

## **MIRIAM BAIT**

email: [miriam.bait@unimi.it](mailto:miriam.bait@unimi.it)

University of Milan  
Department of Philosophy  
Via Festa del Perdono, 7  
20122 Milano

### **Current Position**

Assistant Professor and Senior Lecturer at the Faculty of Humanities, University of Milan, Italy.

### **Research focus**

Her research interests include English for Specific Purposes, intercultural business communication, language in the media, and Special Educational Needs in EFL Teaching. Her current work focuses on textual and discursive variations in corporate and institutional communication in English, English as a lingua franca, Neurolinguistics and Learning aids for special needs.

### **Publications**

Bait M., Gualtieri C. (eds.) Conversations on Utopia : Cultural and Communication. Berlin : Peter Lang, 2020. - ISBN 9783631820339.

Bait M., Jurin S., Bosnar Valković B., (2018) Croatia As a Virtual Tourist Destination: A Linguistic and Sentiment Analysis, Tourism & Hospitality Industry 2018, Congress Proceedings, Opatija, University of Rijeka pp. 1-18, ISSN 2623-7407 (Online).

Bait M., Tessuto G., (2017) Framing healthy eating and lifestyle patterns in professional sources of web genres: A case study, in Garzone G., Catenaccio P., Grego K., Doerr R. (eds.), Specialised and Professional Discourse Across Media and Genres. Milan: Ledizioni, 2017, pp. 113-136.

Bait, M., Brambilla, M., Crestani, V.,(eds.), (2016) Utopian Discourses Across Cultures. Scenarios in Effective Communication to Citizens and Corporations. Frankfurt am Main: Peter Lang.

Bait, M., (2016): The United Kingdom Is(a)land of Utopia: Self-Representation of City Councils and Communicative Strategies towards Citizens. In: Bait, Miriam/Brambilla, Marina/Crestani, Valentina (eds.), Utopian Discourses Across Cultures. Scenarios in Effective Communication to Citizens and Corporations. Frankfurt am Main: Peter Lang, pp. 13-26.

Bait M., (2015), Authority and Solidarity: How Institutional Websites in the US and the UK Communicate Nutritional Guidelines for Children in Gotti/Maci/Sala (eds). Insights into medical communication. Bern: Peter Lang, 293-307. ISBN: 978-3-0343-1694-1

Bait M., Folgieri R., Scarpello O., (2015), The Use of Agent-Based Models in Cognitive Linguistics: An Approach to Chomsky's Linguistics Through the CLARION Model, in A. Akbarov (ed.), Book of Abstracts. Language Assessment for Multilingualism: Promoting Linguistic Diversity and Intercultural Communication, Burch University, Sarajevo, Bosnia and Herzegovina, May 7-9 2015, ISSN 2233-1336.

Bait M., Folgieri R. (2014). "The new profile of the virtual tourist-traveler : communicative perspectives and technological challenges". pp.408-420. In International Congress Tourism & Hospitality Industry 2014 : Trends in tourism and hospitality management, ISSN:1848-4581

Bait M., Folgieri R. (2013), "English Language Learning and Web Platform Design: The Case of Dyslexic Users", *International Journal of Innovation in English Language*, 2 (2): 177-192, Nova Science Publishers, ISSN: 2156-5716.

Bait M., Banzi A., Folgieri R. and Minetti S. (2013) "Introducing a Virtual Reality EEG-BCI and priming-based tool to make Art interactive: a technological and linguistic challenge". In Cappellini V. (ed.), *Electronic Imaging & the Visual Arts, EVA 2013 Florence Proceedings*, pp. 152-156, Firenze University Press.

Bait M. (2012) "Tourist destination appeal and natural disasters: communications after the 2011 floods in Monterosso, Liguria" 1st International Conference Foreign languages and Tourism, Opatija, Croatia, *Conference Proceedings*, pp. 21-37.

Bait M. (2010) "Towards an Integrated Model for the Understanding of Communication Failures in Aviation Accidents: Tenuous Identities under Pressure" (with G. Garzone/M. Catino / G. Gobo / P. Catenaccio / C. Degano / S. Rozzi) in Garzone, Giuliana / Archibald, James (eds) *Discourse, Identities and Roles in Specialized Communication*, Linguistic Insights, Vol. 125: 209-244, Bern, Peter Lang, 2010.

Bait, M. (2009) "Discursive representations of old age in geriatric editorials". In Archibald, James / Garzone, Giuliana (eds) *Identities across Media and Modes: Discursive Perspectives*, Bern, Peter Lang, 2009, 289-310.

Bait, M (2009) "The Representation of Mission on Institutional and Corporate Websites: A Case of Migration of Discursive Practices". In Torretta Domenico / Dossena, Marina / Sportelli Annamaria, *Forms of Migration. Migration of Forms*, Bari, Progedit, 401-416.

Bait, M. (2009) "Forward: New Communication Trends for the Global Enterprise. In (a cura) *DICOEN 2009. Fifth International Conference on Discourse, Communication and the Enterprise: Conference Proceedings*. Bergamo: Lubrina (con Maria Cristina Paganoni), 7-13.

Bait M. (2008) "Language and Identity in Public Administration: a Case-Study of the City of Belfast". In Di Martino, Gabriella / Polese, Vanda / Solly, Martin. *Identity and Culture in English Domain-specific Discourse*. Napoli: Edizioni Scientifiche Italiane, 281-296.

- Bait M. (2008) “(Mis)representations of infertility: a survey on scientific reporting in English”, in Garzone, Giuliana / Catenaccio, Paola (eds.) *Language and Bias*. Milano: CUEM, 50-67.
- Bait M. (2007) “Tackling the Electronic (R)evolution: Tutorials and Instruction Websites for E-mail Newsletter Writers”. In Garzone, Giuliana / Poncini, Gina / Catenaccio, Paola (eds) *Multimodality in Corporate Communication: Web Genres and Discursive Identity*. Milano: Franco Angeli, 73-90.
- Bait M. (2005) “Ethical Issues in Public Administration Press Releases: the WHO Healthy Cities Programme”, *Culture*, 18: 11-24.
- Bait M. (2004) *English for Business Administration and Human Resources. Theory and Practice*, Milano, Arcipelago.
- Bait M. (2003a) *Focus on Catering*, Milano, Modern Languages (con Laura Vergallo).
- Bait M. (2003b) *Focus on Business Tourism*, Milano, Modern Languages (con Laura Vergallo).
- Bait M. (2003c) *Focus on Travels and Tours*, Milano, Modern Languages (con Laura Vergallo).
- Bait M. (2002a) *Focus on Accommodation*, Milano, Modern Languages (con Laura Vergallo).
- Bait M. (2002b) *Focus on Transport*, Milano, Modern Languages (con Laura Vergallo).
- Bait M. (1992), “Joseph Conrad scrittore per ragazzi: verifica di un’ipotesi”, in Marialuisa Bignami (a cura di), “*To Make You See*”. *Saggi su Joseph Conrad*, Quaderni di ACME 17, Facoltà di Lettere e Filosofia dell’Università degli Studi di Milano, Cisalpino.

### **Dictionaries**

- Bait M. (2002) *Dictionary of Tourism (English-Italian; Italian-English)*, Milano, Modern Languages (with Laura Vergallo).
- Bait M, Vergallo L. (2004) *Business Dictionary (English-Italian; Italian-English)*, Milano: Modern Languages
- Bait M., Vergallo L.,(2010) *Dictionary of Tourism and Catering (English-Italian; Italian-English) Revised Edition*, Milano: Modern Languages

### **Translations**

- 2015 Translation from Italian into English of the book by L. Tona, A. Delle Donne, A. Sinigaglia (eds.), *Italian taste. Contemporary Cuisine by Alma Masters*, Loreto, Academia Universa Press – Edizioni Plan.
- 2015 Translation from Italian into English of the book by S. Minetti (ed.), *Exponovels. Scrittori e sapori del Distretto dei Laghi*, edizioni dEste.

- 2006 Translation from Italian into English of the book by Stefano B. Galli, *From New York to Bergen Belsen. William Congdon's Pacifist Mission between ethics and politics*, New York, S.F. Vanni.
- 1995 Translation from English into Italian of "Youth" and "The end of the Tether", in Marialuisa Bignami (ed.), *Joseph Conrad. Il compagno segreto e altri racconti*, Milano, Einaudi Scuola.
- 1993 Translation of H. James, "The New Novel", in *The New Novel*, New York, 1914, pp. 147-171; J.L. Guetti, "The Rhetoric of Joseph Conrad", Amherst, Mass., Amherst College Press, 1960; J. Batchelor, "Joseph Conrad" in *The Edwardian Novelists*, London, Duckworth, 1982; J. Hillis Miller, "Joseph Conrad" in *Poets of Reality*, Cambridge, Mass., Harvard University Press, 1966, pp. 13-67, in Marialuisa Bignami (a cura di), *Joseph Conrad. Antologia Critica*, Milano, LED.
- 1990 Translation and afterword (from English into Italian) of Gillian Gill, *Agata Christie. La donna e i suoi misteri* (Agatha Christie: The Woman and Her Mysteries ), Milano, SugarCo.
- 1989 Translation from English into Italian of Daniel Defoe, *Satana. Storia Politica del diavolo*, (Political History of the Devil) Milano, SugarCo.

### **Papers presented at conferences**

- 2018 Bait M., Blogs for Seniors: Investigating the Representation of Identities on AgeUK, Knowledge dissemination, Ethics and Ideology in Specialised communication. Linguistic and Discursive Perspectives CLAVIER 18, November 29–30, December 1 2018, Università degli Studi di Milano, Università IULM, Milano.
- 2018 Bait M., Jurin S., Bosnar Valković B., Croatia As a Virtual Tourist Destination: A Linguistic and Sentiment Analysis, 24th International Congress TH2018 Trend and challenges, Opatija, April 26 – 27, 2018.
- 2018 Bait M., Milan as a tourist destination: (re)constructing the city image, Immaginari utopici: analisi interdisciplinari del concetto di viaggio virtuale e di 'viaggio' come pratica utopica nell'oggi, Università degli Studi di Milano, 22 marzo 2018.
- 2017 Bait M., Promoting the city image and involving the community: Milan and the 2017 European Best Destination Competition, Shaping and Expanding the Landscape of Business Communication, 82nd ABC International Conference, Dun Laoghaire, Ireland, 18-21 October, 2017.
- 2016 "Constructing The Identity of 'Older Travelers': The Case Of Senior Discovery Tours", Ways of Seeing, Ways of Being: Representing the Voices of Tourism, An International Conference hosted by CERLIS, University of Bergamo, Italy, 23-25 June 2016.
- 2016 Bait M., Folgieri R., Up in the Air: A Linguistic and Computational Analysis of Alitalia in-flight Magazine, 3rd International Conference Foreign Languages and Tourism, September 15 - 16, 2016, Portorož, Slovenia.

- 2016 “The ifs, hows and whys of constructing a utopian identity in institutional communication”, Crisis, Risks and New Regionalisms in Europe. Emergency Diasporas and Borderlands, Technische Universität Chemnitz, 1-5 June 2016.
- 2015 “Framing healthy eating and lifestyle patterns in professional sources of web genres: A case study”, (with Girolamo Tessuto), Language, discourse and action in professional practice, 5th International conference, Applied Linguistics and Professional Practice (ALAPP) 6-8 November 2015 Università degli Studi di Milano.
- 2015 The Use of Agent-Based Models in Cognitive Linguistics: An Approach to Chomsky’s Linguistics Through the CLARION Model, 5th International Conference on Foreign language Teaching and Applied Linguistics, Burch University, Sarajevo, Bosnia and Herzegovina, May 7-9 2015.
- 2014 “Authority and Solidarity: How Institutional Websites in the US and the UK Communicate Nutritional Guidelines for Children”, International Conference The Language of Medicine: Science, Practice and Academia, CERLIS, University of Bergamo, 19-21 June 2014.
- 2014 “Constructing Italy's 'Real Virtuality': The Case of www.italia.it”, 5th Encuentros: Dialoguing Tourism, Portorož, Slovenia, 26-30 September 2014.
- 2014 “The new profile of the virtual tourist-traveler: communicative perspectives and technological challenges”, 22nd Biennial International Congress Tourism & Hospitality Industry 2014: Trends in tourism and hospitality management, Opatija, Croatia, May 8-9, 2014.
- 2013 “Augmented Learning: An EEG Artificial Intelligence-based learning environment for English mobility experience” *8th AICLU Conference: Innovation in methodology and practice in language learning: experiences and proposals for university language centres*, University of Foggia, 30 May-1 June 2013 (with Raffaella Folgieri).
- 2013 “Introducing a Virtual Reality EEG-BCI and priming-based tool to make Art interactive: a technological and linguistic challenge. In Cappellini V., *Electronic Imaging & the Visual Arts EVA 2013 Florence Proceedings*, Firenze University Press (with Annalisa Banzi, Raffaella Folgieri, Sabrina Minetti).
- 2013 21st Century Skills - Oxford National Conference 2013 “Digital Pedagogy for Teaching and Learning English Teaching and Learning English” Milan, 6 March 2013.
- 2012 “Moving Ahead with English at the University Level: One More Challenge?” Oxford University Press Conference. *Teaching English to Dyslexic Students*, Thursday, 22 November 2012, Aula Magna, Università degli Studi di Milano, Milano.
- 2012 “Image Restoration and Disaster Mitigation: Blogs and the 2011 Flooding in Monterosso”, Liguria, *4th Encuentros: Responsible Tourism*, Portorož, Slovenia, 27-29 September 2012.
- 2012 “Tourist destination appeal and natural disasters: communication after the 2011 floods in Monterosso, Liguria”, *1st International Conference Foreign Languages and Tourism*, Opatija, Croatia, 4-5 May 2012.
- 2013 “Funny, Tasty and Healthy: How Organizations Communicate Eating Tips for Children on Their Websites”, *Transcending Boundaries in a New Media Environment*, 76th Association for Business Communication Annual International Convention, Montreal,

Canada, October 18-22, 2011

- 2010 “Nutrition Issues and Healthy Eating: the “Dietary Guidelines for Americans” 1980-2010. Università degli Studi di Milano, *Diachronic Perspectives on Genres in Specialized Communication*, Gargnano del Garda (Brescia, Italy), 23-26 June 2010.
- 2010 “Live well, live longer: communicating healthy eating tips for elders” 10th Association for Business Communication European Convention, Lessius University College, Antwerp, 27-29 May 2010.
- 2009 “English as the International Language of Aviation: User needs, Training Challenges and Proficiency Standards.” XXIV AIA Conference (Associazione Italiana Anglistica) *Challenges for the 21st century: dilemmas, ambiguities, directions*, Roma, 1-3 October 2009.
- 2009 “Healthy Food and Happy Consumers? Nutrition-Related Communication on Corporate and Institutional Websites”. Università degli Studi di Milano, *Discourse, Communication and the Enterprise (DICOEN V)*, Polo di Comunicazione e Mediazione Culturale, Sesto San Giovanni, September 24-26 2009.
- 2008 “The Representation of Mission on Institutional and Corporate Websites: A Case of Migration of Discursive Practices, XXIII AIA Conference (Associazione Italiana Anglistica) *Forms of migration – Migration of forms*, Bari, September 20-22 2008.
- 2007 “Discursive representations of old age in geriatric editorials”. *Discourse and Identity in Specialized Communication*, Università degli Studi di Milano, Gargnano del Garda, June 25-26 2007.
- 2006 “Language and Identity in Public Administration: a Case-Study of the City of Belfast”, Università degli Studi di Napoli Federico II, *Identity and Culture in English Domain-specific Discourse*, Napoli, October 19-20 2006.
- 2006 Tackling the Electronic (R)evolution: Tutorials and Instruction Websites for e-mail newsletter writers, 8<sup>th</sup> Association for Business Communication European Convention, *Dialogue – Challenge and Opportunity*, Norwegian School of Management, Oslo, June 8-10 2006.

### **Participation in research projects**

2017-19 scientific project Croatia as a virtual tourist destination, linguistic and sentiment analysis, (Project No. ZP UNIRI 6/17)

2018 - 20s.scientific project „Tourism Providers advertising messages evaluation: A Multidisciplinary Perspective using Quantitative-Qualitative Approach“ which is supported by the University of Rijeka (Project No. ZP UNIRI 4/18).

PRIN 2007: Tensioni e variazioni nei generi settoriali inglesi. Titolo del programma dell’Unità locale di Milano: La variazione dei generi testuali nella comunicazione economico-aziendale: aspetti teorici e applicativi.

FIRST 2007: Discorso specialistico, teoria dei generi e nuove forme di comunicazione.

FIRST 2006: Generi testuali e pratiche discorsive nella comunicazione multimediale: strumenti teorici e applicativi

PRIN 2005: Identity and Culture in English Domain-Specific Discourse

FIRST 2005: Generi epistolari in lingua inglese nel mondo contemporaneo: pratiche discorsive e aspetti interculturali

### **Professional Memberships and Editorial Boards**

2015	Editor for Cambridge University Press. Evaluation of teaching/learning material for students with Special Educational Needs.
2015	Member of the PhD in Philosophy and Human Sciences Teaching Committee, Università degli Studi di Milano
2007-2013	Member of the PhD in English Studies Teaching Committee, Università degli Studi di Milano
2005 to present	Member of AIA, the Italian Association of English Studies (English Language and Applied Linguistics)
2005 to present	Member of ABC, Association for Business Communication,

### **Other activities**

Dal 2016 a oggi	Delegate for Dyslexia and Special Educational Needs for the Department of Philosophy
Da 2013 a oggi:	Contact person for issues related to DSA (Learning Specific Disorders) for foreign languages (ongoing project) in collaboration with the Disability and DSA Office, University of Milan: study of tools, methods and teaching materials for cognitive empowerment of subjects with specific learning disorders. Organization of seminars to illustrate learning tools and strategies, aimed at students with DSA certification enrolled at the University of Milan.
Da marzo 2013:	collaboration with the Disability and DSA Office of the University of Milan for the design and organization of teaching materials and tools, for a series of meetings aimed at providing learning support to students with DSA certification (law 170).
2009 to 2013	Organized and delivered seminars and workshops for Italian companies and multinationals, training managers in intercultural business communication, public speaking, meetings and negotiations, and strategic communication in English.