

Prof. Giuseppe Balirano
University of Naples L'Orientale
Department of Literary, Linguistic and Comparative Studies

Giuseppe Balirano, PhD in English for Specific Purposes, is Professor of English Linguistics at the University of Naples L'Orientale, where he also serves as Rector's Delegate for Lifelong Learning, eLearning, and Multimedia Enhancement. He is currently President of the Italian Association for the Study of English (AIA).

His research interests include Social Media Critical Discourse Studies, online hate speech, humour, masculinity studies, the discursive construction of organised crime, queer cinema, and audiovisual translation. He is Principal Investigator of the PRIN 2022 project Echoes of Hate: Discourses of Violence, Practices of Resistance and of the Monitoring Group on Hate Speech Online at UNIOR. He is also Director of BeTwiXt, a book series dedicated to linguistics and communication studies.

He is Editor-in-Chief of Textus: English Studies in Italy and of ALLIED: Journal of Applied Linguistics and Languages in Educational Digital Settings, and serves on the editorial boards of several international journals in discourse and media studies.

His work draws on discourse-analytical approaches to investigate identity construction in multimodal contexts, particularly across digital platforms. He has published extensively on gender and sexuality discourses, as well as on the semiotics of visual and mediated texts. He actively collaborates on national and international projects promoting media education and critical digital literacy.