

Carlo Nardella

Curriculum Vitae

Dipartimento di Scienze Sociali e Politiche
Università degli Studi di Milano
Via Conservatorio 7
20122 Milano

Phone: 02503-21226
Fax: 02503-21240
carlo.nardella@unimi.it
sites.unimi.it/carlonardella

ACADEMIC APPOINTMENTS

- 2016- Assistant Professor of Sociology (SPS/08), Department of Social and Political Sciences, University of Milan.
- 2015-2016 Postdoctoral Research Fellow, Department of Social and Political Sciences, University of Milan.
- 2013-2015 Postdoctoral Research Fellow, Department of Philosophy, Sociology, Education and Applied Psychology, University of Padova.

EDUCATION

- 2012 Ph.D. Sociology, University of Milan.

Committee: Luisa Leonini (Chair), Marc Swyngedouw, Bernard Cova, Emanuela Mora

Dissertation: "Where the Sacred Meets the Profane: Religious Symbolism in Italian Magazine Advertising."
- 2008 M.A. Communication (Cum Laude), University of Padova.
- 2006 B.A. Communication (Cum Laude), University of Padova.

VISITING POSITIONS

- 2018 (*Jul-Aug*) Visiting Scholar, Center for Media, Religion and Culture, University of Colorado Boulder.
- 2017 (*Sept*) Visiting Research Scholar, Center for Media, Religion and Culture, University of Colorado Boulder.
- 2010 (*Jan-June*) Visiting Scholar, Center for Global Communication Studies-Annenberg School for Communication, University of Pennsylvania.
- 2009 (*Aug*) Visiting Student, Documentation and Research Center on Religion, Culture and Society, Katholieke Universiteit Leuven.

RESEARCH INTERESTS

Social Change, Media & Advertising, Religion, Content Analysis, Ethnography.

UNIVERSITY SERVICE

- 2018- Erasmus Coordinator, M.A. Program in Corporate and Public Communication, University of Milan.
- 2018- Faculty Representative, Joint Faculty-Student Committee, Department of Social and Political Sciences, University of Milan.
- 2017- Doctoral Faculty Member, Ph.D. Program in Sociology and Methodology of Social Research, Graduate School in Social and Political Sciences, University of Milan.
- 2013-2015 Postdoctoral Representative on Departmental Council, Department of Philosophy, Sociology, Education and Applied Psychology, University of Padova.

EDITORIAL DUTIES

- 2014- Editorial Board Member, *Facta Universitatis, Series: Philosophy, Sociology, Psychology and History*
- 2010- Member, Editorial Staff, *Sociologica*.
- Reviewer *Information Communication and Society, Rassegna Italiana di Sociologia, Studi Culturali, Religioni e Società.*

DISTINCTIONS

- 2013 Dissertation of the Year Nominee, European Consortium for Sociological Research.
- 2012 Summer Research Grant, Associazione Italiana di Sociologia, Sezione Religioni.
- 2011 Junior Fellow Nominee, Harvard Society of Fellows.
- 2011 Winner, Peter B. Clarke Memorial Prize (formerly Taylor & Francis Sociology of Religion Postgraduate Essay Competition), British Sociological Association.
Paper: "Religious Symbols in Italian Advertising: Symbolic Appropriation and the Management of Consent"
Money prize and paper published in the *Journal of Contemporary Religion* (Routledge)
- 2010 Selected, VIII Forum Giovani, IX Convegno Nazionale, Associazione Italiana di Sociologia
Paper: "Pubblicità e simboli religiosi. Uso e controllo di un capitale simbolico"
Paper presented at the Italian Sociological Association 9th National Congress of Sociology and published in *Innovazione tecnologica e disuguaglianze territoriali* (Franco Angeli)
- 2008 Full tuition and stipend awarded for three years of doctoral studies, Graduate School in Social, Economic and Political Sciences, University of Milan.
- 2008 Full tuition and stipend awarded for three years of doctoral studies, Department of Sociology and Social Research, University of Trento. (Declined)

PUBLICATIONS

Book

Nardella, C. 2015. *La migrazione dei simboli. Pubblicità e religione*. Milano: Guerini.

- Reviewed in *Religioni e società, Comunicazione Politica, Mercati e Competitività*.

- Covered by *Il Corriere della Sera, Radio24, O Clarim, Promotion Magazine, Il Mattino di Padova, La Nuova Venezia, La Tribuna di Treviso, Corriere delle Alpi*.

Edited Special Issue

Nardella, C. (ed.) 2014. "Religion and Marketing." *Sociologica* 8(3).

Peer-Reviewed Journal Articles

Nardella, C. 2017. "The Symbolic Legitimation of the European Union: Patterns and Problems." *Sociologica* 10(1), 1-18.

Nardella, C. 2014. "Studying Religion and Marketing: An Introduction." *Sociologica* 8(3), 1-15.

Nardella, C. 2014. "The Migration of Symbols: Religion and Italian Advertising, 1969-2013." *Sociologica* 8(3), 1-23.

Nardella, C. 2012 "Religious Symbols in Italian Advertising: Symbolic Appropriation and the Management of Consent." *Journal of Contemporary Religion* 27(2), 217-240.

- Winner of the Peter B. Clarke Memorial Prize

Book Chapters

Nardella, C. and Orlandi, E.C. 2017. "Giovani e crisi. Alcune tendenze." In Colombo, E., Leonini, L. and Rebughini, P. (eds.) *Giovani dentro la crisi* (pp. 163-199). Milano: Guerini.

Nardella C. 2016. "L'Europa allo specchio: Turchia, Unione Europea e religione." In Pin, A. and Pellegrini, C. (eds.) *Europa e Islam: attualità di una relazione* (pp. 1-8). Venezia: Marsilio.

Nardella, C. 2016. "Simboli usati e simboli difesi. Qualche osservazione su islam e pubblicità." In Zaccuri, A. (ed.) *Il tablet e la mezzaluna: Islam e media al tempo del meticcio* (pp.1-10). Venezia: Marsilio.

Nardella, C. 2016. "Religione di mercato in un'epoca di post-secolarizzazione." In Salmeri, G. (ed.) *Troppo religione o troppo poca? Cristiani e musulmani alla prova della secolarizzazione* (pp. 1-11). Venezia: Marsilio.

Nardella, C. 2014. "Europe's Disputed Symbolic Boundaries: Identity, Religion and Turkey's EU Membership." In Topić, M. and Sremac, S. (eds.) *Europe as a Multiple Modernity: Multiplicity of Religious Identities and Belongings* (pp. 320-338). Newcastle upon Tyne: Cambridge Scholars Publishing.

Nardella, C. 2014. "Medici e fine vita: Esperienze, strategie, tensioni." In Guizzardi, G. (ed.) *Giunti sul passo estremo: Medicina e società di fronte al fine vita* (pp. 39-72). Milano: Guerini.

Nardella, C. 2014. "La razionalizzazione di un culto: Caravaggio a Fanzolo." In Pace, E., Berzano, L. and Castegnaro, A. (eds.) *Religiosità popolare nella società post-secolare* (pp. 247-260). Padova: Messaggero.

- Nardella, C. 2013. "Dal marketing alla religione: Ipotesi di lavoro per una ricerca nel contesto latino-americano." In Segre, E. and Scotti, S. (eds) *Immaginari del cambiamento in America latina: Religioni, culture, dinamiche economico-sociali* (pp. 131-142). Firenze: Pagliai.
- Nardella, C. 2012. "Pubblicità e simboli religiosi: Uso e controllo di un capitale simbolico." In Cipolla, C., Boccia Artieri, G. and Fassari, L. (eds.) *Innovazione tecnologica e disuguaglianze territoriali* (pp. 95-105). Milano: Franco Angeli.
- Selected at the VIII Forum Giovani-IX Convegno Nazionale AIS
- Nardella, C. 2010. "La liberazione delle ossesse: Un rito privatizzato." In Bontempi, M. and Maturo, A. (eds.), *Salute e salvezza: I confini mobili tra sfere della vita* (pp. 153-166). Milano: Franco Angeli.
- Nardella, C. 2010 "Capital Transformation: Religious Symbolism in Italian Magazine Advertising." In Haley E. (ed.) *The Proceedings of the 2010 European Conference of the American Academy of Advertising* (pp. 104-111). University of Tennessee: American Academy of Advertising.

Articles under Review

- Guizzardi, G., and Nardella, C. "Humble Church, Strong Message: On Pope Francis' Communicative Politics."
- Nardella, C. "Sacred Differences: Religion, Gender and Sexuality in a Filipino Catholic Ritual."

Work in Progress

- Nardella, C. "The Many Facets of the Saint: Transformation of a Symbol and the Genesis of Authority" (article manuscript in preparation).
- Nardella, C. "Comunicazione e religione: tra ricerche e interpretazioni" (invited book chapter in preparation).

Other publications

- Nardella, C. March 14, 2017. "Who's afraid of religious controversies? A case of conflict over symbol use." *Religion Going Public (Website)*.
- Nardella, C. 2013. Review of "Consumption and Spirituality." (by D. Rinallo, L. Scott and P. Maclaran) *Sociologica* 7(1).
- Nardella, C. 2009. Review of "Organizing Identity: Persons and Organizations After Theory." (by P. Du Gay) *Sociologica* 3(2-3).
- Nardella, C. 2007. Review of "Quale Europa? Europeizzazione, identità e conflitti." (by D. Della Porta and M. Caiani) *Sociologica* 1(3).

LANGUAGES

English, French

RESEARCH PROJECTS

- 2015-2016 Research Team Member, Prin 2010-2011 “Pratiche sostenibili di vita quotidiana nel contesto della crisi: lavoro, consumo, partecipazione” funded by Ministero dell’Istruzione dell’Università e della Ricerca. (Principal Investigator: Laura Bovone)
- 2013-2015 Research Team Member, “Prendersi cura on line: come Internet trasforma il sapere nel campo della medicina e della salute” funded by the University of Padova. (Principal Investigator: Gustavo Guizzardi)
- 2014-2015 Research Team Member, “Conoscere il meticcio, governare il cambiamento” funded by Fondazione Internazionale Oasis and Fondazione Cariplo. (Principal Investigator: Martino Diez)
- 2009-2010 Research Team Member, “Medicina e società nella gestione del fine vita” funded by the University of Padova. (Principal Investigator: Gustavo Guizzardi)
- 2012-2013 Research Team Member, “Pluralismo e modernità” funded by the University of Padova. (Principal Investigator: Gustavo Guizzardi)
- 2005-2006 Research Team Member, “Il velo e l’ombelico: giovani, stereotipi di genere e differenze culturali nel Friuli Venezia Giulia” funded by Regione Friuli Venezia Giulia and Istituto di Ricerca Internazionale Jacques Maritain. (Principal Investigator: Franca Bimbi)

FUNDING

- 2018 Recipient, Ministero dell’Istruzione dell’Università e della Ricerca, Fondo di Finanziamento per le Attività Base di Ricerca. (FFABR-Ricercatori)
- 2018 Principal Investigator, Università degli Studi di Milano, Piano di sostegno alla ricerca 2017, Linea 2-Azione A: giovani ricercatori. (Project Title: “Comunicazione, istituzioni, mutamenti”)
- 2017 Principal Investigator, Università degli Studi di Milano, Piano di sostegno alla ricerca 2016, Linea 2-Azione A: giovani ricercatori. (Project Title: “Comunicazione, istituzioni, spazi sociali”)
- 2015-2016 Prin Fellowship. (Project Title: “Impatto delle trasformazioni sociali generate dalla crisi finanziaria del 2008 sulle famiglie e in particolar modo sui giovani”)

CONFERENCE PAPERS

- Nardella, C. “Behind the Representation: Pope and Journalists,” International Society for Media, Religion and Culture Conference, Boulder, CO, August 8-11, 2018.
- Nardella, C. “Religion, Gendered Bodies and Social Roles: An Empirical Study,” International Sociological Association 19th World Congress of Sociology, Toronto, July 15-21, 2018.
- Nardella, C. “Performing Religion in Public between Italy and Sri Lanka,” International Sociological Association 19th World Congress of Sociology, Toronto, July 15-21, 2018.

- Nardella, C. "Religion, Ritual and the Social Construction of Masculinity and Femininity," 7th Annual Ethnographic and Qualitative Research Conference, Bergamo, June 6-9, 2018.
- Nardella, C. "Religione e vita quotidiana," Giornata di Studi AIS-Sociologia e vita quotidiana, Milano, October 26, 2017.
- Nardella, C. "Pope Francis on the World Stage," International Society for the Sociology of Religion 34th Conference, Lausanne, July 4-7, 2017.
- Nardella, C. "Sacre differenze. Genere e sessualità in un rito cattolico filippino," XI Convegno Nazionale dell'Associazione Italiana di Sociologia, Verona, September 10-12, 2016.
- Nardella, C. "The Sacralization of Differences. Gender and Sexuality in a Filipino Catholic Celebration," Women, Religions and Gender Relations Conference, Torino, November 9-11, 2016.
- Nardella, C. "A Response to: 'What is a Controversy and When Does Religion Become Controversial? Insights from Social Problems Theory' by T. Hjelm," Researching Religious Controversies Conference, Sigtuna, October 31- November 2, 2016.
- Nardella, C. "Commercial Advertising and Human Rights Discourse," Religions and Human Rights Conference, Padova, April 14-15, 2016.
- Nardella, C. "The Migration of Symbols: Religion in Commercial Advertising," International Society for the Sociology of Religion 33rd Conference, Louvain-la-Neuve, July 2-5, 2015.
- Nardella, C. "Managing Complexity: Doctors' Perspectives on End-of-Life Decision Making and Care," European Sociological Association 11th Conference, Torino, August 28-31, 2013.
- Nardella, C. "Healing Possession: A Private Rite," International Society for the Sociology of Religion 32nd Conference, Turku, June 27-30, 2013.
- Nardella, C. "Un pellegrinaggio razionalizzato," La religione popolare nella società post-secolare, Padova, October 18-20, 2012.
- Nardella, C. "Where the Sacred Meets the Profane," European Sociological Association 1st Sociology of Religion Research Network Mid Term Conference, Potsdam, September 3-5, 2012.
- Nardella, C. "Pluralism that Sells: Print Advertisements as Indicators of Italy's Religious Pluralism," From Religious Diversity to Religious Pluralism Conference, Padova, February 15-16, 2012.
- Nardella, C. "The Religion of Advertising: Using Religious Symbols to Promote Secular Products. Evidence from Italy," Religions as Brands Conference, Lausanne, October 13-15, 2011.
- Nardella, C. "Boundary Loss: Transcendence, Religious Symbols and Advertising," European Sociological Association 10th Conference, Genève, September 7-10, 2011.
- Nardella, C. "Post-Fordist Religion: Religion as Economic Value in Advertising," International Society for the Sociology of Religion 31st Conference, Aix-en-Provence, June 30-July 3, 2011.
- Nardella, C. "Consuming Symbols: Advertising's Appropriation of Religious Symbolic Capital," European Sociological Association Sociology of Culture Conference, Milano, October 7-9, 2010.

Nardella, C. "Tra shock e consenso: Produzione simbolica e pubblicità commerciale," IX Convegno Nazionale AIS, Milano, September 23-25, 2010.

Nardella, C. "Bodies and Thaumaturgical Healings at a Marian Shrine in Northern Italy," International Sociological Association 17th World Congress of Sociology, Göteborg, July 11-17, 2010.

Nardella, C. "Religious Symbolism in Italian Magazine Advertising: A Quantification of its Presence and Exploration of its Nature," American Academy of Advertising European Conference, Milano, June 4-6, 2010.

Nardella, C. "Un rito privatizzato," Convegno Intersezione AIS-Salute e Salvezza, Padova, November 5-6, 2009.

INVITED TALKS AND PANELS

Organizer and Panelist, Pope Francis and the Media, International Society for Media, Religion and Culture Conference, Boulder, CO, August 8-11, 2018.

Organizer and Panelist, Pope Francis and the Crisis, International Society for the Sociology of Religion 34th Conference," Lausanne, July 4-7, 2017.

Invited Lecturer, Corso di Licenza in Teologia, Facoltà Teologica del Triveneto, January 9, 2018.

Guest Lecturer, Center for Media, Religion and Culture, University of Colorado Boulder, September 25, 2017.

Invited Lecturer, Master in Yoga Studies, Università Ca' Foscari di Venezia, September 6, 2014.

Organizer and Panelist, Medicina e società di fronte al fine vita, Department of Philosophy, Sociology, Education and Applied Psychology, University of Padova, May 15, 2014.

Invited Panelist, Bourdieu e pratiche di ricerca, Scuola di Dottorato in Scienze Sociali, University of Padova, February 6, 2014.

Invited Panelist, Bourdieu in Italia, Scuola di Dottorato in Scienze Sociali, University of Padova, February 12, 2013.

Invited Panelist, 19th International Summer School on Religions, Centro Internazionale di Studi sul Religioso Contemporaneo, August 28, 2012.

Guest Speaker, CGCS Visiting Scholar Seminar, Annenberg School for Communication, University of Pennsylvania, April 22, 2010.

TEACHING

Courses Taught

Advertising Strategy, Department of Social and Political Sciences, University of Milan, Fall 2017.

Pubblicità e comunicazione integrata, Department of Social and Political Sciences, University of Milan, Spring 2017.

Advertising Strategy, Department of Social and Political Sciences, University of Milan, Fall 2016.

Sociologia delle comunicazioni, Department of Biomedical and Health Sciences, University of Milan, Fall 2016.

Advertising Strategy, Department of Social and Political Sciences, University of Milan, Fall 2015.

Sociologia, Department of Social and Political Sciences, University of Milan, Spring 2015.

Sociologia delle comunicazioni, Department of Biomedical and Health Sciences, University of Milan, Fall 2014.

Sociologia generale, Department of Biomedical and Health Sciences, University of Milan, Fall 2014.

Sociology, Department of Social and Political Sciences, University of Milan, Spring 2014.

Sociologia delle comunicazioni, Department of Biomedical and Health Sciences, University of Milan, Spring 2014.

Sociologia generale, Department of Biomedical and Health Sciences, University of Milan, Spring 2014.

Sociology, Department of Social and Political Sciences, University of Milan, Spring 2013.

Courses Assisted - Teaching Assistant

Sociologia dei consumi, Department of Social and Political Sciences, University of Milan, Fall 2016.

Sociologia dei consumi, Department of Social and Political Sciences, University of Milan, Fall 2015.

Cultural Studies, Department of Philosophy, Sociology, Education and Applied Psychology, University of Padova, Spring 2014.

Cultural Studies, Department of Philosophy, Sociology, Education and Applied Psychology, University of Padova, Spring 2013.

Comunicazione politica, Department of Social and Political Sciences, University of Milan, Fall 2013.

Cultural Studies, Department of Linguistics and Literature Studies, University of Padova, Spring 2012.

Sociologia dei consumi, Department of Social and Political Sciences, University of Milan, Fall 2011.

Sociologia dei consumi, Department of Social and Political Sciences, University of Milan, Fall 2010.

Tutoring - Tutor Studenti

Corso di Laurea Triennale in Scienze Sociali per la Globalizzazione, Department of Social and Political Sciences, University of Milan, Spring 2016.

Corso di Laurea Triennale in Scienze Sociali per la Globalizzazione, Department of Social and Political Sciences, University of Milan, Spring 2015.

SELECTED MEDIA COVERAGE

Pezzali, M. L. February 4, 2018. "Pubblicità e religione." *Radio24*. (Interview)

Porfiri, A. March 4, 2016. "God and Advertising." *O Clarim-Macau Catholic Weekly*. (Interview)

Menniti-Ippolito, N. February 10, 2016. "Santi consumi, la religione è uno spot." *Il Mattino di Padova, La Nuova Venezia, La Tribuna di Treviso, Corriere delle Alpi*. (Research coverage)

Cozzi, P. G. February 9, 2016. "Pubblicità e religione." *Promotion Magazine*. (Research coverage)

Ventura, M. December 27, 2015. "La fede è pubblica, anzi pubblicitaria." *Corriere della Sera*. (Research coverage)

AFFILIATIONS

Member, International Sociological Association, RC22: Sociology of Religion.

Member, International Society for the Sociology of Religion.

Member, International Society for Media, Religion and Culture

Member, Associazione Italiana di Sociologia, Sezione Processi e Istituzioni Culturali, Sezione Religioni.

SOFTWARES

SPSS, Atlas.ti, Nvivo, TALTAC, Refworks.