

Stefania Antonioni

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Department of Communication, Humanities and International Studies
University of Urbino Carlo Bo, via A. Saffi 15, 61029 Urbino (PU) Italy

EDUCATION

1996 – 1999	PhD Sociology of communication and Performance Studies, University of Urbino Thesis: <i>Embodying and advertising: from de-materialization to a new materialization?</i>
1989 – 1993	Four years degree in Sociology specialising in Mass Media Communication, faculty of Sociology, University of Urbino Carlo Bo

TEACHING AND RESEARCH INTERESTS

- Media studies
- Television Studies and tv series analysis
- Advertising theories and techniques
- Digital media and promotion
- Visual culture

TEACHING EXPERIENCE

2016 – present	Assistant professor of Cinema and Photography, undergraduate course News, Media and Advertising, University of Urbino Carlo Bo
2016 – 2017	Assistant professor of Storytelling Theories graduate course Corporate Communication and Advertising, University of Urbino Carlo Bo
2006 – present	Adjunct professor of Advertising theories and languages, undergraduate course News, Media and Advertising, University of Urbino Carlo Bo
2006 – 2010	Adjunct professor of Theories and practices of Communication, graduate course Corporate Communication and Advertising, University of Urbino Carlo Bo
2004 – 2009	Adjunct professor of Sociology of Tourism, undergraduate course Communication and Advertising Studies
2002- 2004	Adjunct professor of Semiotics and Advertising, undergraduate course Communication and Advertising Studies

TEACHING and RESEARCH EXPERIENCE ABROAD

February – March 2016	Visiting Researcher at the Design School of UEMG (Universidade do Estado de Minas Gerais), Belo Horizonte, Brazil. With Belo Horizonte UEMG has followed 2 research projects: - Design e o imaginário construído sobre os idosos; - Design e comunicação dos museus de Minas Gerais
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April 2016	Visiting Researcher at the Facultade do Periodismo of UCLM (Universidad de Castilla-La Mancha), Cuenca, Spain.
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1/11/2006 – 30/11/2006 Adjunct professor of Relations Publiques et Protocole, Master Gestion du Patrimoine Culturel et Naturel - International Program TEMPUS, University of Tetouan (Morocco)

ACADEMIC RESEARCH EXPERIENCE

- 2015 – 2016** Research fellow for the research project Promotional languages and complex forms of storytelling: an analysis of the advertising movies.
- 2011- 2015** Research fellow for the research project *Sense of place and promotion strategies. Other instruments for social communication?*
- 2002-2003** Research fellow for the research project *Models of brand identity construction between values, ideologies, visual culture and sensoriality*
- 2000-2001** Post doc in Advertising receptions and perception, University of Urbino Carlo Bo

OTHER SELECTED RESEARCH AND CONSULTANCY EXPERIENCE WITH EUROPEAN, PUBLIC AND PRIVATE FUNDING

From 1996 takes part to the activities of the research team LaRiCA (Research Laboratory on Advanced Communication), based at the University of Urbino Carlo Bo, for which has followed many funded projects, such as the ones listed below:

- 2017 – 2020** Researcher in the local unit for the national project *Death, Dying and Disposal in Italy. Attitudes, Behaviours, Beliefs and Rituals*, PRIN National Funding. In particular for this research project we'll carry on an analysis of the most popular Italian tv series of the last 5 years in which there's a character dying and his/her relations with the survivors.
- 2015 – present** senior researcher for the Observatory News-Italia, based at the University of Urbino Carlo Bo. In 2015 the main focus of the research was Italians and TV seriality. In 2016 the main focus was Italians, newsmaking and cultural heritage. This year the focus will be Italian, newsmaking and museums communication.
- 2015-2016** researcher in the project Marche's Region Advanced Cultural District for the Flaminia Roman Road: Flaminia Nextone, EU Funds;
- March – August 2013** senior researcher in the project Pesaro's image and Rossini Opera Festival in the National and International newspapers, funded by Rossini Opera Festival, Pesaro
- January 2013-2014** researcher in the project the Advanced Cultural District: Urbino e il Montefeltro, GAL Montefeltro Development, EU funds.
- January -June 2013** main researcher in the project Museum and citizen experience, for Pesaro Municipality
- June 2011-January 2012** main researcher in the project Newsmaking and Advertising, National Journalist Board, Rome
- October 2007-May 2008** researcher in the project Communication for the integration of the Immigrants, Marche Region

2006-2007	researcher in the project The touristic system and new Technologies. Territorial Identity and tourist communication, Marche Region
2005-2007	researcher in the EQUAL Project – Integrated System for the Integration of Immigrants, EU Funds
2004-2006	researcher in the project Ethnographic analysis of media objects: the evolution on mobile, National PRIN Project
February-May 2006	researcher in the project Territory and communicative life experience. The Levanto case study, Levanto Municipality
March-June 2006	researcher in the project Towards the digital furniture district in Pesaro, CIPE funds;
November 2005-March 2006	researcher in the project WLAN and healthcare systems: the Marche case study, CIPE funds

PRESENTATION, PAPERS

- *Branded entertainment, urban environment and cinema. “New” spaces for promotional paratexts*, International Conference Media Mutations 10 *The ‘-tainment’ effect. Cultures and logics of entertainment across audiovisual and digital media*, 21st-22nd May 2018, University of Bologna.
- *Branded entertainment takes its space: how the urban form could be a “new” playground for branded contents*, Branded content Network Conference, 7th- 8th November 2017, University of East London.
- 9th – 10th June 2017, *Da Parenthood a Tutto può succedere: tra remake, adattamento e traduzione transculturale* (with Chiara Checcaglini), International Conference of the Journal of Italian Cinema and Media Studies *Innovations and Tensions. Italian Cinema and Media in a Global World*, American University of Rome, Rome
- 12nd – 16th April 2017, *A brief history of the serialized advertising in Italy: what's next?*, Popular Culture Association/American Culture Association International Conference, San Diego (USA).
- 11st November 2016, *Verso una cultura della sostenibilità responsabile: quando la comunicazione sociale è in sincronia con la società connessa*, XI AIS Conference, Verona, Italy.
- 22nd - 25th March 2016, *The figure of the multi facets scientist in Tv series: the cases of Penny Dreadful and The Knick* (with Roberta Bartoletti), Popular Culture Association/American Culture Association International Conference, Seattle (USA).
- 12nd – 16th July 2015, *Resisting with social subvertising: compaigning against corporation with social networks*, International Association for Media and Communication Research Conference, Hegemony or resistance? On the ambiguous power of communication, UQAM, Montreal (Canada).
- 8th – 9th July 2015, *Lo spettatore di serie italiano: tra second screen, fruizione produttiva e quotidianità*, International Conference on Media Change Serialization Landscapes: series and serialization from literature to the web, University of Urbino.
- 5 December 2014 *La fotografia in pubblicità e il ruolo partecipativo dei social network*, conference *Fotografia e culture visuali del XXI secolo. La “svolta iconica” e l’Italia*, Roma, l’Università Roma Tre.
- 15 July 2014 “Is that me?” *Images of ageing and the underestimated role of active ageing in advertising*, XVIII ISA World Congress of Sociology *Facing an unequal world: challenges for global sociology*, Yokohama.
- 17 July 2014 *The advertised crisis: how advertising is facing the issue of social and economic crisis*, XVIII ISA World Congress of Sociology *Facing an unequal world: challenges for global sociology*, Yokohama.
- 28 February 2014 *Sincronizzati con la società: scenari della comunicazione sociale contemporanea*, conference *Le nuove frontiere della comunicazione sociale. Comunicare solidarietà, ambiente e salute nella società digitale*, Pesaro. Also member of the Conference Scientific Committee.
- 4 July 2013 *If brand really meets consumer. Going beyond the concept of advertising effect*, conference Branding in a Digital World, TWG ECREA Advertising and Media, University Pompeu Fabra Barcelona.
- 9 May 2013 *When creativity comes from afar*, conference Creative Futures. Changing advertising between digital cultures and global cultures, University of Urbino.

- 23 September 2011 *You have to tell to Virginio. Participation practices in social media in the campaign for Bologna Mayor*, PIC AIS Conference, Rome.
- 10 September 2011 *Advertising and the performative consumption of the cities*, ESA 10th Conference Social relations in turbulent times, Geneve.
- 24 September 2010 *Performing spaces. When the net logic affects urban spaces, between art, media performance and spectatorship* AIS National Conference, Milan.
- 21 July 2010 *The social and visual construction of places between past, future and way back* International Conference of the International Visual Sociology Association Thinking, doing and publishing visual research: the state of the field? Bologna.
- 13 July 2010 *Publics at work: creativity, self expression and value in the strategy of crowdsourcing* XVII ISA World Congress of Sociology Sociology on the move, Goteborg.
- 23 July 2009 *Grassroots images of an Italian territory. Observing and telling the touristic place identity on the web* International Conference of the International Visual Sociology Association Appreciating the views: how we're looking at the social and visual landscape, University of Cumbria, Carlisle, UK.
- 12 June 2009 *The mediated reality of environmentalism* 39° World Congress IIS International Institute of Sociology Sociology at the Crossroads – Yerevan State University (YSU), Yerevan.
- 28 June 2008 *The reality of advertising: a matter of synchronization* 38° World Congress IIS International Institute of Sociology Sociology looks at the Twenty-First century: from local universalism to global contextualism – Central European University of Budapest.
- 11 August 2007 *Individual and social reality of graffiti experience* International Conference of the International Visual Sociology Association Public views of the private, private views of the public – New York University, New York.
- 14 June 2007 *Gazes on Levanto: a case study on how local identity could become part of the touristic supply* 6th International Symposium on Aspects of Tourism, Gazing, glancing, glimpsing: tourists and tourism in a visual world – Eastbourne (UK).
- 4 July 2006 *When communication is a place: mobile phone uses and everyday life* International Conference of the International Visual Sociology Association Eyes on the city – Urbino.

PUBLICATIONS

Books

- S. Antonioni, *Imagining. Serialità, narrazioni cinematografiche e fotografia nella pubblicità contemporanea*, FrancoAngeli, Milano, 2016.
- S. Antonioni, *Pubblicità. Forme pubblicitarie del moderno*, FrancoAngeli, Milano, 2012.
- with L. Mazzoli e G. Ducci (2008), *Un territorio a più voci. Aspetti socio-comunicativi di un sistema integrato per l'inclusione sociale degli immigrati*, FrancoAngeli, Milano.
- with L. Gemini e L. Mazzoli (2007), *Turisti per casa. Turismo, comunicazione del territorio e identità locali: il "caso" Levanto*, FrancoAngeli, Milano.
- with G. Boccia Artieri e L. Gemini (2004), *Comunicazione e luoghi del vissuto. Osservare un territorio al femminile*, Franco Angeli, Milano.

Journal articles

- S. Antonioni, M. Farci, *Post-Millennials spectatorship and horror films: the case of It* (2017), in “Comunicazioni sociali”, n. 2, 2018 (forthcoming).
- S. Antonioni, *Brand placement o co-branding? Celebrities e attività di promozione nei film Zoolander 1 e 2*, in “ZoneModa Journal”, vol. 7, 2017.
- S. Antonioni, *Don't be afraid of the dark. La rappresentazione della paura sul grande schermo e il suo rapporto con la società*, in “Sociologia della comunicazione”, n. 54, 2017.
- S. Antonioni, *Pubblicità di serie. Il concetto di serialità alla prova della pubblicità*, in “Imago”, n. 13. 2016.
- S. Antonioni, G. Ducci, *Sincronizzati con la società digitale: nuove tendenze della comunicazione sociale contemporanea*, in “Comunicazioni sociali”, n.1, 2016: 127-137.
- S. Antonioni *L'improbabile ricerca di un centro di creatività permanente. Quando la creatività viene dal lontano*, in “Sociologia della comunicazione”, n. 47, 2014.
- with L. Mazzoli, *Self mapping e social mapping: per uno sguardo personale e condiviso del territorio*, in “Sociologia della comunicazione”, n. 44, 2013.
- with L. Gemini, *Performing space. Quando la logica della rete prende forma negli spazi urbani fra arte, media-performance e agire spettoriale*, in “Rivista online a cura della sezione Pic Ais Cultura e Comunicazione”, n. 2, settembre 2011.

- S. Antonioni *Dall'outdoor all'ambient advertising: quando lo straordinario invade il quotidiano*, in "Comunicazioni Sociali", n. 3 2006: 276-290.
- S. Antonioni *I sensi della pubblicità. Ovvero per una concezione sinestesica del materiale pubblicitario*, in "Sociologia della comunicazione", n. 29, 2000: 37-58.
- S. Antonioni *Una rilettura de La comunicazione nell'indagine sociologica*, in "Sociologia della comunicazione", n. 26, 1998: 302-307.

Book chapters

- S. Antonioni, *Sociologia visuale e visual culture: alla ricerca di una rinnovata convergenza*, in F. Sacchetti, A. Spreafico (a cura di), *Dimensioni visuali della pratica sociologica*, Edizioni Altravista, Broni, 2017.
- With G. Ducci, *Guida distratta: nuove tendenze nella comunicazione per la sicurezza stradale*, in *I linguaggi della comunicazione sociale*, "Collana Comunicazione sociale", vol. 5, 2016 http://www.pubblicitaprogresso.org/wp-content/uploads/2016/11/I-linguaggi-della-comunicazione-sociale_def.pdf
- With L. Mazzoli, *L'interattività fra mainstream e non mainstream media*, S. Arcagni (eds), Interattività, Aracne editore, Roma, 2015.
- S. Antonioni *Per una donazione non convenzionale in L'importanza del dono*, "Collana Comunicazione sociale", vol. 2, 2014 http://www.pubblicitaprogresso.org/wp-content/uploads/2014/10/CCS_Dono.pdf.
- S. Antonioni *I criteri metodologici. Per una visualizzazione del dato sociologico. L'apporto della sociologia visuale*, in G. Ducci, *La comunicazione pubblica e la sfida all'interculturalità. Lo sguardo dei mediatori culturali nella regione Marche*, Franco Angeli, Milano, 2012.
- S. Antonioni *Le relazioni locali-stranieri: un rapporto ambivalente*, in G. Ducci, *La comunicazione pubblica e la sfida all'interculturalità. Lo sguardo dei mediatori culturali nella regione Marche*, Franco Angeli, Milano, 2012.
- S. Antonioni, *I media raccontano gli stranieri: è sempre cronaca nera*, in G. Ducci, *La comunicazione pubblica e la sfida all'interculturalità. Lo sguardo dei mediatori culturali nella regione Marche*, Franco Angeli, Milano, 2012.
- with L. Gemini e L. Mazzoli (2010), *Gazes on Levanto: a case study on how local identity could become part of the touristic supply*, in P. Burns, C. Palmer, A.J. Lester (eds), *Tourism and Visual Culture Volume1*, CAB International, Wallingford, Oxfordshire.
- S. Antonioni *Going social: la pubblicità nell'era dei social network*, in L. Mazzoli (a cura di), *Network effect. Quando la rete diventa pop*, Codice Edizioni, Torino, 2009: 75-93.
- S. Antonioni *Vedere il profumo. Polisensismo pubblicitario e sociologia visuale* in P. Faccioli (a cura di), *In altre parole. Idee per una sociologia della comunicazione visuale*, Angeli, Milano, 2001: 99-118.
- S. Antonioni (1999), *Prendere corpo in pubblicità. Dalla dematerializzazione alla rimaterializzazione?*, doctoral thesis in Sociology of Communication and Performance Sciences, Faculty of Sociology, University of Urbino, XI cicle.

MEMBERSHIP

ECREA – European Communication Research and Education Association
 IAMCR – International Association of Media and Communication Research
 PCA - Popular Culture Association
 CUC – Consulta Universitaria Cinema