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Personal References

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Cristopher Cepernich is Full Professor of Political Sociology and Communication at the Department of Cultures, Politics and Society of the University of Turin (Italy) since 1/7/2023 (GSPS-07/A). He has been Associate Professor of Sociology of the Cultural and Communicative Processes since 1/12/2019 (SSD SPS/08). He has been Senior Lecturer (RU) (SSD SPS/07) at the Faculty of Political Science with affiliation to the Department of Political Studies since 1/10/2007.

He currently teaches Sociology of Communication (I Level degree in Communication Sciences); Web journalism (I Level degree in Social Innovation, Communication and New Technologies); Media Systems and ICT (II Level degree in Public and Political Communication). As well, he teaches Sociology of Journalism at the “Giorgio Bocca” Master's Degree Program in Journalism.

He is President of the Italian Political Communication Association since 6/12/2020 (<https://www.compol.it>). He is the President of the COMferenza, the national conference of university degree programs in communication. He has been Director of the Master's Program in Journalism “Giorgio Bocca” from 5/22/2018 to 4/12/2023 (<https://www.mastergiornalismotorino.it>), one of the eleven Schools of Journalism in Agreement with the National Association of Journalists. He is Director of the Observatory on Political and Public Communication of the Department of Cultures, Politics and Society (since 5/18/2015) and scientific co-chair with Roberta Bracciale (University of Pisa) of the national research group Policom.Online on digital political communication (since 20/2/2018).

He is a member of the editorial board of the scientific journal “ComPol – Comunicazione Politica” (class A for concurrency sectors 14/A1, 14/C1, 14/C2, 14/C3, 14/D1). From 2013 to 2019, he was managing editor of “ComPol – Comunicazione Politica”. From 17/6/2020 Associate Editor of the journal “SN - Social Sciences”.

Since 1/10/2019, he has been the Vice-Rector for University Institutional Communication and Student Relations at the University of Turin.

He regularly conducts public engagement, dissemination and outreach activities. Since September 2020, he is member of the scientific committee and cultural design team of *UniVerso*, observatory on contemporary and permanent festival of the University of Turin (<https://universounito.it>). He has been a member of the scientific committee of *Biennale Democrazia* since 5/15/2020.

He participates in national and local media on the issues of election campaigns and digital communication: since April 2021, he has been a commentator on local politics for the newspaper “La Stampa - Torino” (GEDI Group). From November 2017 to 2019, he was a local politics commentator for “Corriere della Sera - Turin” (RCS Mediagroup).

He was a member of the Scientific Committee of the Observatory for Business Communication - Piedmont (from 12/10/2020 to 31/12/2022).

In 2016 he was Scientific Director and organizer of the first TEDx at the University of Turin. He was Scientific Director of Election Days, election strategy and political communication workshop of the University of Turin/Quorum sas/YouTrend (2013-2017).

He is referee for the evaluation of national and international research projects in the field of political communication. He was an evaluator for VQR 2015-2019 and 2011-2014 to the present. In addition, he routinely serves as a referee for editorial series and national and international scholarly journals, including “Contemporary Italian Politics”, “Modern Italy”, “South European Society and

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Politics”, “ComPol – Comunicazione Politica”, “Sociologia e Ricerca Sociale”, “Sociologica”, “Quaderni di Teoria Sociale”, “Cambio. Rivista sulle Trasformazioni Sociali” and so on.

His research activities are focused on four main fields of interest:

1. Political communication with focus on election campaigns and the communication strategies of political actors
2. Digital politics and democracy with focus on the transformations of parties and leaders within digital environments
3. Digital journalism, information disorder and platformization of the news
4. Voting Studies with focus on territorial variables of voting behaviour.

Since 2009, when he was founded, he has been a member of the Italian Association of Political Communication. Since 2018 he has been a member of the Board of Directors. Since 2020 he has been President.

He has been a member of the Italian Society of Political Science (SISP) since 2011. He has been a member of the Italian Association of Sociology (AIS) since 2012.

RESEARCH PROJECTS

- 5/6/2023 - 2025: Research Project of National Interest (PRIN) 2022: *Italian Parties Digitalization* - IPAD. University of Naples 'Federico II' (PI Marco Valbruzzi), University of Cagliari, University of Bologna, University of Turin. Participant in the local unit of the University of Turin. Duration: 24 months. Main ERC field: SH2. Funding (Ministry of University and Research contribution): 207.340 Euros.
- 27/6/2022-26/6/2024: scientific supervisor of the partnership between University of Turin/COREP and Reuters Institute - University of Oxford for study and research activities (topics or items related to the annual Digital News Report), advanced training, dissemination (newsletter of content research) to professional communities in the field of journalism and communication.
- 3/31/2022-30/11/2024: *The Digitalization of Italian Political Parties* - DigitaPP. Research project of the Bando Trapezio - Funded by Line 1 of the Compagnia di San Paolo Foundation. Participation in the research unit of the University of Turin with Antonella Seddone (PI) and Daniela Piccio. University of Turin (lead partner), University of Bologna (Piero Ignazi and Paola Bordandini), University of Cagliari (Fulvio Venturino and Stefano Rombi), University of Naples Federico II (Marco Valbruzzi and Annarita Criscitiello). Funding of 25.000 Euros.
- 12/15/2020-Present: Academic Research Network on Journalism and Disinformation. (Coordinators Salvo Vaccaro and Francesca Rizzuto, University of Palermo). Scientific supervisor for the Department of Cultures, Politics and Society (University of Turin) and for the Master's degree in Journalism “Giorgio Bocca”. University of Bergamo, University of Bologna, University of Cagliari, University of Enna KORE, University of Florence, University of Macerata, Universidad Complutense Madrid, University of Studies of Messina, Università Cattolica del Sacro Cuore Milan, University of Milan, University of Molise, Université Paris Nanterre, Département Information-Communication, University of Pisa, LUISS School of Journalism in Rome, Sapienza University of Rome, University of Rome UNITELMA Sapienza, University of Salerno, University of Sassari, Carlo Bo University of Urbino, Institute for Formazione al Giornalismo (IFG) of Urbino
- September 2020-April 2022: “UNITA - Universitas Montium.” PI WP8 (Communication and dissemination). Project of the European Universities Initiative, competitive 'call' of the European Commission under the “Erasmus+” and “Horizon 2020” programs. University of Turin

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(coordination), Universidad de Zaragoza, Université Savoie-Mont Blanc, Universitatea de Vest din Timișoara, Universidade da Beira Interior y Université de Pau et des Pays de l'Adour

- 2019-2021: *Artificial Intelligence for European Integration* - AI4EI. Key staff member. Project within the European research program “Erasmus+” that foresees the establishment of a “Jean Monnet Center of Excellence” that will bring together a multidisciplinary group of experts in order to coordinate a research and initiate debate and discussion activities about the impact of AI on European integration. Department of Cultures, Politics and Society, University of Turin <https://www.jmcoe.unito.it/home>

- February-June 2019: *EuroFlections. Leading Academics on the European Elections 2019*. Participation in the Report on the topic of elections and campaigning gathers over 60 contributions from European 'leading academics'. DEMICOM Research Center - Mid Sweden University <https://www.miun.se/en/euroflections>

- January-May 2019: *European elections 2019: media, voters, results. Voting choices and media coverage of the election campaign for the European Parliament*. Participation in election research project with focus on communication strategies of leaders and parties in the social network ecosystem. Department of Political Cultures and Society - University of Turin, Department of Social and Political Sciences - University of Milan, Department of Political and Cognitive Social Sciences - University of Siena

- January-April 2019: *Questioni Primarie*. Participation in research activities (survey) on voters' opinions; analysis and reflections on the Democratic Party primary election campaign. Project coordinated by Candidate & Leader Section, standing group of the Italian Society of Political Science in collaboration with the online edition of the journal “il Mulino” and the Observatory on Public and Political Communication of the University of Turin

- November 2018-February 2021: *Periferie urbane: comportamento politico ed elettorale in Italia*. Research project on the 15 metropolitan cities, coordinated by the “Carlo Cattaneo” Institute of Bologna with the participation of 15 national university research units. PI of the local unit in Turin (Department of Cultures, Politics and Society), with Davide Pellegrino (Interateneo Department of Science, Planning and Politics of the Territory)

- 2018-2022: “Centro 'Luigi Bobbio' for Public and Applied Social Research”, Department of Cultures, Politics and Society, University of Turin. Participation in the design of the application for the 2018-2022 funding fund of the Ministry of Education, University and Research (MIUR) (Law No. 232 of 2016). CPS has been granted facility of excellence by the MIUR

- January-September 2018: *Emozioni Politiche*. Interdisciplinary and inter-university research with Department of Cultures, Politics and Society - University of Turin, Department of Political Science - University of Pisa, Department of Philosophy, Literature and Linguistics - University of Pisa, Computational Linguistics Laboratory (CoLingLab), IIT CNR Pisa. Scientific paper presentation September 2018. Dissemination in collaboration with the newspaper “la Repubblica” March 2018: <https://lab.gedidigital.it/repubblica/2018/elezioni/emozionipolitiche/>

- 2/20/2018-Present: coordinator and scientific co-chief, with Roberta Bracciale (University of Pisa) of the interdisciplinary inter-university research group “Policom.Online”. Promotes innovative research by connecting social sciences and technology in the field of digital communication and political communication. Convention between Department of Cultures, Politics and Society (University of Turin) and Department of Political Science (University of Pisa).

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SCIENTIFIC AND EDITORIAL BOARDS

- 7/28/2023-Present: member of the scientific committee of the journal *The Lab's Quarterly*. Editor: Andrea Borghini (University of Pisa). ISSN: 2035-5548.
- September 2020-present: member of the Scientific Committee of *UniVerso*, contemporary observatory and cultural poster for public engagement of the University of Turin
- 15/5/2020-present: member of the steering committee of *Biennale Democrazia*, City of Turin / University of Turin / Polytechnic University of Turin
- 2020-Present: member of the editorial board of the journal *ComPol – Comunicazione Politica* (il Mulino). Editor-in-chief: Augusto Valeriani (University of Bologna). ISSN: 1594-6061.
- 17/6/2020-Present: Associate Editor of the journal “SN - Social Sciences”. Editor-in-Chief: Gino D'Oca. SN Social Sciences is a multi- and interdisciplinary peer-reviewed academic research journal serving the broad Social Sciences community. Springer Nature (ISSN: 2662-9283)
- 2013-2019: managing editor of the journal “Political Communication” (Il Mulino). Editor-in-chief: Franca Roncarolo (University of Turin)
- 12/9/2017-Present: member of the Scientific Committee of the Qualitative Research Lab of the Department of Cultures, Politics and Society - University of Turin (Director Mario Cardano) - 11/15/2014-Present: member of the Scientific Committee of TO-Europe. Center for European Studies of the Department of Cultures, Politics and Society - University of Turin (Chair: Rachele Raus. Director: Marzia Ponso).

TEACHING ACTIVITIES (since 2007)

- Sociology of Communication (6–12 ECTS) – Undergraduate degree in Communication Sciences and related programs (continuously from 2007 to present).
- Media Systems and ICT (9 ECTS) – Graduate degree in Public and Political Communication (from 2009 to present).
- Web Journalism (6 ECTS) – Undergraduate degree in Social Innovation, Communication and New Technologies (since 2020).
- Sociology of Journalism (6ECTS) - “Giorgio Bocca” School of Journalism.
- Various applied labs (e.g., Making a Thesis in Communication, PoliticalCommunicationMonitor) – within various graduate programs.
- Additional teaching includes courses in Sociology of Culture and Communication, Media Sociology, Political Sociology, Social Theory of the Image (NABA, Milan), and thesis research labs on online sources (2008–2013).

INSTITUTIONAL APPOINTMENTS

- From January 20, 2025, President of the COMferenza, the National Conference of University Degree Programs in Communication.
- 24/6/2020-Present: President of the Italian Political Communication Association (AssoComPol)
- October 2019-Present: Vice-Rector for institutional communication of the University of Turin
- October 2019-present: Vice-Rector for relations with students and student representatives of the University of Turin
- October 2018-2021: communication strategist for the Department of Cultures, Politics and Society of the University of Turin (Director Franca Roncarolo) and of the Department's Project of Excellence: 'Luigi Bobbio' Center for Public and Applied Social Research (Director Prof. Francesco Ramella and Deputy Director Prof. Rocco Sciarrone)

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- May 2018- December 2023: scientific director of the Master's in journalism 'G. Bocca' at the University of Turin (<https://www.mastergiornalismotorino.it>), one of the eleven Schools of Journalism in Agreement with the National Association of Journalists
- April 2018-Present: member of the Technical Scientific Committee of the Master's in Journalism "Giorgio Bocca" at the University of Turin/National Order of Journalists
- December 2016-Present: member of the Board of Directors of the Italian Association of Political Communication
- June 2015-December 2017: member of the Joint Commission of teachers/students at the three-year degree course in Communication Sciences, University of Turin
- Member of the Selection Committee of the Doctoral Program in "Social and Political Change" at the University of Turin and Florence - XXX cycle.
- May 2013-April 2016: member of the "Norberto Bobbio" Library Board, School of Legal, Political and Economic-Social Sciences, Luigi Einaudi Campus, University of Turin
- 2012-2014: member of the teaching committee of the Department of Cultures, Politics and Society, University of Turin
- 2012-2015: vice-president with operational functions of the master's degree course in Public and Political Communication (M.D. 270/2004 - Chair Franca Roncarolo), Department of Cultures, Politics and Society, University of Turin
- 2012-Present: member of the Monitoring and Review Committee / student tutor for the master's degree course in Public and Political Communication, University of Turin
- 2007 to 2014: member of the Management Board of the Faculty of Political Science, University of Turin (Faculty Chairs: Prof. Franco Garelli and Prof. Fabio Armao).

EDUCATION

- February 2004: Ph.D in "European and Euro-Americans Political Studies" at Department of Political Studies (University of Torino) with doctoral thesis on "Media and political scandals: review of studies and research perspectives". Tutors: Prof. C. Marletti e Prof. S. Belligni. Coordinator: Prof. M. Carmagnani.
- April the 13th 2000: II Level Degree in "Political Sciences – Section Politics and Society" (Course "Communication and Culture") at the Faculty of Political Sciences (University of Torino) with a degree thesis in 'Political communication' on "Media and political scandals". Tutor: Prof. C. Marletti. Co-tutors: Prof. F. Roncarolo and Prof. G. Grossi.

PUBBLICATIONS

Books and guest co-edited issues

- (with E.doardo Novelli), *Love and Hate in Politics*, special issue on the journal "ComPol – Comunicazione Politica", XIX (1), 2018, Il Mulino
- *Le campagne elettorali al tempo della Networked Politics*, Laterza, Roma-Bari, 2017
- *Le pietre d'inciampo. Lo scandalo come meccanismo sociale*, Aracne Editrice, Roma, 2008
- (with L. Berzano), *Società e movimenti*, Ed. Esselibri Simone, Napoli, 2003 ("Windows Sociologia" edited by Filippo Barbano).
- (with C. Genova and A. Massaro), *L'ultimo rave. Le feste del nuovo millennio tra analisi di costume e leggenda metropolitana*, Ananke, Torino, 2005.

Book chapters

- *Saturday Night Live Show. Entertainment e politica*, in G. Carluccio, M. Pollone (a cura di), *America oggi 2. Cinema, media, intersezioni. Immagini di un atlante possibile*, Kaplan, Torino [in print]
- *Le periferie elettorali a Torino*, in A. Iannello, P. Griseri (eds), *Periferie in transizione. Il caso di Torino e delle città post-industriali*, Collana Le Impronte, FrancoAngeli, Milano
- *La televisione e la mediatizzazione dei sistemi sociali*, in M. Belluati, S. Tirocchi, *Sociologia della comunicazione e degli ambienti mediali*, Pearson, Milano, 2023, pp. 87-117
- *Cognizioni, emozioni, comportamenti politici dei cittadini*, in G. Mazzoleni (a cura di), *Introduzione alla comunicazione politica*, il Mulino, Bologna, 2021, pp. 193-211
- (with D. Pellegrino), *Torino*, in M. Valbruzzi (ed), *Come votano le periferie. Comportamento elettorale e disagio sociale nelle città italiane*, il Mulino, Bologna, 2021, pp. 113-126
- (with G. Mazzoleni), *Political Communication*, in D. Berg-Schlosser, Bertrand Badie, L. Morlino (eds), *The SAGE Handbook of Political Science*, Sage, Los Angeles-London, 2020, pp. 602-618
- *Communication Strategies of Political Actors in the 2019 European elections in Italy*, in N. Bolin, K. Falasca, M. Grusell, L. Nord (eds), *EuroFlections. Leading academics on the European elections 2019*, DEMICOM Report n. 40, Mittuniversitetet: Sundsvall, Sverige, 2019, pp. 82
- (with R. Bracciale, A. Martella, C. Crisosto), *I like non sono voti? La campagna sui social nelle europee 2019*, in M. Valbruzzi (a cura di), *L'Italia sovranista e la sfida all'Europa. Le elezioni europee ed amministrative 2019*, Istituto Carlo Cattaneo, Bologna, 2019, pp. 80-85
- (with D. Pellegrino), *Elezioni europee 2019 a Torino: un'analisi territoriale del voto*, in M. Valbruzzi (a cura di), *L'Italia sovranista e la sfida all'Europa. Le elezioni europee ed amministrative 2019*, Istituto Carlo Cattaneo, Bologna, 2019, pp. 211-221
- *Digital Campaigning: The Communications Strategies of the Leaders on Facebook*, in L. Ceccarini, J.L. Newell (eds), *The Italian General Election of 2018*, Palgrave MacMillan, Houndmills, Basingstoke, pp. 217-243
- *La campagna digitale: le strategie dei leader su Facebook*, in L. Ceccarini, J.L. Newell (a cura di), *Un territorio inesplorato. Le elezioni del 4 marzo 2018*, Maggioli, Santarcangelo di Romagna, 2019, pp. 233-263
- (with M. Belluati), *Europe in the Media Space: The Construction of the EU Public Sphere in Italy*, in M. Ceretta and B. Curli (eds), *Discourses and Counter-discourses on Europe, from the Enlightenment to the EU*, Routledge, London, 2017, pp. 189-214
- *Emotion in politics*, in *The International Encyclopedia of Communication*, Wiley, New York, vol. 2, 2015
- *L'Europa nella comunicazione dei partiti alle Europee 2014*, in M. Belluati, P. Caraffini (eds), *L'Unione Europea tra istituzioni e opinione pubblica*, Carocci, Roma, 2015: pp. 256-270
- (with F. Barbera), *Falso movimento. La crisi infinita del cinema in Italia* in M. Santoro (ed), *La cultura che conta. Misurare oggetti e pratiche culturali*, il Mulino, Bologna, 2014: pp. 237-265
- (with G. Bobba), *La costruzione dell'«eccezionale» come risorsa del consenso* in G.L. Bulsei and A. Mastropaolo, "Oltre il terremoto. L'Aquila tra miracoli e scandali", Viella Editrice, Roma, 2011: pp. 99-130
- *The New Technologies: The First Internet 2.0 Election*, in J.L. Newell (ed), "The Italian general election of 2006: Romano Prodi's Victory", Palgrave Macmillan, Houndmills -

Basingstoke, UK - *The Changing Face of Media. A Catalogue of Anomalies*, in D. Albertazzi, C. Brook, C. Ross (eds) "Resisting the tide. Cultures of opposition during the Berlusconi years", Continuum, London - New York, 2009

- *Il postmoderno emergente. Manifesti e campagna "on line" nelle Regionali piemontesi del 2005*, in C. Marletti (ed), *Il leader postmoderno*, FrancoAngeli, Milano, 2006: pp. 157-215.
- *La notiziabilità dell'Europa. Attori, eventi e temi nella copertura della stampa* in C. Marletti and J. Mouchon (eds), *La costruzione mediatica dell'Europa*, FrancoAngeli, Milano, 2005: pp. 67-129.
- *Right to party! Verso una comprensione della cultura rave*, in C. Cepernich, C. Genova and A. Massaro, *L'ultimo rave. Le feste del nuovo millennio tra analisi di costume e leggenda metropolitana*, Ananke, Torino, 2005: pp. 125-154.

Journal articles

- (with A. Martella, *La politica da soggetto ad oggetto della narrazione elettorale. Le elezioni Politiche 2022 su TikTok*, in "Rivista di Digital Politics" (in corso di pubblicazione)
- (with A. Martella), «*Dacci oggi il nostro TikTok quotidiano*». *Strategie di pubblicazione dei quotidiani italiani su TikTok*, in "Problemi dell'informazione", 1/2024, pp. 65-92
- (with S. Scamuzzi, M. Belluati, M. Caielli, V. Patti, S. Stecca, G. Tivaldo), *Fake news e hate speech. I nodi per un'azione di policy efficace*, in "Problemi dell'informazione", 21, 1, 2021, pp. 49-81
- (with D. Pellegrino, M. Regalia, F. Venturino), *La dimensione territoriale del voto. L'ex triangolo industriale Genova-Milano-Torino, 2008-2019*, in "POLIS. Ricerche e Studi su Società e Politica", vol. XXXIV, 3, 2020, pp. 423-449
- (with A. Fubini), *Italian Parties and the Digital Challenge: Between Limits and Opportunities*, in "Contemporary Italian Politics", vol. 12, 4, 2020, pp. 476-497
- (with R. Bracciale), *Digital Hyperleaders. Communication Strategies on Social Networks at the 2019 European Elections*, in "Italian Political Science", special issue *A new page for Europe? Insights from the 2019 European Elections in Italy*, 14, 2, 2019, pp. 93-113
- (with R. Bracciale), *Hybrid 2018 campaigning: Italian political leaders and parties social media habits*, in "Italian Political Science", special issue *Who's the winner? An analysis of the 2018 Italian general election*, 13 (1), 2018, 36-50
- (with E. Novelli), (2018), *Sfumature del razionale. La comunicazione politica emozionale nell'ecosistema ibrido dei media*, in "Comunicazione Politica", XIX (1), 13-30
- (with D. Pellegrino & A. Cittadino), *Come votano le periferie?. La «Terza città» alle elezioni Comunali di Torino 2016*, in "Meridiana", 90 (2), 2018 (prossima uscita) - *Le campagne elettorali digitali*, in "Comunicazione Politica" 2/2016, pp. 253-256
- «*Web politics*». *Un bilancio*, in "Storia del pensiero politico" 3/2015, pp. 475-492
- *Da tifoso a spettatore: metamorfosi del telesportivo*, in «*Graphicus*», vol. 1072, n. 4, pp. 2627.
- *Dentro le war room. Il campaigning dei partiti alle Politiche 2013 visto dall'interno*, in «*Comunicazione Politica*», n. 1, 2014, pp. 227-245.
- *Storie di subprime, downgrading, spread e default. La narrazione della grande crisi tra informazione e popolarizzazione*, in «*Comunicazione Politica*», n. 3, 2012, pp. 409-440.

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- (with F. Roncarolo and L. Caruso) *Le rappresentazioni mediali della crisi tra bisogni informativi e strategie politico-comunicative*, in «Rassegna Italiana di Sociologia», numero monografico su *Crisi finanziaria e scienze sociali: mercati, politica, organizzazioni*, LIII (1), 2012, pp. 137-168.
- *La satira politica al tempo di Internet*, in «Comunicazione Politica», n. 1, 2012, pp. 73-88.
- (with G. Bobba) *La costruzione dell'«eccezionale» come risorsa per il consenso. Il terremoto tra celebrazione mediale e opportunismo politico*, in «Meridiana. Rivista Quadrimestrale dell'Istituto Meridionale di Storia e Scienze Sociali», special issue on *L'Aquila 2010: dietro la catastrofe*, n. 66, ottobre 2010, pp. 153-184
- *L'isteria mediatica*, in «il Mulino», 4/2010, pp. 680-686
- «Al centro della scena». *Campagna elettorale e campagne stampa intorno agli 'inciampi' pubblici e privati di Silvio Berlusconi*, in «Comunicazione Politica», anno XI, n. 1 (gennaio/aprile 2010), pp. 6780
- *Landscapes of immorality. Scandals in the Italian press (1998-2006)*, in «Perspectives on European Politics and Society» vol. 9, n. 1, 2008
- *L'Unione Europea e l'Italia nella prospettiva di una società mediterranea della comunicazione e dell'informazione*, in «Bollettino della Società Geografica Italiana», vol. X, 4, ott.-dic. 2005.

Torino, 12th August 2025

