

GLORIA DAGNINO, Ph.D.

Research fellow (assegnista di ricerca) with the Dipartimento di Studi Umanistici e del Patrimonio Culturale
Università degli Studi di Udine

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LANGUAGE SKILLS

Italian	First language
English	Fluent in oral and written communications
French	Advanced in oral and written communications
German	Beginner in oral communications

EDUCATION

June 2011 - July 2016	Ph.D. in Communication Sciences (Summa cum laude) Dissertation titled: "Il product placement come pratica e cultura nella produzione cinematografica italiana contemporanea". (<i>Product placement as practice and culture in Italian contemporary film production</i>). Supervision by Prof. Giuseppe Richeri. Defense jury: Prof. Giacomo Manzoli (University of Bologna) and Prof. Gianluca Sergi (University of Nottingham).
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RESEARCH INTERESTS

Gender and diversity in audiovisual media industries; Media and advertising convergence; Political economy of audiovisual media; Audiovisual media policy; Screen industry labour; Film production; Contemporary Italian cinema.

RESEARCH PROJECTS

February 2023 – January 2024 P.I. Prof. Francesco Pitassio Università degli studi di Udine	AGE-C Ageing and Gender in European Cinema. Research fellow for the Italian unit. Project funded by the Volkswagen Stiftung within the "Challenges for Europe" scheme. Project leader: Prof. Vinzenz Hediger (Goethe-Universität Frankfurt). PI for the Italian unit: Prof. Francesco Pitassio, UNIUD. PI for the French unit: Prof. Raphaëlle Moine, Université Paris 3-Sorbonne Nouvelle. PI for the UK unit: Prof. Belén Vidal, King's College London. PI for the Romanian unit: Prof. Andrea Virginas, Sapientia University, Cluj-Napoca.
September 2022 – December 2025 P.I. Prof. Jonathan Hardy University of the Arts London	Branded content governance project. International academic adviser for the Italian and Swiss territories. Project co-funded by the UK's Economic and Social Research Council (ESRC) and the Arts and Humanities Research Council (AHRC).
October 2020 – July 2021 P.I. Prof. Francesco Lurati USI and Locarno Media City	Preliminary project on the Locarno Film Festival Archives. Researcher with the Institute of Marketing and Communication Management. Project partners: USI, Locarno Film Festival, Palacinema Locarno, Swisscom, Città di Locarno.
September 2016 – November 2017 P.I. Prof. Jonathan Hardy University of East London	Branded Content Research Network. International member. Project funded by the Arts and Humanities Research Council (UK). Scientific partners: University of East London and University of Bournemouth.
January 2017 – June 2017 P.I. Prof. Daniel Süss Zürcher Hochschule für Angewandte Wissenschaften (ZHAW)	MIKE (Medien, Interaktion, Kinder, Eltern) project. Co-responsible with Dr. Eleonora Benecchi for data collection in Italian-speaking Switzerland. Scientific partners: ZHAW, USI, University of

Fribourg, Haute Ecole Pédagogique Bienne. Funding partner: Jacobs Foundation.

January 2016 – June 2016
P.I. Prof. Daniel Süss
Zürcher Hochschule für Angewandte
Wissenschaften (ZHAW)

JAMES (Jugend, Aktivitäten, Medien, Erhebung, Schweiz) project. Co-responsible with Dr. Eleonora Benecchi and Dr. Paolo Bory for data collection in Italian-speaking Switzerland. Scientific partners: ZHAW, USI, University of Geneva. Funding partner: Swisscom.

GRANTS

1 January 2023 – September 2025
Bareva Foundation

Interdisciplinary approaches to gender and diversity. Funding awarded to support three annual editions of a cross-faculty Bachelor-level elective course with guest lecturers at the Università della Svizzera italiana. Funding body: www.bareva.li

1 January 2021 – 31 December 2024
Swissuniversities

P7-Pari opportunità e sviluppo delle scuole universitarie
Research funding awarded for the project "SEN-SI. Special Educational Needs – Strategies for Inclusion in Italian-speaking Swiss universities." Co-led by USI's Servizio pari opportunità and SUPSI's Gender and Diversity Service. Funding body: www.swissuniversities.ch

1 October 2017 – 1 October 2018
Swiss National Science Foundation

Early Post-Doc Mobility Grant
Awarded for the project "Creativity as constructed identity. A London-based study of labour in branded content marketing industry." Research conducted as visiting research fellow at the University of East London. Funding body: www.snf.ch

TEACHING

September 2022 – July 2023
Università Cattolica del Sacro Cuore
Milano

Marketing per i media e le industrie creative. 6 ECTS course co-taught with Prof. Maria Francesca Piredda, Faculties of Arts and Philosophy and Economics.

November 4, 2022
University of Perugia

Non solo Skam : forme e pratiche della diversity nella serialità contemporanea. Master-level online seminar co-taught with Dr Stefano Guerini Rocco within the Research Group Intersezioni di Genere of the Faculty of Political Sciences.

April 2022 – April 2022
University of Perugia

Gender e diversity nelle industrie audiovisive. Two invited lectures taught within the Master-level course in Advertising Theory and Techniques led by Prof. Giuseppina Bonerba.

February 2021 – ongoing
USI

Strategies in the Screen industries. 6 ECTS course co-taught with Dr. Benedetta Prario within the Master in Media Management, Faculty of Communication, Culture and Society.

January 2019 – ongoing
USI

Film Economics. 10 ECTS elective module coordinated and taught within the Master Réseau/Netzwerk CINEMA CH, jointly organized by the University of Zurich and the University of Lausanne in collaboration with USI.

28 January 2021
University of Bologna

Media Production Studies: opportunità e sfide metodologiche nel contesto italiano. Doctoral seminar taught within the doctoral programme in Visual, Performing and Media Arts.

November 2018 – December 2018
USI

I nuovi media nella vita dei giovani. 3 ECTS course co-taught with Dr. Anne-Linda Camerini and Dr. Paolo Bory within the Bachelor in Communication, Faculty of Communication, Culture and Society.

February 2017 – June 2018
USI

Analisi del prodotto cinematografico. 3 ECTS course co-taught with Prof. Raffaele De Berti within the Masters in Media Management and Lingua, letteratura e civiltà italiana, Faculty of Communication, Culture and Society.

February 2016 – April 2016
University of Strasbourg

Film Co-Production in Switzerland. 12 ECTS course co-taught with Prof. Marco Cucco within the Master Coproduction international d'œuvres cinématographiques et audiovisuelles.

November 2018 – November 2019
University of East London

Full convergence, full disclosure? Regulating product placement for connected viewers. Two annual invited lectures taught within the Master course in Investigating Media and Communication Industries led by Prof. Jonathan Hardy.

October 2016 – October 2017
Catholic University of the Sacred Heart in Milan

Tendenze integrative nella comunicazione commerciale italiana. Two annual invited lectures taught within the Master course in Economia e Marketing dei Media led by Prof. Massimo Scaglioni.

SUMMER SCHOOL

June 2012 – August 2022
USI and Locarno Film Festival

Documentary Summer School. Coordinator and member of the scientific committee of the annual DSS, a one-week residential educational programme for Master and early PhD students, offered within the Locarno Academy of the Locarno Film Festival.

ACADEMIC MEMBERSHIPS

- ◆ European Communication and Research Association (ECREA)
- ◆ European Network for Cinema and Media Studies (NECS)
- ◆ Consulta Universitaria del Cinema (CUC)

SERVICE TO PROFESSION

June 2015 – ongoing
Reviewer for academic journals

- ◆ Studies in Communication Sciences (SComS)
- ◆ Comunicazioni Sociali. Journal of Media, Performing Arts and Cultural Studies (ranked Class A by the Italian ANVUR)
- ◆ Imago. Studi di cinema e media (ranked Class A)
- ◆ Biblioteca Teatrale. Rivista di Studi e Ricerche sullo Spettacolo (ranked Class A)
- ◆ L'Avventura. International Journal of Italian Film and Media Landscapes (ranked Class A)
- ◆ Schermi. Storie e culture del cinema e dei media in Italia
- ◆ MediAzioni. Rivista online di studi interdisciplinari su lingue e culture

23 June 2022
Conference panel chair

"Women in the Italian Screen Industries: Maps, Archives, Networks for a More Equal Society" Panel accepted for presentation at the 2022 European Network for Cinema and Media Studies (NECS) Conference, University of Bucharest (22-26 June 2022).

8 December 2020
Testimonial provider for REF impact case study

Testimonial letter in favour of Dr. Jinhee Choi's (King's College London) Research Excellence Framework (REF) Impact Case study on East Asian Cinema, on the basis of her participation as guest lecturer at the 2015 Documentary Summer School in Locarno.

9 November 2020
Conference paper discussant

For the paper "Da Sorrentino a Ferragni: prospettive di ricerca sulla circolazione internazionale dell'italianità nel cinema e nella cultura visiva contemporanea" presented by Prof. Andrea Minuz at the International workshop "Like in Italy. L'impatto dei prodotti culturali italiani all'estero:

letteratura, cinema, media”, organized by the team of the Italian research project (PRIN) *Italian Na(rra)tives: la circolazione internazionale del brand-Italia attraverso i media*.

17 April 2020
Conference panel chair

“Branded Content in Media Industries Research: Cross-disciplinary Perspectives from Established and Emerging Markets” Panel accepted for presentation at the 2020 Media Industries Conference, King’s College London (16-18 April 2020). Conference cancelled.

November 2018 – November 2019
Vice-chair

ECREA Temporary Working Group on Advertising Research.

2 November 2018
Conference panel organizer

“Branded Content Practices and Research: from peripheries to centres” Panel presented at the 2018 European Communication Conference of the European Communication Research and Education Association (ECREA), Università della Svizzera italiana (Lugano, Switzerland) (31 October-3 November 2018).

September 2018
Reviewer for academic books

Routledge book series Research in Cultural and Media Studies: Cristiano, A. and Atay, A. (2019), *Millennials and Media Ecology. Culture, Pedagogy, and Politics*, London: Routledge.

7 November 2017
Conference panel chair

“Creativity and Creative Practices in Audiovisual” Panel presented at the 2017 Branded Content Research Network conference, University of East London (7-8 November 2017).

19 June 2014
Conference panel organizer

“Promotional Creativity Across Media” Panel presented at the 2014 conference of the European Network for Cinema and Media Studies (NECS), Catholic University of the Sacred Heart (Milan, Italy) (19-21 June 2014).

OUTREACH

21 September 2022
Corriere del Ticino
Lugano

Press interview for the online daily newspaper, entitled «Finalmente un’alternativa dopo anni di eroi bianchi, abili ed eterosessuali. L’industria del cinema sta cambiando e il caso della nuova sirenetta Disney ha fatto molto discutere.» (reference Mr Michele Montanari michele.montanari@cdt.ch)

16 May 2022
RSI Rete Due
Lugano Besso

Radio interview in the Diderot broadcast to present the event “Violenza domestica e linguaggio” organized at the Università della Svizzera italiana on the same day (reference Ms Lina Simoneschi lina.simoneschi@rsi.ch)

16 December 2020
Mercedes-Benz AG
Stuttgart

Expert interview with Mercedes-Benz product placement team on digital placement and the future of product placement (reference contact Ms Lina Dornheim lina.dornheim@daimler.com)

7 December 2020
Gymnase de Burier La Tour-de-Peilz
(VD)

Expert interview with students from the Communication et Information course on the topic of film financing in Switzerland (reference contact Mr João Ferreira joaoferreira.fmr@gmail.com)

14 February 2020
RSI Rete Due
Lugano Besso

Radio interview in the *Diderot* broadcast on the topic of branded entertainment and cinema, following the publication on my book “Branded entertainment and cinema. The marketisation of Italian film” (reference contact Ms Chiara Fanetti chiara.fanetti@rsi.ch)

15 February 2020 Radio Gwendalyn Chiasso	Radio interview in the <i>Kweer Amore</i> broadcast on the topic of equal opportunities and diversity at USI (reference contact Riccardo Ambiveri riccardo.ambiveri@outlook.com)
22 September 2019 RSI Rete Uno Comano	Radio interview in the <i>Liberamente</i> broadcast on the topic of gender equality in higher education (reference contact Ms Isabella Visetti isabella.visetti@rsi.ch)
14 June 2019 BBC World London	Radio interview in the BBC <i>Outside Source</i> broadcast on the topic of women's strike in Switzerland from the perspective of a higher education institution (reference contact Mr Luke Hastings luke.hastings@bbc.co.uk)
10 July 2017 Azione Migros Ticino	Press interview "I nuovi media nella vita dei ragazzi" to present the findings of MIKE and JAMES research projects along with project co-responsible for Italian-speaking Switzerland, Dr. Eleonora Benecchi (reference contact Ms Alessandra Ostini Sutto +41 91 922 77 40)

PROFESSIONAL ACTIVITIES

January 2013 – December 2018 Strani Film Milan, Italy	Collaborator on the production and distribution of the award-winning feature-length films <i>I corpi estranei</i> (Foreign bodies) and <i>Isabelle</i> , directed by Mirko Locatelli. (Reference contact Ms Giuditta Tarantelli giuditta@officinafilm.com)
June 2005 – September 2009 Officina Film Milan, Italy	Production assistant for various advertising films and for the award-winning feature length film <i>Il primo giorno d'inverno</i> (The first day of Winter) directed by Mirko Locatelli. (Reference contact Ms Giuditta Tarantelli giuditta@officinafilm.com)

PUBLICATIONS

Book

Dagnino, G. (2020), *Branded Entertainment and Cinema. The Marketisation of Italian Film*, London and New York: Routledge. ISBN 9780815348528.

Journal articles

Dagnino, G. (forthcoming), "Le più amate dagli italiani: rappresentazioni di genere nella comunicazione commerciale televisiva di Scavolini (1984-2022)", *Arabeschi*, accepted for publication.

Dagnino, G. (2021), "Il cinema italiano visto dai brand: il ruolo degli intermediari promozionali nella produzione cinematografica italiana contemporanea.", *La Valle Dell'Eden. Rivista di Cinema, fotografia, media*, N. 37/2021:121-128

Dagnino, G. (2021), "Amorevoli, intuitive, pazienti? Questioni di genere nella professione di casting director", *Arabeschi*, Vol. 18, www.arabeschi.it/25-amorevoli-intuitive-pazienti-questioni-di-genere-nella-professione-casting-director/

Dagnino, G. (2021), "The Polity of Netflix: Opportunities and Contradictions of Digital Distribution Through the Case of *Sulla Mia Pelle*", *Comunicazioni Sociali*, DOI 10.26350/001200_000122

Dagnino G. (2018), "Regulation and co-regulation of product placement for OTT SVODs: The case of Netflix", *International Journal of Digital Television*, Volume 9 Issue 3:203-218. DOI 10.1386/jdtv.9.3.203_1

Dagnino, G. (2016), "Studying Italian Para-Industry: The Case of *Boris*", *Journal of Italian Cinema and Media Studies*, Volume 4 Issue 2 (February), pp. 231-247. DOI 10.1386/jicms.4.2.231_1.

Book chapters

Dagnino, G. and S. Guerini Rocco (forthcoming) "Mapping diversity: a conversation with *Zero's* casting director", in Barra L., Hipkins, D., O'Rawe, C. and D. Renga (eds.), *Italian Contemporary Youth Television*. Accepted for publication in an edited volume, publisher to be confirmed.

Dagnino, G. (2020), "Independence as Opposition? Redefining Political Cinema through the Case of Mirko Locatelli", in Cristiano, A. and C. Coen (eds.), *Experimental and Independent Italian Cinema Legacies and Transformations into the Twenty-First Century*, Edinburgh: Edinburgh University Press, pp. 141-157. ISBN 1474474039.

Cucco, M. and G. Dagnino (2018), "Switzerland: Public Film Policy and the Rise of Economic Principles", in Murschetz, P., Teichmann R. and M. Karmasin (eds.), *Public Funding for Film. An International Handbook*, Berlin and Heidelberg: Springer-Verlag, pp. 427-445. ISBN 9783319717142.

Dagnino, G. (2017), "Dagli spot al branded entertainment: trent'anni di tendenze integrative nella comunicazione commerciale italiana" (transl. "From commercials to branded entertainment: Thirty years of integration trends in Italian commercial communications"), in Grasso, A. (ed.), *Storia della comunicazione e dello spettacolo in Italia (1978-2012)*, Milano: Vita e Pensiero, pp. 284-288. ISBN 9788834332269.

Dagnino, G. (2014), "It's a Branded New World: The Influence of Regional Policy and Product Placement upon Contemporary Italian Film Narrative", in Pearson, R. and A. Smith (eds.), *Storytelling in the Media Convergence Age: Exploring Screen Narratives*, London: Palgrave Macmillan, pp. 93-107. ISBN 9781137388155

Dagnino, G. (2014), "Il ruolo dei brand nel mercato dell'audiovisivo", in M. Cucco (ed.), *La Trama Dei Media. Stato, Imprese, Pubblico Nella Società Dell'informazione*, Roma: Carocci, pp. 121-139. ISBN 9788843073764.

Edited journal issue

Barotsi, R., Dagnino, G. and C. Mereu Keating (2023), "Gender and labour in the Italian screen industries: Critical research approaches and methods", *Comunicazioni Sociali - Journal of Media, Performing Arts and Cultural Studies*, Special issue 1/2023.

Encyclopaedia entry

Dagnino, G. (2019), "Product placement", encyclopaedia entry in Merskin, D. (ed.), *The SAGE International Encyclopedia of Mass Media and Society*, Thousand Oaks, CA: SAGE. ISBN: 9781483375533

Translated article

Dagnino, G. (2019), "Sono una madre single. Non sento di poter essere competitiva quanto altri": esperienze di personale precario nelle università del Regno Unito", *Studies in Communication Sciences*, Volume 19 Issue 2 (2019), pp. 189–203. Translated to Italian from the English paper: Allmer, T. (2018). "I am a single mum. I don't feel like I can be as competitive as other people": Experiences of precariously employed staff at UK universities. *Work Organisation, Labour & Globalisation*, Volume 12 Issue 1: pp. 62–77. DOI 10.24434/j.scoms.2019.02.004.

Book review

Dagnino, G. (2015), "Il Cantiere Televisivo Italiano. Progetto, Struttura, Canone", review of the homonymous book by Enzo Scotto Lavina, published in *Nuova Antologia*, (Issue 2 April-June), pp. 384-385. ISBN: 9788800880701.

Working papers

Dagnino, G. Working title: "Supporting gender diversity in the film industry: the case of SWAN and the Swiss film policy". Target journal: *Studies in European Cinema*.

Conference papers

Dagnino, G. (2022), "Le più amate dagli italiani: rappresentazioni di genere nella comunicazione commerciale di Scavolini (1984-2022)", paper accepted for presentation at the 2022 Fascina Forum (Forum annuale delle studiose di cinema e audiovisivi) "*Ho ucciso l'angelo del focolare. Lo spazio domestico e la libertà ritrovata*", University of Sassari (13-15 October 2022).

Dagnino, G. (2021), "Amorevoli, intuitive, pazienti? Questioni di genere nella professione di casting director", paper presented at the 2021 Fascina Forum (Forum annuale delle studiose di cinema e audiovisivi) "Sentieri Selvaggi. Cinema and Women's Studies in Italia", University of Sassari (10-13 November 2021).

Dagnino, G. (2021), "New media, old rules? Analysing patterns of continuity between traditional and OTT television in the EU's audiovisual policy framework", paper presented at the 2021 Media Mutations conference Broadcasting, Reloaded. Resurgences, Resistances and Rearrangements of Mainstream Television and Media in the Digital Arena, (University of Bologna, 14-15 October 2021).

Zhang, Z. and G. Dagnino (2020), "The Shifting Triangle in the Global Film Industry: Co-opetition Dynamics across China, Hollywood and Europe", paper accepted for presentation at the 2020 Media Industries Conference at King's College London (18 April 2020). Conference cancelled.

Dagnino, G. (2018), "Branded content marketing as creative labour: An invitation to disciplinary trespassing", paper presented at the European Communication Research and Education Association (ECREA), Università della Svizzera italiana (Lugano, Switzerland) (2 November 2018).

Benecchi E., Dagnino G., Bory P., Hibberd M. (2018), "Mobile kids: Mobile devices between kids, parents, and the playground. Children and Adolescents in a Mobile Media World", paper presented at the "Children and Adolescents in A Mobile Media World" pre-conference to ECREA's 7th European Communication Conference. (31 October 2018).

Dagnino, G. (2018), "Love Thy Neighbours. An Analysis of Swiss Collaborative Policies in the Context of Transnational Film", paper presented at the Annual Conference of the Swiss Association of Communication and Media Research (SACM-SGKM), Università della Svizzera italiana (Lugano, CH) (12-13 April 2018).

Dagnino G. (2017) "*Funny but True*: Self-representations of creative labour in Italian screen entertainment media", paper presented at the University of Leicester for the conference *Mediating Cultural Work* of the Research Institute for Cultural and Media Economies (CAMEo) (6-8 September 2017).

Dagnino G. (2017) "The creative identity of branded content marketing industry", paper presented at the University of East London for the Comparative and Collaborative Research into Branded Content seminar of the Branded Content Research Network (15 June 2017).

Dagnino G. (2016) "Friends with (conflicting) benefits? Industrial and cultural relations between Italian film producers and product placement agents", paper presented at DeMontfort University, (Leicester, UK) for the conference *Production Studies: Film, Television, and their Industrial Contexts* (15 June 2016).

Dagnino G. (2015), "Advertisers' Role in Italian Film Industry: A Policy and Cultural Framework", paper presented at the University of the West of England (Bristol, UK) for the conference *New Directions in Film and Television Production Studies* (14-15 April 2015).

Dagnino, G. (2014), "Product Placement in Italian Movies: The Creative Perspective". Organizer of the panel "Promotional Creativity Across Media", presented at the Catholic University of the Sacred Heart (Milan, Italy) for the conference *Creative Energies/Creative Industries* organized by the European Network for Cinema and Media Studies (NECS) (19-21 June 2014).

Dagnino, G. (2014), "Think Global, Brand Local! Analysing Digital Product Placement", paper presented at University of Bournemouth (UK) for the conference *Media and the Margins*, organized by the Media, Communication and Cultural Studies Association (MeCCSA) (8-11 January 2014).

Dagnino, G. (2013), "Virtual Brands, Complex Reality: A Study on Digital Product Placement", paper presented at the Universitat Pompeu Fabra (Barcelona, Spain) for the symposium *Branding in a digital world*, organized by the Advertising TWG of the European Communication and Research Education Association (ECREA) (4-5 July 2013)

Dagnino, G. (2012), "Italy's New Rules on Product Placement: The Case of Silvio Soldini", paper presented at the University of Nottingham (UK) for the conference *Contemporary Screen Narratives* (17 May 2012).

Dagnino G. (2012) "Product Placement in European Movies: Can a Production Tool Affect the Storyline?", poster presented at the Università della Svizzera italiana (Lugano, CH), for the event *Epiday - young researchers in Communication sciences* (14 May 2012).