (International Association Visual Semiotis)

2009-2012 President of Italian Association for Semiotics Studies (AISS)

2014- Founder and Scientific Director of LARS (Laboratorio Romano di Semiotica), Dept. CORIS Sapienza

2012-2016 Member of Scientific board of Sensibilia, Rome Tor Vergata

2005- Member of Cattedra Emilio Garroni, Rome

1994- Member of Italian Language Philosophy Association (SFL)

1980- Member of Italian Association for Semiotics Studies (AISS) and IASS (International Association for Semiotics Studies).

#### COMMISSIONS OF TRUST

2023- Member of the Scientific Board of the Journal Visualité (Bordeaux)  
 2017- Member of Scientific committee of the International Center of Humanities "Umberto Eco" (University of Bologna).  
 2017 – Member of the Directory Board of the Journal Versus (Il Mulino, Bologna)  
 2017 – Member of Scientific Board of the e-journal ModaPalavra (CEART/UDESC, Brazil)  
 2015 – Member of Scientific Board of the book series Sud Ambientazione e Ambiente (CMEA, Sorrento)  
 2015 - Member of Scientific Board of the book series Fare Paesaggi/Making Landscape (Aracne, Roma)  
 2012 - Member of the Scientific Board of the Journal Carte Semiotiche (La Casa Husher, Firenze)  
 2011- Member of Scientific Board of the book serie Insegne (Mimesis, Milano)  
 2009 - Member of the Scientific Board of the e-journal Ocula (www.ocula.it)  
 2009 - Member of the Scientific Board of the Journal Comunicazione.doc (Lupetti, Bologna)  
 2009 - Member of Scientific board of the Journal Lexia (Università di Torino, Aracne, Roma)  
 2009– Director of the book series "Collana di Semiotica" (Nuova Cultura, Roma)  
 2008 - Member of Scientific Board of the book serie Riflessi (Roma, Aracne)  
 2004 - Member of the Scientific Board of the Journal E/C (www. ec-aiss.it)  
 1981-2017 Member of the Editorial Board of the Journal Versus (Bompiani, Milano)

#### GRANTS AND FELLOWSHIPS

1990, RAI-VQPT  
 1985, CNR-NATO  
 1982, Ministry of Public Instruction

#### FUNDED RESEARCH PROJECTS AS PRINCIPAL INVESTIGATOR

2024 Visiting Reasearch Program with Mara Giulia Dondero (LIEGE-CNRB)  
 2020 (International Agreements-Sapienza University/PUC-SP)  
 2018 (International Agreements-Sapienza University/PUC-SP)  
 2018 Visiting Reasearch Program with Anne Beyaert-Geslin (Université de Bordeaux) on Memory and memorial in the urban space  
 2017-2019 How is changing the sense of place. The reconfiguration of space perception, medial environments, locative technologie (Sapienza University)  
 2016-2018 Consumer multiculturalism and semiotic polyglottism (International Agreements-Sapienza University/PUC-SP)  
 2015-2017 New forms of urban communication and partecipazione: a case study in Rome (Sapienza University)  
 2015 "Forms of life in the contemporary: signs and aesthetics of everyday life", Congress, (Sapienza University)  
 2014-2016 Metropolitan identities in Rome and São Paulo: life forms, consumption practices, semiotic conflicts (International Agreements-Sapienza University/PUC-SP)  
 2012-2014 Rome and São Paulo: communication and innovation in contemporary metropolis (International Agreements-Sapienza University/PUC-SP)  
 2012-2014 The unpublished Lotman. The semiotics of culture in the light of the categories of space-time, language, otherness, science  
 2010 Visiting Research Program with Costantino Maeder (Université de Louvain-La Neuve) on Italian identity in genre literature.  
 2009 Visiting Research Program with Peter Stockinger (INALCO, Paris), on ipermedial project of encyclopedia.  
 2007-2009 Forms and changes in spatiality and social interactions: real and virtual spaces  
 2006 Visiting Research Program with Manar Hammad (Université de Paris XI) on Semiotics of space  
 2005-2007 The power of images. The visual dimension in the contemporary communication  
 2001 Visiting Research Program with Eric Landowski (CNRS, Paris) on Sociosemiotics  
 2001-2003 The "short forms" in contemporary communication of audiovisuals (Sapienza University)

#### FUNDED RESEARCH PROJECTS AS PARTICIPANT

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2014-2016 Interactive Imagination, PI Pietro Montani, Awards Sapienza University.

2013-2015, Technique, multi-media and new forms of narration, PI Pietro Montani.

2006-2008, Scientific Director of Research Unit of Roma Sapienza, PRIN "Scrittura e riscrittura della città", PI Ugo Volli, Turin University, Italian Edu Ministry.

#### VISITING PROFESSORSHIPS

2022, March-May, Université de Genève, Alba Viotto Visiting Chair, Genève (Switzerland)

2018, July, Universidad Nacional, Facultad de Habitat y Arquiitectura, Medellin (Colombia)

2017, September, Universidad Industrial de Santander, Bucaramanga (Colombia)

2016, May, Universidad de Antioquia, Medellin (Colombia)

2014, September, Catédra Unesco, Universidad del Valle, Cali (Colombia).

2013, February, Universidad Nacional de Colombia, Bogotá (Colombia)

2011-2013, August-September, Centro de Pesquisas Sociosemioticas - Pontificia Universidade de Saõ Paulo, Brazil.

1989 Winter Semester, Romanisches Seminar, Universität Zurich UZH.