PERSONAL INFORMATION	Giuliana Benvenuti
	Department of Classical Philology and Italian Studies, via Zamboni 32, 40126 Bologna
	[redacted]
CURRENT POSITION	Full Professor of Literature and Media, Italian Contemporary Literature, Contemporary Literary Culture (L-FIL-LET/11), Department of Classical Philology and Italian Studies (Bologna) https://www.unibo.it/sitoweb/giuliana.benvenuti2
RESEARCH TOPICS / EXPERIENCES	My research focuses on the relationship between contemporary Italian literature and new media in the global age. I dealt with the Gomorra Brand and in particular the transmedia universe that was built around Saviano's work (TV series, fiIms, video games, comix etc.). If on the one hand my research investigates the branding of culture and the transmedia storytelling, on the other hand it focuses on the analysis of the representation of Italy in contemporary media culture. This attention then extends more generally to communication and enhancement of cultural heritage, and particularly to positive/negative stereotypes and the media representation of places: e.g., the Sicilian Baroque of the Montalbano series, the Naples of Saviano and Ferrante, the Sicily of Sciascia. Such places are a powerful vehicle for the image of Italy, they become a destination for tourists and contribute to the creation of the Brand Italy (food, lifestyle, illustrious cultural tradition, beauty of the landscape and even criminality, familism, subculture). Ultimately, assuming the perspectives of cultural studies and microhistory, the aim of my research is focused on storytelling of cultural memory: digital techniques are aimed at the interpretation and public dissemination of this object of research, particularly on the side of reception studies. Cultural heritage, promoted and represented by transmedia storytelling, is appropriated by users, and gives rise to user-generated content (e.g., web series, video games, YouTube parodies, memes, online reviews, social network discussion groups). The research is therefore focused on activity of re-appropriation of cultural content by users as a key factor in the inclusive, grassroots promotion of cultural heritage, and to the transnational imaginary of the global age.
KEYWORDS	Italian Literature; Media; Transmedia Storytelling; Brand Italia; Cultural Heritage; Cultural Studies; Southern question;

SCIENTIFIC / TECHNICAL QUALIFICATION (source: please specify i.e. Scopus, Google Scholar, IRIS)		
	▪ H-index (if applicable)	▪ Non Bibl. Publications
	▪ No. publications (relevant with respect to the "KEYWORDS"):	▪ 115
	▪ No. citations (google Scholar):	▪ 300

EDUCATION AND TRAINING

1997	PhD in Italian Literature, University of Bologna
1988	Laurea degree in Lettere (110/110L), University of Bologna

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1983	High School Diploma

WORK EXPERIENCE

since 2018	Full Professor in Literature and Media
	University of Bologna, Department of Classical Philology and Italian Studies
since 2011	Associate Professor in Italian contemporary Literature
	University of Bologna, Department of Classical Philology and Italian Studies
since 2004	Researcher in Italian contemporary Literature
	University of Bologna, Department of Classical Philology and Italian Studies

MAIN ROLES AND RESPONSIBILITIES

From 2021 to present	Delegate of the Rector for Cultural Heritage, Alma Mater Studiorum – University of Bologna (Unibo)
From 2021 to present As Delegate for Cultural Heritage	Member of the Steering Committee Metropolitan Bologna Tourist Destination (Metropolitan City of Bologna); Member of Foundation for Urban Innovation Assembly (Municipality of Bologna and Unibo).
From 2019 to present	Member of the Scientific and Admission Board of the Phd Programme in Literary and Philological Cultures, Unibo.
From 2015 to present	Member of the Quality Assurance Committee of the Department of Classical Philology and Italian Studies, Unibo.
From 2015 to 2020	Member of the Academic Senate (representative of the Humanities), Unibo
From 2015 to 2020	Vice-Director of the Department of Classical Philology and Italian Studies
From 2015 to 2020	Member of the Research Commission of the Academic Senate, Unibo
From 2015 to 2020	Member of the Scientific Board of the University Library Sistem, Unibo
From 2015 to 2020 As a Member of the Academic Senate	In 2017 : Member of the Commission for the establishment of the Third Mission Observatory on Third Mission and Public Engagement, Alma Mater Studiorum – University of Bologna In 2018 : Member of the Commission for the reform of Collegio Superiore In 2019: Member of the Commission for the Reserch Integrity
From 2016 to 2021	Degree Programme Director of the International Master Degree in Italian Studies, University of Bologna.
From 2011 to 2021	Member of the Internationalization Committee of the Department of Classical Philology and Italian Studies, University of Bologna.
From 2008 to 2021	Member of Department Executive Council, University of Bologna, Department of Classical Philology and Italian Studies.
In 2017	Member of the Advisory Board of the Metropolitan City of Bologna
From 2012 To 2015	Degree Programme Director of the Master Degree in Italian Culture and Language for Foreigners, University of Bologna.

SERVICE TO NATIONAL AND INTERNATIONAL COMMUNITY

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From 2021 to present	Member of Editorial Board of Review "Finzioni"
From 2020 to present	Member of Scientific Committee of the Series "Punti di vista", Mimesis Edizioni
From 2018 to present	Co-director of Review "Griseldaonline" "(Class A, ANVUR Rating)
From 2018 to present	Editorial Board of the Series "Cinema, media e studi culturali", Meltemi Edizioni
From 2017 to present	Member of Editorial Board of International Review "Narrativa" (Class A, ANVUR Rating)
From 2015 to present	Member of Scientific Committee of the Series "Scriba", Biblion Edizioni
From 2013 to present	Editorial Board of the Series "Chaiers d'Italies", Press Universitaire Paris Nanterre
From 2011 to present	Co-director of the Series "Tracciati", Morellini Edizioni
From 2007 to present	Member of Scientific Comitee of Review "Scritture Migranti"(Class A, ANVUR Rating)
From 2007 to present	Co-director of Review "Studi Culturali" from 2006 to 2008 and from 2011 to 2013 Editorial Board in other years (Class A, ANVUR Rating)
From 1999 to 2019	Co-director of Review "Poetiche"
From 2011to 2016	Co-director of Review "Traspostcross"

TEACHING EXPERIENCE

From 2017/18 to present	Contemporary Literary Cultures (International Master degree in Italian Studies), 30 hours, University of Bologna.
From 2017/18 to present	Literature and Media (Master degree in Cinema, Televisione and Multimedia Production), 30 hours, Unibo.
From 2009/10 to 2020/21	Italian Contemporary Literature (Master degree in Italian Culture and Language for Foreigns), 60 hours, (cotutorship Université Paris Nanterre).
From 2018/19 to 2019/20	Introduction to Italian Culture (International Master degree in Italian Studies), 30 hours, University of Bologna.
From 2004/05 to 2016/17	Italian Contemporary Literature (Bachelor degree in Language, Markets and Cultures of Asia and Mediterranean Africa), 60 hours, University of Bologna.
From 2006/07 o 2007/08 From 2015/16 to 2016/18	Italian Contemporary Literature (Bachelor degree in Drama, Arts and Music Studies), 60 hours, University of Bologna.

MAIN RESEARCH EXPERIENCE

From 2022 to present	Unibo Institutional Responsible for the Project "The Pilot Program for Digitalization and Valorization of the University Cultural Heritage" Ministry of Culture, the Central Institute for Digitization of the Cultural Heritage (240k).
From 2017 to 2020	Member of research group "Italian Na(rra)tives. The International Circulation of 'Brand Italy' in the Media" PRIN; MUR
From 2017 to 2021	Member of research group EU Project "*XCELING - Towards Excellence in Applied Linguistics.* E– KA2 – Strategic Partnerships.

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From 2017 to 2018	Member of research group "Millennium Novels, Global Readers" (Unibo, Duke University), Academy of Global Humanities and Critical Theory
From 2017 to 2018	Member of research group *Global Italy*, Almaidea Unibo
From 2015 to 2018	Member of research group E-LENGUA "E-Learning Novelties towards the Goal of a Universal Acquisition of Foreign and Second Languages", Erasmus Plus
From 2012 to 2013	Member of research group "Conceptual Euro-Brazilian Lexicon: CEBRAL", FARB–FIBRA
From 2011 to 2013	Scientific PI for Unibo of the International Project VINCI *Figures of Anomaly. The construction of the character of the delinquent, the foreigner and the eccentric between literature, law and medical sciences*, UFI

OTHER RELEVANT EXPERIENCES

From 2019 to present	PhD Supervisor of the Project "Verbal-visual and photo-textual narratives in the Italian Contemporary Literature" (cotutorship Université Paris Sorbonne)
From 2018 to present	PhD Supervisor of the Project "*Borders in the Ccity: Space and Identity in the Italian Contemporary Literature*" (cotutorship Université Paris Sorbonne)
From 2017 to 2022	PhD Supervisor of the Project "The Italian novel of the 2000s, between postmodernity and hypermodernity" (cotutorship Université Paris Nanterre)
From 2017 to 2022	PhD Supervisor of the Project "Migration in contemporary literature and arts" (cotutorship Université de Limonges)
From 2017 to 2021	PhD Supervisor of the Project "The Spanish domination in the contemporary Sardinian literature" (cotutorship Université Paris Nanterre)
From 2019 to 2020	Supervisor of a post-doc Project on "Umberto Eco in Contemporary Italian Literature: Media Expansion and International Reception"
From 2014 to 2018	Supervisor of a post-doc Project on "The fin-de-siecle Grotesque: the case of Carlo Dossi"
From 2013 to 2016	PhD Supervisor of the Project "Vittorini photographer and writer"
From 2012 to 2015	PhD Supervisor of the Project "Italian writers from the Horn of Africa" (cotutorship Université Paris Nanterre)
From 2012 to 2015	PhD Supervisor of the Project "The 'East' in the contemporary travel literature"
From 2011 to 2014	PhD Supervisor of the Project "At the origins of the Italian legal novel. The character of the delinquent between literature, law and science" (cotutorship Université Paris Nanterre).
In 2008	Coordinator of the International Summer School in Adriatic Studies "*Cultural Studies between East and West* ", Unibo

HONOURS, AWARDS, MEMBERSHIPS, OTHER QUALIFICATIONS

From 2019 to present	Member of the Research Group "Espace, Déplacement, Mobilité" CRPM University Paris Nanterre University
From 2014 to present	Member of MOD (Italian Association for the Study of Literary Modernity)
From 2017 to present	Member of AIPI (International Association of Teachers of Italian)
In 2019	Visiting Professor at the Paris Nanterre University for Research Collaboration at the Project *Rhétoriques du Sud,* and at the Project *Transcultural Europe in a Global Word*

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From 2009 to 2017	Member of the Scientific Comitee of the Research Centre Piero Camporesi, Unibo
From 2018 to present	Member of the Scientific Comitee of the Research Centre on Medical Humanities (CMH)

ADDITIONAL INFORMATION

Publications List of the most relevant publications (up to 5)

1. *Il Brand Gomorra. Dal romanzo alla serie TV*, Bologna, Il Mulino, 2017
2. *Microfisica della memoria. Leonardo Sciascia e le forme del racconto*, Bologna, Bononia University Press, 2013
3. G. Benvenuti, R. Ceserani, *La letteratura nell'età globale*, Bologna, Il Mulino, 2012
4. *Il romanzo neostorico in Italia. Storia, memoria e narrazione*, Roma, Carocci, 2012
5. *Il viaggiatore come autore. L'India nella letteratura italiana del Novecento*, Bologna, Il Mulino, 2008

According to law 679/2016 of the Regulation of the European Parliament of 27th April 2016, I hereby express my consent to process and use my data provided in this CV

Bologna 01/07/2022