

## Marta Zampa, PhD



### Work experience

- Since 08.2017 *Member of the direction* of the Master in Applied Linguistics at the Zurich University of Applied Sciences (ZHAW - Winterthur)  
*Main tasks:* curriculum development (incl. content, legal and administrative aspects); management of budget, lecturers, admission regulations
- Since 04.2017 *Manager* of the Doctoral Program in Applied Linguistics “Argumentation in Professional Practice” and Università della Svizzera italiana (USI – Lugano)  
*Main tasks:* acquiring funds; selecting participants; managing scientific content, lecturers, budget and logistics of the doctoral program
- since 09. 2015 *Research associate* at the School of Applied Linguistics of ZHAW  
*Lecturer* at the Institute of Argumentation, Linguistics and Semiotics of USI  
*Main tasks:* research; teaching; presenting at international conferences; writing, editing and reviewing scientific publications; writing proposals for research projects; president of the Italian-speaking jury of the Swiss Word of the Year
- 02.2012-08.2015 *Research and teaching assistant* at the Institute of Argumentation, Linguistics and Semiotics of USI  
*Main tasks:* research; teaching; tutoring students; writing and reviewing scientific publications; organizing conferences; secretary of the Laboratory of Foreign Languages
- 10.2010-01.2012 Teacher of Italian as a Foreign Language at the University of Bonn and at the Center of Continuing Education in Bonn
- 04.2007-09.2009 Tourism promoter for “Agenzia Turismo Friuli-Venezia Giulia” (Cervignano); congress hostess for “Udine e Gorizia Fiere SpA” (Udine)

## Education

02.2012-03.2015	Ph.D. in Communication Sciences at USI Research focus: argumentation, news production, media products, interactions and decision-making in newsrooms Dissertation's title: <i>News values as endoxa of newsmaking. An investigation of argumentative practices in the newsroom</i> Research project: <i>Argumentation in newsmaking process and product</i> (SNF PDFMPI_137181/1, 2012-2016)
10.2009-06.2011	Master of Arts in German-Italian Studies, University of Bonn and University of Florence
10.2006-11.2009	Bachelor of Arts in German and English, University of Udine
03.-04.2007	Training as B2C hostess for events and congresses at "Agenzia Turismo Friuli-Venezia Giulia" (Cervignano)

## Other projects

04.-07.2015	<i>Gender and language. Words and pictures in USI communication from 2010 to 2014.</i> In collaboration with the Equal Opportunities Office and Media and Communication Office of USI
01.-02.2013	Ethnographic data collection at the newspaper <i>Corriere del Ticino</i> within the project <i>Argumentation in newsmaking process and product</i> (SNF PDFMPI_137181/1, 2012-2015)

## Languages

Native speaker: Italian and Friulian

	<i>Listening</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
English	C2	C2	C2	C2
German	C2	C2	C2	C2
French	C1	C1	B2	A2
Spanish	C1	C1	B2	A1
CH/FL-German	C1	-	-	-