PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 10 EXPERIENCED GRANTS LASTING 36 MONTHS AND NO. 3 EARLY STAGE GRANTS LASTING 12 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE DEPARTMENT WITHIN THE RESEARCH PROGRAMME CALLED "STARS SUPPORTING TALENTED RESEARCHER" – ACTION 1 FOR THE YEAR 2019-2021 – 2 ª TRANCHE - TYPE A - (CUP: F56C18000670001)

announced with decree of the Chancellor Rep. no. 494/2019 of 26.07.2019 and posted on the official registry of the University on 26.07.2019

CODE N. 1

RESEARCH PROJECT

Archeology of alpine castles: comparing Orobic Alps, Aosta valley, Vaud and Trentino

Research structure: Department of Letters, Philosophy, Communication
Duration of the grant: 36 months
Scientific Area: 11 – History, philosophy, pedagogy and psychology
Academic recruitment field: 11/A1 – Medieval history
Academic discipline: M-STO/01 – Medieval history
Scientific Director: Prof. Riccardo Rao

The project aims to create an overall interpretation of late medieval castle development in the Alps. The methodology will be based upon an interdisciplinary investigation between archeology and history. The researcher is expected to investigate analytically the Orobic Alps case study, with written sources, field-surveys, stratigraphic reading of the architectures, chronotypologies identification and a comparative approach on three areas: Aosta Valley, Vaud and Trentino. The research includes the survey of the castles in the area, to be carried out on GIS platform, reading of architectures and field surveys.

CODE N. 2

RESEARCH PROJECT

Development of seismic retrofit schemes characterized by high resilience and low environmental impact

Research structure: Department of Engineering and applied sciences
Duration of the grant: 36 months
Scientific Area: 08 – Civil engineering and architecture
Academic recruitment field: 08/B3 – Structural Engineering
Academic discipline: ICAR/09 – Structural Engineering
Scientific Director: Prof. Andrea Belleri

The project aims to define resilient structural systems applicable to the exterior of existing buildings with structural typology made by reinforced concrete frames. Most of the Italian buildings were in fact built before the enforcement of modern seismic standards and therefore they are in a state of great vulnerability. Moreover, these buildings also need an energy upgrading to reduce their energy consumption and thus be able to meet the objectives of the European roadmaps on emission reduction. The most innovative approach to building requalification involves an integrated architectural-energy-structural approach with low environmental impact. These solutions find particular application in new systems positioned outside the building, in order not to relocate the inhabitants during the construction works. The idea behind the research to be developed is to use external high resilience reinforcement systems, obtained with the return of the building to its initial position following the earthquake and concentrating the damage in a few "structural fuses" replaceable at the end of the earthquake. The aim of the project is therefore to define the type of these systems, the technical devices, the connections with the existing structure and to evaluate their effectiveness both for reducing the probability of collapse of the existing building (human safety) and for resilience, containment of economic losses (investment control) and environmental impact.

CODE N. 3

RESEARCH PROJECT

Images of Terror. The visual imaginary of the Jihadist Middle-East

Research structure: Department of Letters, Philosophy, Communication
Duration of the grant: 36 months
Scientific Area: 10 – Antiquities, philology, literary studies, art history
Academic recruitment field: 10/C1 – Cinema, music, performing arts, television and media studies
Academic discipline: L-ART/06 – Cinema, photography and television
Scientific Director: Prof. Barbara Grespi

The declaration of the Caliphate in the summer of 2014 and the immediate diffusion of the filmed beheadings of Western prisoners by the Islamic Caliphate, brought back the international attention to the Middle-Eastern scenario violently, inaugurating a large discussion on various topics of international geopolitics. Among these, the great role of the audiovisual materials emerged, both for their shocking contents and for their crucial stylistic ambiguity (that is, their controversial supposed debt towards the Western filmic imaginary). The viral circulation of these videos immediately became one of the most debated issues, directly mobilizing various visual culture scholars, that proposed the first pioneering investigations of this material. Many important voices stressed the importance of reflecting on topics such as the necessity of a preventive censorship (Montani 2017), while others started to reflect on the relationship between Western and Eastern visual imaginaries (Ballardini 2015).
Since the autumn of 2014, the almost unanimous decision of Western news network of not showing more messages coming from the Islamic State, somehow stopped this important debate on the specific role provided by images in IS' war operations. That proved to be a major error, given the growing relevance of the visual element in its propaganda. In recent years, some very circumscribed analysis started to address this issue, showing how vast this submerged audiovisual archive may be.
The research project aims at analyzing in a systematic way the profile of the audiovisual communication industry of the Islamic State, which is at the center of a jihadist visual turn according with some scholar (Kovács 2015). As a matter of fact, the Islamic State has a specific state agency that is completely devoted to its media communication. Through the production of the Diwan of Media we can for example identify: beheading videos, war reportages, feature-length propaganda movies, various docu-fictions that show the various services provided to citizens. The vast majority of this production is not addressed to Western spectators and circulates on-line in order to build the sense of a transnational Islamic community. The style of these productions, together with the recurring visual formula, seems to recall the conventions firstly proposed by the network Al Jazeera (Della Ratta 2005, 2018), but at the same time shows some contaminations with Western filmic models.
Therefore, it is urgent to propose a comparative analysis of these materials, building a specific framework that aims to understand and to deconstruct the political strategies which created them.

RESEARCH PROJECT

Household Consumption: ageing, reforms and inequality

Research structure: Department of Management, economics and quantitative methods
Duration of the grant: 36 months
Scientific Area: 13 – Economics and statistics
Academic recruitment field: 13/A2 – Economic policy
Academic discipline: SECS-P/02 – Economic policy
Scientific Director: Prof. Annalisa Cristini

The project aims to study two main issues related to the general topic of households' consumption and finance.

1. Population ageing and consumption: the role of reverse mortgage.

In Italy the law on reverse mortgage (RM) has been revised and extended in 2015 (Law n.44/2015). RM is contract that provides a home owner the possibility to obtain a long-term credit without repayment until his/her death, when the mortgage will be repaid as a lump sum. The funding usually varies between 15 to 50 per cent of the value of the house. RM, first used in the UK in 1999, is now present in various countries and allows old people with low income but housing wealth to obtain an extra income that for many is essential to avoid poverty. The Italian banks reacted differently, in response to the new 2015 law; in fact, not all decided to offer RM contracts. Objective of this research project is to examine how RM has spread in Italy and the effects produced on old-age people consumption and life styles. The idea is to exploit the differences in the provision of RM contracts across time and geographical areas, depending on the different type of banks present in the various areas and on the time RM contracts have been offered. At this regard the research aims to sign an agreement with the relevant banks in order to have access to pertinent data. Specifically, this will allow to map the time and space diffusion of RM and to perform suitable econometric analysis (DiD,, RD) to estimate the impact of RM on consumption and life styles.

Other useful sources of information will be SHARE, SHIW, EU-SILC and the Survey on household consumption. A theoretical framework will complement the empirical analysis; main references at this regard are: Ameriks et al. (JoF 2011), Cocco e Lopes (2015), Venti and Wise (JpuE 1991, NBER 2001), Davidoff (2010, RfS 2014), Nakajima Telyukova (JoF 2016); for Italy, Baldini e Beltrametti (2015).

2. Inequality in consumption: the role fo welfare systems.

Recent studies have investigated consumption inequality (for example, see Jappelli Pistaferri, JEP 2016 for a recent review). With respect to the more common income inequality, several studies have found that consumption inequality is lower, thanks to income shock absorption mechanisms that can smooth consumption. Differences in the estimated measures of consumption inequality mainly derive from thethe measures of consumption itself; indeed, datasets with precise income information usually do not contain equally precise consumption data and vice versa. An important contribution that paved the method to measure consumption is Blundell Pistaferri and Preston (AER 2008); more recently, Aguiar and Bils (AER, 2015) have proposed an alternative method to avoid multiplicative measurement errors on imputed consumption and found that consumption inequality is higher than usually thought. Objective of this part of the project is a cross-country analysis of consumption inequality. The main dataset to be used is HFCS (Household Financial and Consumption Survey, ECB) integrated with EU-SILC data for more detailed information on consumption. Notice that EU-SILC, being a repeated cross section, will need the be used as a synthetic panel data. Differences in income and consumption inequality will finally be related to policies (e.g. austerity measures) and institutions (e.g. welfare state systems).

As far as the first part of the research is concerned, at present, the literature on Italian data is scares; an exception is the chapter by Baldini and Beltrametti in Farina e Franzini (eds.) "La casa il benessere e le disuguaglianze" EGEA, 2015. Baldini and Beltramentti use SHIW data and provide a picture of the presence of RM in Italy in 2012, hence before the new law. They use a simulation exercise to compute the extent of RM across old-age people and the impact it could have on poverty reduction. The present research project intends to work on actual RM data and estimate the impact on consumption and poverty.

As far the second part of the research is concerned, the existing evidence uses US data. The possibility to exploit the two waves of HFCS (the last wave dates 2016 but the third one could be available soon) would allow to examine consumption inequality in Europe.

On both parts we expect to produce international publications, at least one a year; paper presentations at international conferences and seminars will be the first objective. We also intend to organize one/two specific workshops, depending on the progress of the projects.

On the whole, the project will also involve researchers from other national and international institutions and universities, among which Banca d'Italia and University of Oxford

RESEARCH PROJECT

Corrosion of rebar for concrete realized with traditional and ecofriendly innovative binders

Research structure: Department of Engineering and applied sciences
Duration of the grant: 36 months
Scientific Area: 09 – Industrial and information engineering
Academic recruitment field: 09/D1 – Materials science and technology
Academic discipline: ING-IND/22 - Materials science and technology
Scientific Director: Prof. Tommaso Pastore

The project is based on the study of the electrochemical conditions of formation of the passive film on rebar in reinforced concrete structures and its resistance to corrosion. The study will be carried out on concretes made with traditional and innovative ecofriendly binders. Different mixtures will be made, with pozzolanic and aluminous binders and geopolymers; mixtures of these cements with different Portland percentages will also be studied. In these environments the resistance to corrosion of the reinforcement will be studied, as a function of the pH of the cement conglomerate, of its buffering power, of the carbonation rate and of diffusion kinetic of chloride ions inside it. The effect of corrosion inhibitors on the kinetics of the passive film formation and on its stability will also be evaluated, based on the ability to inhibit the corrosion initiation.

CODE N. 6

RESEARCH PROJECT

The creative brain: neuromodulation of divergent thinking in normal and pathological aging

Research structure: Department of Human and social sciences
Duration of the grant: 36 months
Scientific Area: 11 – History, philosophy, pedagogy and psychology
Academic recruitment field: 11/E1 – General psychology, psychobiology and psychometrics
Academic discipline: M-PSI/02 – Psychobiology and physiological psychology
Scientific Director: Prof. Maria Luisa Rusconi

The objective of the project will be to verify whether even in healthy elderly (as in young people and adults) there is a relationship between stimulation of fronto-parietal areas and divergent thinking skills by means of tDCS. The main aim will be to use a neuromodulation technique (tDCS) to promote the improvement of flexible thinking skills, both in terms of promoting wellbeing (in healthy elderly) and dementia prevention (in MCI patients). A training of strengthening flexible thinking to counter perseveration and the rigidity that characterize these patients can be very useful in terms of caregiver management and to better face everyday life, problem solving and to prevent the possible occurrence of cognitive impairment.

RESEARCH PROJECT

Controversial Advertising: Consumer Behavior and Competitive Responses

Research structure: Department of Management, economics and quantitative methods
Duration of the grant: 36 months
Scientific Area: 13 – Economics and statistics
Academic recruitment field: 13/B2 – Management
Academic discipline: SECS-P/08 – Management
Scientific Director: Prof. Giuseppe Pedeliento

Engaging consumers though communication is getting increasingly difficult for brands due to the lower rate of attention customers pay to traditional media advertisements, and to a generalized consumers' tendency to approach advertisements in a more critical and suspicious way (Scott, 2015). To provide an active response to these trends, many brands are now pursuing a communication strategy that leverages on controversial advertising or on controversial branded contents (Lyons, 1996; McIntyre, 2000; Pope et al., 2004). Controversial adverting (CA) has been defined as "advertising that, by the type of product or execution, can elicit reactions of embarrassment, distaste, disgust, offence, or outrage from a segment of the population when presented" (Waller, 2005). CA may involve the advertising of products perceived as controversial in their own right, the usage of advertising appeals such as sex and fear (Camenisch, 1991; Henthorne and LaTour, 1995; Waller, 2006), and execution styles which are perceived as controversial or ethically contentious (Waller, 2006; Nebenzahl and Jaffe, 1998).
CA can be somehow considered as a double-edged sword. It has the benefits of dramatically increasing consumers' brand awareness and to generate active discussion around a brand (Waller, 2006; Eckler and Bolls, 2011). But, is can also be detrimental for the corporate or for the product brand image resulting in negative publicity, complaints to advertising regulatory bodies, falling sales, and product boycotts (Crosier and Erdogan, 2001; Fam and Waller, 2004). Calvin Klein for example has been fiercely criticized for running campaigns with explicit sexual images, and had to publicly apologize after the outrage caused by a campaign that was alleged to use images of child pornography. Similar sort took to McDonald's that, in 2017, was obliged to pull a CA that featured a boy asking his mother about his dead father after it was criticized for exploiting child bereavement.
Yet, despite CA is now increasingly pursued by brands, this form of brand communication has received limited scholars' attention (Moraes and Michaelidou, 2017). The few empirical studies available to date have mainly focused on how consumers perceive and process controversial commercial messages (e.g. Waller, 1999; Theodorakis and Painesis, 2018; Huhmann and Mott-Stenerson, 2008), on which subjective attributes of consumers mostly affect their attitude toward CA (e.g. Fam et al., 2004, 2008), on cross-cultural difference that impact on the degree of perceived inappropriateness of CA (Fam and Waller, 2004b), on what makes an advertising a controversial one (Waller, 2004), or the different perception of CA across media channels (Sabri, 2017).
Two main gaps are identified. First, despite we know that CA creates social debate involving primarily consumers but also other audiences, we still do not know the nature of the debate that forms around CA. We know that CA determines different (more or less favorable or unfavorable) attitudinal and behavioral responses to brands featured in CA (Sabri, 2012), but we have very limited knowledge about the reasons why consumers are more or less supportive of the specific advertisement deemed to be controversial. Second, no study to date have focused on competitors or other brands' reactions to CA. It is in fact quite common that when an advertisement is considered controversial, this could lead competitors or other brands to act as parasites on carrions, i.e. to exploit the debate forming around the CA to gain advantages for themselves by gaining massive visibility through smart responses to others' mistakes or ad failures.
The main research questions this research project aims at answering are the following:
1)What are the motives that prompt consumers to support or to condemn brands that make use of CA?
2)Is there any common profile of CA's supporters or antagonists?
3)What are the competitors' reaction to CA made by brands?

Methodologically, the fulfilment of the project requires automatic extraction of user generated contents (e.g. online comments to CAs) published in online social media platforms by means of 'data scraping' software. Once extracted comments will then content analyzed through a mixed method approach that combines descriptive qualitative and quantitative methods (see Krippenroff, 2012).

Once created, categories of contents can then be further analyzed on the basis of different ontological, epistemological and methodological approaches: positivist (by using software loke NVivo or R) or post-positivist, e.g. critical discourse analysis (Fairclough, 1992). The research protocol this research relies on has been already previously applied and tested on a large database composed by about 7,000 comments (Pedeliento et al., 2018).

The project has the following deadlines.

1st year: development of the scraping method, data extraction, analysis and systematic literature review.

2nd and 3rd year: articles' writing, dissemination and publication.

RESEARCH PROJECT

Interactional strategies in the Spanish TV interview: the case of the program Salvados by journalist Jordi Évole

Research structure: Department of Foreign Languages, Literatures and Cultures
Duration of the grant: 36 months
Scientific Area: 10 – Antiquities, philology, literary studies, art history
Academic recruitment field: 10/I1 - Spanish and Latin American languages, literatures and cultures
Academic discipline: L–LIN/07 – Language and translation - Spanish
Scientific Director: Prof. Giovanni Garofalo

1) Objective
The objective of this project is to analyse the interactional strategies in Spanish within one of the most important oral journalistic genres: the interview. For this purpose, the study will examine a corpus of transcriptions of a very successful TV program, Salvados, broadcast in Spain on the TV channel La Sexta, from 2009 until 2019.

2) Theoretical framework
The proposed research is based both on a qualitative and on a quantitative approach with a view to inquiring into oral speech in Spanish. On the basis of the general theory of conversation analysis (Goffman 1967; Garfinkel 1967; Sacks, Schegloff, Jefferson 1974; Heritage 1984, Drew & Heritage 1992, Fele 2007) and of interview analysis (Arfuch 1992, 1995; Greatbatch 1985, 1986, 1988, 1992; Clayman 1987; Houtkoop-Steenstra 1990), the research will first highlight the salient qualitative features of the genre 'journalistic interview', as an institutional interaction (Heritage, Greatbach 1991; Orletti 2000), where the communicative roles of the interacting sides (respectively, 'the one who asks' and 'the one who answers') are predetermined and the changeable and locally-negotiated pragmatic strategies can allow both interacting sides to reach their communicative goals. Secondly, the analysis of the oral speech will be guided by quantifiable lexicographical data derived by Corpus Linguistics (Baker 2006; Biber, Conrad & Reppen 1998; McEnery & Wilson 2001; Partington, Morley & Haarman 2004; Sinclair 2003, 2004a, 2004b, Stubbs 1996, Corpas Pastor 2008, Parodi 2007), a methodolody which studies the linguistic regularities emerging from texts in digital form, by means of concordance softwares.

3) Research project description:
This case study will focus on the program Salvados, a political and topical talk show hosted by journalist Jordi Évole and broadcast in Spain on the TV channel La Sexta, which belongs to the media group Atresmedia. The program has been very successful in Spain, thanks to the host's sharp and sometimes irreverent way of talking, as proven by its 14 seasons, with more than 70 episodes (about 1 hour long each), broadcast from 2008 to 2019. This research will focus on a selected corpus of about 10 episodes (which equals to about 10 hours) of the program Salvados and will consider episodes from the third season (2009), turning point of the format of the program, which became structured around interviews since that date. This project is divided into three stages:
a.The first one consists in the transcriptions of the video recordings and in the building of an extensive enough body of texts in electronic form (of at least 500.000 words), on which research will be later conducted, following both a corpus-based (stage b) and a corpus-driven approach (stages b and c) (Tognini-Bonelli 2001). This corpus will be compiled and tagged using the Sketch Engine platform. Instead, the corpus excerpts used for the qualitative analysis will be transcribed according to the methodology of the group Val.Es.Co. of the University of Valencia (Briz & Val.Es.Co. 2002)–
b.In the second stage, the research will be carried out according to a qualitative approach based on textual data. An overview of the pragmatic strategies which are actually observable in the transcribed texts will be drafted on the basis of the main descriptive studies on the genre 'journalistic interview' as an asymmetric institutional interaction (Heritage 1985; Heritage, Greatbach 1991, Hidalgo Downing 2009, 2016). In particular, by resorting to the concepts of footing (Goffman 1981, i.e. ongoing 'redefinition' and 'realignment' of a the discursive role which the speakers play during the interaction) and of neutrality (Clayman 1988, 1992), we will describe Évole's footing shifts, intended either to maintain the interviewer's impartiality or, vice versa, to emotionally involve himself as a 'militant' and ideologically polarized

interviewer. As a matter of principle, the host's ideological equidistance represents the desirable and expected professional stance, because "news interviewers are supposed to be objective in their work. This means, among other things, that they should not allow their personal opinion to enter into the interviewing process; to the best of their ability they are supposed to remain neutral as they interact with public figures" (Clayman 1992: 163). On the basis of this assumption, the real structure of the verbal interaction will be observed, depending on the possible footing the interacting parts may play according to Goffman's (1971, 1979, 1981) classification, that is to say just as a phonic machine, as an author or as a responsible. The implications of the interviewer's role shift will be addressed, in particular by examining his wording and 'glossing practices' (Garfinkel and Sacks 1970, Orletti 1983), i.e. the interviewer's metacomments 'explicitly aimed to the rationalisation, the negotiation of the meaning of what is happening in the ongoing interaction' (Orletti 1983. 82, my translation). Such 'stage directions' show the interviewer's semantic and strategic domain over the interaction flow and, as such, are found alien to the above-mentioned concept of neutrality. In this respect, the so-called 'third round' (Sinclair, Coulthard 1975; Coulthard 1977; Atkinson, 1982; Frankel 1984; Heritage & Greatbach 1991, Garofalo 2016, 2017) is particularly functional to plan and control the conversation and is   often used by the interviewer to highlight concepts, draw conclusions and create conceptual links (Orletti 200: 43). Lastly, a thorough survey of turn-taking, signs of reaction (Schegloff 1982, Jefferson 1984), interruptions (Gallardo Paúls 1996, Beattie 1982) or echo statements (Reyes 1996, Ruiz Gurillo 2006, Calaresu 2015) will help identify the moments of the interview when Évole's subjectivity more distinctly emerges, leading to the transformation of the conversation into a militant exchange of ideas (Orletti 2000: 81, Schiffrin 1982). Owing to the interviewer's loss of equidistance and to the possible interviewee's reaction, the generic prototypical structure of the interview is altered and new context frameworks are activated within the interaction.

c.The third stage consists of an analysis of the main lexicometrical data which can be drawn from the corpus and which can shed light on the interviewer's and interviewee's 'discursive stance', e.g. the wordlist and the keywords (Baker 2006), the analysis of concordances (Sinclair 2003) of the most meaningful keywords (Scott 1997), the observation of their preference/semantic prosody (Stubbs 2001, O'Halloran 2007) and of the cognitive-evaluative role of collocates (lexical priming Hoey, 2003, 2004, 2005) and of lexical bundles (Biber 2005), classified in their three main functions (expression of attitude, organizing discourse elements and referential expressions, see Biber, Conrad and Cortés 2004). The aim of this third stage of the project is to supplement the corpus-based qualitative study of the structure of the interview by precisely quantifying possible modalizing elements which appear in the texts and can show the subjectivity of the interacting parts (adverbial elements, pragmatic linkers and evidentials, polyphonic elements, etc. Barrenechea 1979, Serrano-Dolader, Porroche Ballesteros y Martín Zorraquino 2015, Hill & Irvine 1993), leaving the quantitative data to guide the process of discourse interpretation. Such a corpus-driven approach allows to corroborate the intuitions which guided stage b and possibly to rectify and delve on them on the basis of the results of the analysis of the studied corpus.

4) Time

The calendar of activities is structured in 4 periods – the first one, of 9 months, will consist in the preparation of the corpus (see paragraph 3.a above) and in the gathering and the studying of the whole relevant critical bibliography. In the second period, of 15 months, an analysis of the data of the corpus will be carried out, according to the qualitative and quantitative methodology described in the paragraphs 3.a and 3.b above. The third period, of 6 months, will consist in the dissemination of the results obtained through communications at conferences and scientific publications. Furthermore, the fourth and last period, of 6 months, will consist in the preparation of a monograph gathering the results of the research.

5) Expected results

The most original aspect of this research is the combination of both the qualitative and the quantitative prospective with the analysis of the interview as a form of interaction in an institutional context. In fact, the extensive body of literature on the analysis of the verbal interaction originates within the mainstream of both sociological studies (with particular reference to Harold Garfinkel's ethnomethodology) and sociolinguistic ones, lines of study which 'adopt a qualitative approach and see in the language a tool for building a social reality' (Orletti 2000: 10). In the Hispanic sphere as well, the main studies on conversational analysis (e.g., Tusón Valls 1997, Cestero Mancera 2000, Briz Gómez 2001, Payrató 1995) mainly adopt a qualitative approach with a pragmatic or sociolinguistic orientation, rarely supported by a precise quantification of the above-described conversational mechanisms. With the aid of Corpus Linguistics, this research therefore intends to reconcile the theoretical reflection with both a corpus-based and corpus-driven observation of the oral interaction. On the basis of a representative enough corpus of texts, we aim to reach a more objective description of the conversational dynamics which preside over the journalistic interview and of the discursive strategies which highlight the subjectivity and the assessment of the interacting parts. It should be noted that the analysis of oral texts by means

of computer tools is a very promising area (De Cock 2014; Potts, Bednarek, Caple 2015; Llisterri 1996), which can certainly shed light on the proposed field of research. Finally, this study will enable the researcher to develop an analytical framework which will allow them to acquire methodological skills in the field of Corpus Linguistics applied to the study of oral discourse. These skills will be essential in order to approach future in-depth studies on orality, e.g. the description of other frameworks of journalistic interaction in Spanish, or the analysis of the discursive strategies constituting the language of the newscast, which are highly subjective in the Spanish context. Furthermore, the current research may constitute the starting point for further analysis of oral communication from the perspective of Corpus-Assisted Critical Discourse Analysis, a methodology which has found fertile ground in the study of media language (Van Dijk 1985, 1995; Fairclough 2003, 2010; Wodak y Meyer 2003) and which has demonstrated a considerable analytical potential (Bednarek, Caple 2014).

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RESEARCH PROJECT

Microfoundations of entrepreneurship in family firms: an inquiry on the enterprising family as a complex structure

Research structure: Department of Management, information and production engineering
Duration of the grant: 36 months
Scientific Area: 09 – Industrial and information Engineering
Academic recruitment field: 09/B3 – Business and management engineering
Academic discipline: ING-IND/35 – Business and management engineering
Scientific Director: Prof. Tommaso Minola

In what circumstances do firms engage in innovation and change? Considering that most firms are family firms, what role does the family play in entrepreneurship processes? Despite its importance, this issue has been addressed only to a limited extent in management studies and has generated contradictory results. One way to approach these themes is by paying attention to microfoundations, causal explanations centred on individuals and their interactions, of entrepreneurship phenomena. In the last decades, attempts at microfounding meso and macro phenomena have been prominent in economics thus prompting several research strands. More recently, management studies also started inquiring the microfoundations of organizational phenomena such as learning, paradoxes, tensions and routines, legitimacy. This project aims at providing microfoundations to phenomena of family entrepreneurship, namely, corporate entrepreneurship (CE) which include innovation, strategic renewal, and new business venture.

In this project, microfoundations are understood as the causal mechanisms underlying CE. It rests on the following assumptions:
 CE phenomena are manifestations at the aggregate level of micro-processes, and are thus to be explained at individual level, that is the next level below.
 This explanation is of a mechanistic type. Phenomena and properties at the individual level can explain phenomena at a higher level of aggregation only if individuals are situated within complex structures.
 For what concerns CE in business family, the complex structure is represented by the enterprising family (EF) which thus qualifies as the main mechanism for CE.
 EF has causal explanatory power in virtue of how individuals are organized therein.
The ultimate goal of the project is to develop a causally-mechanistic approach that is empirically validated so as to provide the foundations for family entrepreneurship phenomena.

RESEARCH PROJECT

Managing offshoring and reshoring decisions: a meta-analysis research

Research structure: Department of Management, information and production engineering
Duration of the grant: 12 months
Scientific Area: 09 – Industrial and information Engineering
Academic recruitment field: 09/B3 – Business and management engineering
Academic discipline: ING-IND/35 – Business and management engineering
Scientific Director: Prof. Matteo Kalchschmidt

Offshoring and reshoring are two options when it comes to manufacturing relocation. While offshoring has been researched for quite some time, reshoring is a relatively new phenomenon that is less researched. It refers to the relocation of a firm's manufacturing activities from an offshore site back to the home region. Researchers have argued that reshoring cannot be done unless there has been previous offshoring. Despite this clear connection, offshoring and reshoring has to a large extent been studied separately. In the emergent literature stream on reshoring, case studies have been conducted with the purpose to gain a deeper understanding of manufacturing firms' location decisions and the contexts around them. However, there has been little accumulation of the knowledge gained from primary case studies, and there is thus a potential to advance the knowledge within the field by aggregating the findings from these stand-alone works.
Therefore this research project aims at accumulating knowledge from previous studies in three steps:
1.Applying a meta-synthesis methodology, with the purpose to analyze existing reshoring case research and to develop a framework for reshoring case study research, specifying the aspects encompassing a full case description and thus including the previous offshoring process.
2.Applying a quantitative meta-analysis methodology to study how contingency factors influence the offshoring and reshoring decision processes in existing case studies.
3.Enriching the data collected from the cases through the authors involvement in a survey.
The main contributions with this research are 1) a framework for guiding reshoring research and 2) the use of a methodology that has not yet been applied within this field, resulting in a synthesis of the existing knowledge about reshoring.
The research lays the foundation for the accumulation of results achieved from case studies on reshoring. It highlights the importance for researchers to build on each other's efforts to make empirical evidences comparable and advance the knowledge within the emerging field of reshoring.

CODE N. 11

RESEARCH PROJECT

Gender Based Violence: project to preventing. An ethnographic approach for the study of best practices in the Italian context

Research structure: Department of Human and social sciences
Duration of the grant: 12 months
Scientific Area: 14 – Political and social sciences
Academic recruitment field: 14/C2 – Sociology of culture and communication
Academic discipline: SPS/08 – Sociology of culture and communication
Scientific Director: Prof. Cristiana Ottaviano

In the Italian context, violence against women, or Gender Based Violence (GBV), is a phenomenon that does not seem to decline. The latest EURES report shows that in the first ten months of 2018 there were 106 victims of femicide, a figure that marks an increase of 3% compared to 2017. In addition, the data of the "Report SDGs" published in 2018 by Istat, shows that in 2015-16 4.1% of girls who are now under 30 years of age have suffered sexual violence when they were minors, 31.5% of women have suffered some form of physical or sexual violence, 3% have suffered rape and 3.5% have attempted rape. The extent of the phenomenon raises questions about one of the main indications contained in the Istanbul Convention of 2011: the prevention of violence against women through the adoption of interventions to promote socio-cultural changes, both in women and men, in order to eliminate stereotypical gender models, the basis of a culture in which GBV is a structural element.
Aware that detecting the results of prevention actions is a complex operation, the present research starts from the following questions:
- How is the Istanbul Convention implemented in Italy?
- How is prevention planned and implemented?
- Which best practices are implemented and in which educational contexts?
- Is it possible to identify common methodological lines?
To answer these questions, the project aims to analyze 3/4 GBV prevention training projects promoted by some organizations belonging to the National Association of Educare alle Differenze (EaD). EaD is identified as an interesting case study because it operates throughout the country, on various age groups and because it involves different realities engaged in the prevention of multiple forms of GBV and in the valorization of differences.
These peculiarities allow to analyze, adopting an interdisciplinary approach and a quali-quanti methodology, objectives, processes and outputs of interventions carried out in a preventive perspective. In addition to critical analysis, the research work will also lead to the design of new training paths and a Handbook, intended for trainers and professionals engaged in the prevention of GBV.
The research will be carried out using a quality-quanti methodology. Specifically, ethnography with participating observation will be used to study training projects selected from those offered by EaD and 6/8 interviews with operators will be conducted. The field research will be accompanied by a comparative analysis of these projects. In order to probe the outputs of the projects, a questionnaire will be given to the participants at the beginning and at the end of the course.
The research is divided into several phases, such as: analysis of existing literature in Italy and abroad, with attention to GBV in educational contexts in an interdisciplinary perspective, field research consisting in mapping the possible contexts in which to carry out the research and in identifying the trainers to be interviewed. This phase is accompanied by the comparative analysis of GBV prevention projects, ethnography with participant observation, conducting interviews with trainers and the administration of questionnaires. The last phases of the research include the analysis of the collected material, the production of academic and operational research reports and, finally, the sending of proposals for the publication of an essay to scientific journals and the proposal of the Handbook.
This project aims to achieve results on different levels. From a theoretical-methodological point of view, the project aims to develop an interdisciplinary approach, in which sociological analysis dialogues with contributions and knowledge of anthropological, pedagogical and legal fields. At the same time, the ethnographic approach to the study of prevention projects of GBV forms, focusing on the methodologies put in place, allows to identify possible correlations between context, target and training intervention.

This promotes a greater knowledge of the relationships between cultural frames of reference in the planning and definition of training objectives, training processes put in place, socio-cultural context of intervention and socio-cultural changes expected. The analysis of the methodologies adopted also makes it possible to grasp "meta" characteristics, identifiable as best practices, potentially exportable and shared in different training contexts. These practices will be collected in an operational Handbook, intended for trainers, trainers and professionals engaged and/or engaged in the prevention of GBV. Through this dual analytical and operational level, the project not only aims to promote an increase in knowledge and awareness, but also to support the potential activation of processes of awareness and training on GBV issues and the enhancement of differences. The project is thus in line with the prevention approach referred to by the Istanbul Convention and still lacking in Italy, as stated in the "2018 shadow report on the implementation of the Istanbul Convention in Italy" and transmitted to GREVIO (Expert Group on Violence of the Council of Europe) and made public in October 2018 by D.i. Re (Donne in Rete contro la violenza).

RESEARCH PROJECT

Functions and form of consent in the clinical trial and in the doctor-patient relationship

Research structure: Department of Law
Duration of the grant: 12 months
Scientific Area: 12 – Law studies
Academic recruitment field: 12/A1 – Private law
Academic discipline: IUS/01 – Private law
Scientific Director: Prof. Roberto Pucella

Law No 219/2017 ("Rules on informed consent and advance healthcare directives ") launches a cultural challenge to the world of health, and in particular to doctors called to abandon the mental position of paternalistic medicine. The law places the doctor-patient communication at the heart of the matter, as a precondition for a true consensuality. That said, part of the research will have to be addressed to questions related to the collection of informed consent in the context of clinical trials. A problematic aspect is related to the issue of "randomisation" in drug administration, and namely to the probabilistic uncertainty regarding the efficacy percentages of experimental drugs used on patients, given that in the experimental field not even doctors are able to quantify the risks connected to the assignment of a drug "a" rather than a drug "b". Thus we should ask ourselves how it is possible, under such conditions, to ask the patient to give a consent that can really be defined as "informed".
A further profile of the research must cover the consent to the trial expressed by the incapable patient admitted to an intensive care unit: in this situation it is necessary to investigate how to balance the development of research with the impossibility of the unconscious patient to give his consent to the experimentation, given that a too strict consensus discipline could hinder scientific progress.