# GIORGIA AIELLO

**Attuale posizione: Professore Associato di Media e Comunicazione**

**University of Leeds (Regno Unito)**

g.aiello@leeds.ac.uk

## Percorso di studio

Dottorato in Comunicazione (PhD in Communication). University of Washington, 2008.

Master (II livello) in Comunicazione e Tecnologie dell'Informazione. Università di Bologna, 2002.

Laurea quinquennale in Scienze della Comunicazione (110/110 e lode). Università di Bologna, 2001.

Visiting graduate student. University of Washington, 1999 – 2000.

Programma ERASMUS (Coordinatore: Prof. Umberto Eco). Universität Bremen, 1997 – 1998.

## Principali incarichi accademici

Professore Associato (Associate Professor). School of Media and Communication, University of Leeds. Da giugno 2016 ad oggi.

Coordinatrice di dipartimento delle attività di ricerca e innovazione (Director of Research and Innovation). School of Media and Communication, University of Leeds. Da gennaio 2017 a novembre 2019.

Vice-coordinatrice di dipartimento delle attività di ricerca e innovazione (Deputy Director of Research and Innovation). School of Media and Communication, University of Leeds. Da ottobre 2015 a dicembre 2016.

Coordinatrice del Corso di Laurea in Comunicazione e Media (Head of the BA Communication and Media). School of Media and Communication, University of Leeds. Da ottobre 2011 a settembre 2015.

Ricercatore e docente (Lecturer). School of Media and Communication, University of Leeds. Da gennaio 2010 a maggio 2016.

Ricercatore e docente (Assistant Professor). Department of Communication Studies, Colorado State University (USA). Da agosto 2008 a dicembre 2009.

## Incarichi su invito

Visiting Scholar. Visual Studies and Media Culture Research Group, University of Antwerp (Belgio). Novembre 2015.

Visiting Scholar. School of Media Studies, New School for Public Engagement (New York, USA). Da aprile a maggio 2014.

## Principali pubblicazioni

### *Monografie e curatele*

Aiello, G. & Parry, K. (2020). *Visual Communication: Understanding Images in Media Culture*. London: SAGE. [ISBN: 9781412962247]

Aiello, G., Tarantino, M. & Oakley, K. (Eds.) (2017). *Communicating the City: Meanings, Practices, Interactions*. New York: Peter Lang. [ISBN: 9781433137518]

Pinfari, M., Aiello, G., & Voltmer, K. (Eds.) (2020). Special issue "The Political Aesthetics of Democratization Conflicts". *Media, War & Conflict*, 13(1).

Aiello, G. & Tosoni, S. (Eds.) (2016). Special section "Going About the City: Methods and Methodologies for Urban Communication Research". *International Journal of Communication*, 10(2016).

Aiello, G. & Pauwels, L. (Eds.) (2014). Special issue "Difference and Globalization". *Visual Communication*, 13(3).

### *Editoriali e articoli in riviste*

Aiello, G. (2021). "Communicating the 'world-class' city: A visual-material approach". To be included in the special issue of *Social Semiotics* "Writing (in) the City" (Adam Jaworski & Li Wei, Eds.).

Thurlow, C., Aiello, G., & Portmann, L. (2020). "Visualizing teens and technology: A social semiotic analysis of stock photography and news media imagery". *New Media & Society*, 22(3), 528-549.

Pinfari, M., Aiello, G., & Voltmer, K. (2020). "Special issue: The political aesthetics of democratization conflicts", *Media, War & Conflict*, 13(1), 3-7.

Krstić, A., Aiello, G., & Vladisavljević, N. (2020). "Visual metaphor and authoritarianism in Serbian political cartoons". *Media, War & Conflict*, special issue "The Political Aesthetics of Democratization Conflicts", 13(1), 27-49.

Krstić, A., Parry, K., & Aiello, G. (2020). "Visualising the politics of appearance in times of democratisation: An analysis of the 2010 Belgrade Pride Parade television coverage". *European Journal of Cultural Studies*, 23(2), 165-183.

Aiello, G. & Woodhouse, A. (2016). "When corporations come to define the visual politics of gender: The case of Getty Images". *Journal of Language and Politics*, special issue "Multimodality, Politics and Ideology" (David Machin & Theo van Leeuwen, Eds.), 15(3), 352-368.

Kennedy, H., Hill, R., Aiello, G. & Allen, W. (2016). "The work that visualisation conventions do". *Information, Communication & Society*, AoIR special issue "Imagining the Internet" (Megan Finn & Ben Light, Eds.), 19(6), 715-735.

Aiello, G. & Tosoni, S. (2016). "Going about the city: Methods and methodologies for urban communication research–Introduction", *International Journal of Communication*, special section "Going About the City: Methods and Methodologies for Urban Communication Research", 10(2016), 1252-1262.

Dickinson, G. & Aiello, G. (2016). "Being through there matters: Materiality, bodies, and movement in urban communication research". *International Journal of Communication*, special section "Going About the City: Methods and Methodologies for Urban Communication Research", 10(2016), 1294-1308.

Aiello, G. & Pauwels, L. (2014). "Special issue: Difference and globalization". *Visual Communication*, special issue "Difference and Globalization", 13(3), 275-285.

Aiello, G. & Dickinson, G. (2014). "Beyond authenticity: A visual-material analysis of locality in the global redesign of Starbucks stores". *Visual Communication*, special issue "Difference and Globalization", 13(3), 303-321.

Aiello, G. (2013). "Generiche differenze: La comunicazione visiva della soggettività lesbica nell'archivio fotografico Getty Images". *Studi Culturali*, numero monografico "Visioni del Femminile" (Roberta Sassatelli & Cristina DeMaria, Eds.), anno X, n. 3, 523-548.

Aiello, G. (2013). "From wasteland to wonderland: The hypermedia(tiza)tion of urban regeneration in Leeds' Holbeck Urban Village". *First Monday*, special issue "Waves, Bits & Bricks" (Matteo Tarantino & Simone Tosoni, Eds.), 18(11).

Aiello, G., Bakshi, S., Bilge, S., Kahaleole Hall, L., Johnston, L. & Pérez, K. (2013). "Here, and not yet here: A dialogue at the intersection of queer, trans and culture". *Journal of International and Intercultural Communication*, special issue "Out of Bounds? Queer Intercultural Communication" (Karma R. Chávez, Ed.), 6(2), 96-117.

Aiello, G. (2013). "Fra abiezione e stilizzazione: Corpi femminili, corpi lesbici e corpi queer nella comunicazione visiva globale". *AG About Gender – Rivista Internazionale di Studi di Genere*, numero monografico "La Teoria Queer e la Costruzione della Realtà Sociale" (Luca Trappolin, Ed.), 2(3), 145-163.

Aiello, G. (2012). "All Tögethé® now: The recontextualization of branding and the stylization of diversity in EU public communication". *Social Semiotics*, 22(4), 459-477.

Aiello, G. (2012). "Confined to the edges: Reflections on visual research in Bologna". *Lo Squaderno: Explorations in Space and Society*, 24(June 2012), 37-41.

Aiello, G. (2012). "The 'other' Europeans: The semiotic imperative of style in *Euro Visions* by Magnum Photos". *Visual Communication*, 11(1), 49-77.

Aiello, G. (2011). "From wound to enclave: The visual-material performance of urban renewal in Bologna's Manifattura delle Arti". *Western Journal of Communication*, 75(4), 341-366.

Aiello, G. & Gendelman, I. (2007). "Seattle's Pike Place Market (de)constructed: An analysis of tourist narratives about a public space". *Journal of Tourism and Cultural Change*, 5(3), 158-185.

Thurlow, C. & Aiello, G. (2007). "National pride, global capital: A social semiotic analysis of transnational visual branding in the airline industry". *Visual Communication*, 6(3), 305-344.

Aiello, G. (2006). "Theoretical advances in critical visual analysis: Perception, ideology, mythologies and social semiotics". *Journal of Visual Literacy*, 26(2), 89-102.

Aiello, G. & Thurlow, C. (2006). "Symbolic capitals: Visual discourse and intercultural exchange in the European Capital of Culture scheme". *Language and Intercultural Communication*, 6(2), 148-162.

### Capitoli in volume e voci enciclopediche

Aiello, G. (2020). "Inventorizing, situating, transforming: Social semiotics and data visualization". In Helen Kennedy & Martin Engebretsen (Eds.), *Data Visualization in Society*. Amsterdam: University of Amsterdam Press.

Aiello, G. (2020). "Visual semiotics: Key concepts and new directions". In Luc Pauwels & Dawn Mannay (Eds.), *The SAGE Handbook of Visual Research Methods* (2nd ed.). London: SAGE. [ISBN: 9781473978003]

Tosoni, S. & Aiello, G. (2019). "Methodological approaches in urban media and communication research". In Zlatan Krajina & Deborah Stevenson (Eds.), *The Routledge Companion to Urban Media and Communication.* London: Routledge. [ISBN: 9780415792554]

Aiello, G. (2018). "Losing to gain: Balancing style and texture in the Starbucks logo". In Christian Mosbæk Johannessen & Theo van Leeuwen (Eds.), *The Materiality of Writing: A Trace Making Perspective* (pp. 195-210). London: Routledge. [ISBN: 9781138679726]

Aiello, G. & Tarantino, M. (2017). "Introduction: Communicating the city between the centre and the margins", in Giorgia Aiello, Matteo Tarantino & Kate Oakley (Eds.), *Communicating the City: Meanings, Practices, Interactions* (pp. xiii-xviii). New York: Peter Lang. [ISBN: 9781433137518]

Oakley, K. & Aiello, G. (2017). "Afterword: Communication and the city", in Giorgia Aiello, Matteo Tarantino & Kate Oakley (Eds.), *Communicating the City: Meanings, Practices, Interactions* (pp. 201-205). New York: Peter Lang. [ISBN: 9781433137518]

Faber McAlister, J. & Aiello, G. (2017). "Everyday utopias, technological dystopias and the failed occupation of the global modern: *Dwell* Magazine meets *Unhappy Hipsters*", in Amber Day (Ed.), *DIY Utopia: Cultural Imagination and the Remaking of the Possible* (pp. 207-226). Lanham, MD: Rowman & Littlefield. [ISBN: 9781498523899]

Aiello, G. & Parry, K. (2015). "Aesthetics, Political", in Gianpietro Mazzoleni (Ed.), *International Encyclopedia of Political Communication*, Volume I (pp. 11-16). Chichester, UK: Wiley-Blackwell. [ISBN: 9781118541555]

Gendelman, I., Dobrowolsky, T. & Aiello, G. (2010). "Urban Archives: Public memories of everyday places", in Jeff Hou (Ed.), *Insurgent Public Space: Guerrilla Urbanism and the Remaking of Contemporary Cities* (pp. 181-193). London: Routledge. [ISBN: 9780415779661]

Gendelman, I. & Aiello, G. (2010). "Faces of places: Façades as global communication in Post-Eastern Bloc urban renewal", in Adam Jaworski & Crispin Thurlow (Eds.), *Semiotic Landscapes: Language, Image, Space* (pp. 256-273). London: Continuum. [ISBN: 9781847061829]

Aiello, G. (2007). "The appearance of diversity: Visual design and the public communication of EU identity", in Jessica Bain & Martin Holland (Eds.), *European Union Identity: Perceptions from Asia and Europe* (pp. 147-181). Baden-Baden: Nomos. [ISBN: 9783832930547]

## Principali finanziamenti e premi

Co-I, "Generic Visuals in the News: The Role of Stock Photos and Simple Data Visualizations in Assembling Publics". AHRC Standard Grant (£731,819). Chris Anderson (PI, University of Leeds), Helen Kennedy (Co-I, University of Sheffield). External partners: Financial Times, BBC, Trinity Mirror/Reach. Da ottobre 2020 a settembre 2023.

Co-convener, Sadler Seminar Series "Using Scenography to Understand the Experience of Urban Space". Leeds Arts and Humanities Research Institute, University of Leeds (£4000). 2020 – 2021.

Co-convener, Sadler Seminar Series "Migration and the City: Imagining and Making Urban Lives". Leeds Arts and Humanities Research Institute, University of Leeds (£2000). 2019 – 2020.

PI, Marie Curie International Reintegration Grant, European Commission's Seventh Framework Programme (FP7-PEOPLE-2010-RG), grant agreement no. 277039. Project: "Globalization, Visual Communication, Difference" (€100,000). Da marzo 2011 a marzo 2015.

National Communication Association Visual Communication Division's Outstanding Essay or Chapter Award. 2012.

Urban Communication Research Incentive Grant. Urban Communication Foundation ($1000). 2010.

National Communication Association Critical and Cultural Studies Division's Outstanding Dissertation Award. 2008.


## Relazioni su invito selezionate

### Keynotes

"The Politics of Texture in Contemporary Capitalism". Keynote, 9ICoM – 9th International Conference on Multimodality, "Multimodality – Moving the Theory Forward". University of Southern Denmark, 2018.

"Communicating the city". Keynote, "City Talk: Urban Identities, Mobilities, and Textualities". University of Bern, 2017.

"Fra abiezione e stilizzazione: corpi femminili, corpi lesbici e corpi queer nella comunicazione visiva globale". Keynote, "Corpi Eccentrici. Bellezza, normatività e rappresentazione". Gender Bender International Festival. Bologna, 2011.

### Seminari e lezioni

"The visual-material politics of urban change". Invited speaker in the interdisciplinary symposium "Signs of Urban Change". Birkbeck, University of London, October 2019.

"Notes on visual genericity: A social semiotic approach". Centre for Multimodal Communication, University of Southern Denmark, 2019.

"Visual Communication Research Methods". University of Leeds/Tow Center Research Methods Workshop. Columbia University, 2019.

"Taking stock: Researching generic images across representation, circulation and recontextualization". Department of Digital Humanities, King's College, 2019.

"Generic Images Matter". Digital | Visual | Cultural workshop. Department of Geography and the Environment, University of Oxford, 2018.

"Taking stock: Why generic images matter". Masterclass, Netherlands School for Research in Media Studies (RMeS). University of Amsterdam, 2017.

"Il femminismo secondo Getty Images: Rappresentazione, circolazione e ricontestualizzazione delle immagini stock". Dipartimento di Filosofia e Comunicazione, Università di Bologna, 2016.

"Images between text and context: Theories and methods for visual analysis". "Comparative Methods in Literary and Cultural Studies" workshop for postgraduate students. Faculty of Humanities, University of Bern, 2015.

"Taking stock: towards a social semiotics of image banks and global visual communication". School of Journalism and Communication, Chinese University of Hong Kong, 2014.

"All Tögethé® now: branding, identity and diversity in EU public communication". Centre for European Research, University of Gothenburg, 2013.

"Uno sguardo globale sulla città: ambiente urbano e comunicazione". Dipartimento di Filosofia, Università di Bologna, 2012.


## Attività didattica

### University of Leeds

COMM5160 Critical Studies in Visual Communication (Master). 2011 – 2016, 2019.

COMM5310 Media, Culture and Globalization (Master). 2010 – 2018.

COMM3180 International Communication (Laurea triennale). 2010 – 2015.

COMM5210 Communications and Global Change (Master). 2010.

Seminario di dottorato su metodi per l'analisi della comunicazione visiva. 2011, 2013, 2016, 2018.

### Colorado State University

SPCM 646 Media Theory (Master). 2009.

SPCM 347 Visual Rhetoric (Laurea quadriennale). 2008 – 2009.

SPCM 342 Critical Media Studies (Laurea quadriennale). 2009.

### University of Washington

CHID 270 Communication Matters: The Material History of Communication Practices. 2006.

CHID 270 Photography: Theoretical Reflections and Ethnographic Applications. 2006.

COM 495 Theoretical and Methodological Approaches to Visual Communication. 2005.

COM 300 Basic Concepts of New Media. 2004.

## Incarichi scientifici selezionati

### Comitati scientifici di riviste

- *Communication Theory.* 2020 ad oggi.
- *Visual Communication Quarterly.* 2019 ad oggi.
- *Communication and Critical/Cultural Studies.* 2019 ad oggi.
- *Visual Communication.* 2018 ad oggi.
- *International Journal of Cultural Studies.* 2018 ad oggi.
- *Social Semiotics.* 2013 ad oggi.
- *Etnografia e Ricerca Qualitativa.* 2012 ad oggi.
- *Women's Studies in Communication.* 2013 – 2019.
- *Western Journal of Communication.* 2010 – 2016.

### Ruoli di leadership

- Chair (2015 – 2017) & Vice Chair (2013 – 2015), International Communication Association Visual Communication Studies Division.
- Advisory Group Member, ECREA Temporary Working Group "Media & the City". 2016 ad oggi.
- Advisory board member, "Seeing Data: Are good big data visualisations possible?". Progetto finanziato dall'Arts and Humanities Research Council. 2014 – 2016.
- Advisory Board, Urban Communication Foundation. 2010 – 2015.

### Valutazione di proposte di finanziamento e assegnazione di premi per la ricerca

- Remote Referee, ERC Consolidator Grant. Culture and Cultural Production Panel (SH5), European Research Council. 2018.
- Peer Reviewer, ESRC EU-India Platform for the Social Sciences and Humanities (EqUIP). 2018.
- Reviewer, NCA Visual Communication Division's Outstanding Essay or Chapter Award. 2013.

### Attività di referaggio anonimo per case editoriali

- SAGE, 2019 (proposta di libro),
- Bloomsbury, 2019 (bozza di libro).
- Il Mulino, 2017 (capitolo in volume).

### Attività di referaggio anonimo per riviste scientifiche

*Visual Communication*, 2013 ad oggi; *Journal of Communication*, 2019; *Journalism*, 2019; *Discourse, Context & Media*, 2019; *Rassegna Italiana di Sociologia*, 2019; *Convergence*, 2019; *International Journal of Cultural Studies*, 2018, 2019; *Communication and Critical/Cultural Studies*, 2018, 2019; *Television and New Media*, 2015, 2019; *Public Relations Inquiry*, 2018; *SAGE Open*, 2018; *International Journal of Communication*, 2018; *Journal of Communication Inquiry*, 2018; *African Journalism Studies*, 2017; *Women's Studies in Communication*, 2013, 2014, 2017; *Popular Communication*, 2016; *Big Data & Society*, 2016; *Sociologica*, 2015; *African Studies*, 2014; *Social Semiotics*, 2011, 2013; *Western Journal of Communication*, 2008, 2010, 2012, 2013; *Space and Culture*, 2012; *Liminalities: A Journal of Performance Studies*, 2011; *Journal of Public Relations Research*, 2010; *Popular Music & Society*, 2010; *European Journal of Cultural Studies,* 2008.

## Collaborazioni selezionate

· Collaborazione con il duo artistico Felix & Mumford (Amsterdam) e la galleria d'arte GALLLERIAPIÙ (Bologna) per l'installazione *CodeX – Mapping Manifattura delle Arti in Bologna*. Bologna e Amsterdam, 2015 – 2017.

· Partecipazione nel progetto "Europe for Citizens (2007-2013)" programme "The Europe of minorities: putting to use the European Courts' human rights case law on LGBT people and migrants", in collaborazione con Arcigay, Centro Europeo Studi sulla Discriminazione, Ludwig Boltzmann Gesellschaft – Institut für Menschenrechte (Austria) e Advice on Individual Rights in Europe (UK). Bologna, 2010.

· Co-director, Urban Archives, in collaborazione con University of Washington Library Digital Collections. Seattle, 2005 – 2010.

· Collaborazione con Iole Alessandrini (installation artist) e Jürg Koch (coreografo) per la documentazione visiva dell'installazione "Suggested reading: Untitled". Seattle, 2004 – 2007.

· Collaborazione con la Seattle Central Library per la creazione di murali politici partecipativi per la ricorrenza dell'11 Settembre. Seattle, 2004.

## Interviste e menzioni sui media

"Symbolbilder: Vielfalt geht anders". *Deutschlandfunk* (Radio nazionale tedesca), maggio 2019.

"Das ganze Spektrum". *Süddeutsche Zeitung*, aprile 2019.

"What being transgender looks like, according to stock photography". *The New York Times*, ottobre 2018.

"These stock photos show masculinity is more than biceps and beer". *Huffington Post*, aprile 2018.

"The new dad: Fathers swap footballs for tiaras as stock photos evolve". *Mashable*, dicembre 2017.

"Stock photo site announces interesting shift in how marketers perceive women". *Women in the World*, in association with *The New York Times*, settembre 2017.

"From sex object to gritty woman: The evolution of women in stock photos". *The New York Times*, settembre 2017.

"Felix & Mumford. CodeX". *Juliet Art Magazine*, novembre 2015.

"Per una Manifattura del contemporaneo a Bologna". *Juliet Art Magazine*, settembre 2015.

"Prima il degrado, ora l'enclave della cultura "alta": La Manifattura delle Arti raccontata Oltreoceano". *L'Informazione*, dicembre 2011.

**Curriculum Vitae presentato da Giorgia Aiello,**

nata a !

Residenza: '
Recapito telefonico:
Indirizzo email: ,

Leeds, 6 Agosto 2020

"Autorizzo al trattamento dei miei dati personali ai sensi della legge 675/96."

*Giorgia Aiello*