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***Personal References***

CEPERNICH CRISTOPHER

Born in Torino

8<sup>th</sup> September 1970

*Office Address*

University of Torino (Italy)

Department of Culture, Politics and Society

Campus Luigi Einaudi

Lungodora Siena, 100 – 10153 Torino

Telephone + 39 011 670 4141

Fax + 39 011 6704114

*E-mail* [cristopher.cepernich@unito.it](mailto:cristopher.cepernich@unito.it)

*Twitter* @Cepernich

# C U R R I C U L U M V I T A E

Cristopher Cepernich is Lecturer and Aggregate Professor in Sociology at University of Torino. He joined the Faculty of Political Sciences in October the 1<sup>st</sup> 2007 at the Department of Political Studies, now named Culture, Politics and Society.

He teaches Sociology of communication (I Level Degree in *Sciences of communication*) and Media systems and ICT (II Level Degree in *Public and political communication*). He was confirmed in role of Lecturer and Aggregate Professor the 3<sup>rd</sup> November 2011 with Decree n. 6684. He conducts studies on sociology of the media and the political communication.

He is Director of the Observatory on Political and Public Communication of the Department of Culture, Politics and Society at the University of Torino (Italy).

He works as assignment editor at the Journal "Comunicazione Politica" (Il Mulino Publishing Group).

Since 2014 he is Scientific Director of *Election Days*, annual international workshop of electoral strategy and political communication at the University of Turin, Department of Culture, Politics and Society (with Quorum and YouTrend). In 2016 Scientific Director and organizer of the first TEDx of the University of Torino.

He serves as reviewer for the evaluation of nation and international research project in the communication field. Furthermore he is reviewer for national and international Academic book series and journals ("Contemporary Italian Politics", "Modern Italy", "South European Society and Politics", "Comunicazione Politica", "Sociologia e Ricerca Sociale").

In continuity with Ph.D. studies, he focuses his researches on media representations of politics and society:

- strategies of campaigning and political communication in electoral campaigns;
- web and SNS impact on public sphere, democracy and political communication;
- media coverage: political and social events, issues and actors for the analysis of public discourses and social perceptions;
- scandal as social mechanism, as strategy of communication in political field and as format of the news.

Since 2009 he is member of the Italian Association of Political Communication.

Since 2011 he is member of the Italian Society of Political Science (SISP).

Since 2012 he is a member of the Italian Association of Sociology (AIS).

## RESEARCHES

- 2015: "Campaigning e comunicazione di governo: le nuove frontiere della comunicazione politica". Local research program (Principal Investigator), University of Torino
- 2014-2015: "Orizzonti globali di cittadinanza e discorsi d'Europa". Local research program, University of Torino.

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- 2013-2015: "How to change the political representation in Italy. The decision to vote in the electoral cycle 2013-2015". Interuniversity Research Program of National Interest (PRIN 2012).
- 2008-2012: "Popularization of communication, going public and entertainment television: new forms of politics." Interuniversity Research Program of National Interest (PRIN 2008).
- 2012-2013: "Communicating Public Policies" – Triennial research program funded by University of Turin, Piedmont Region and Compagnia di San Paolo.
- 2011-2012: "Communiquer en réseau pour le développement". Commission Européenne 2011-2012 - Acteurs Non Etatiques et Autorités Locales dans le Développement. Sensibilisation du public sur les questions de développement, et appui à l'éducation au développement dans l'Union Européenne (Référence: EuropeAid/131141/C/ACT/Multi). Coordinator: Federacion Catalana de ONG para el Desarrollo.
- 2009-2010: "Antenna. Information on intercultural issues in Piedmont". Research co-funded by Piedmont Region, Paralleli - Euro-Mediterranean Institute of the North-West, Order of Journalists of Piedmont.
- 2008-2009: "Towards the 2009 elections. A year of European observatory on the issues in the media". Local 2008 research program, University of Torino.
- 2007-2009 "European Union and local media 2009". Research program in harness with the European Commission Representation in Italy.
- 2006-2007: two-years research fellowship by Fondazione CRT – Progetto Alfieri (at Department of Political Studies – University of Torino) linked to the PRIN research program "Electoral arenas and political actors: the communication strategies of leaders and parties in the framework of the permanent campaign".
- 2005: one-year research fellowship by Fondazione CRT – Progetto Alfieri on PRIN research program "The visibility of strategic political actors in local media".
- 2003-2004: analyst within the PRIN research program "Local leadership and communication: political strategies, visibility on media and dynamics of opinion".

## TEACHINGS

- 2017-18: Sociology of communication (3 CFU - I Level Degree in Sciences of communication); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication); PoliticalCommunicationMonitor 3 CFU - Laboratory - II Level Degree in Public and Political Communication)
- 2016-17: Sociology of communication (3 CFU - I Level Degree in Sciences of communication); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication); PoliticalCommunicationMonitor 3 CFU - Laboratory - II Level Degree in Public and Political Communication)
- 2015-16: Sociology of communication (12 CFU - I Level Degree in Sciences of communication); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication); Sociology of communication at the I Level Master course in Journalism (University of Torino)

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- 2014-15: Sociology of communication (12 CFU - I Level Degree in Sciences of communication); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication);
- 2013-14: Sociology (12 CFU - I Level Degree in International Sciences); Mass communication (6 CFU - I Level Degree in Sciences of communications); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication);
- A.A. 2012-13: Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication);
- A.A. 2011-12: Sociology of media (3 CFU - I Level Degree in Social and Political Sciences); Media systems and ICT (9 CFU - II Level Degree in Public and Political Communication); Sociology of culture and communication (6 CFU - Interfaculty in Strategic Studies);
- A.A. 2010-11: Sociology (12 CFU - I Level Degree in Political Sciences); Media systems and policies for the information society (9 CFU - II Level Degree in Public and Political Communication); Sociology of culture and communication (6 CFU - Interfaculty in Strategic Studies);
- A.A. 2009-10: Sociology of communication (6 CFU - I Level Degree in Political Sciences); Media systems (9 CFU - II Level Degree in Public and Political Communication); Sociology of culture and communication (Interfaculty in Strategic Studies). Furthermore the extra course Social theory of image (Master in Photography and Visual Design at NABA, New Accademy of Arts – Milan).
- From 2008 to 2013: Laboratory for degree thesis: online sources to research (Coordinator);
- From 2004-05 to 2006-07: Contract Professor for the course of Sociology of communication (5 CFU) at the Faculty of Political Sciences (University of Torino);
- From 2003-04 to 2006-07: Contract Professor for the course of Sociology of culture and communication (5 CFU) at the Interfaculty of Strategic Studies (University of Torino);
- From 2003-04 to 2006-07: Contract Professor for the course of Sociology of politics (4 CFU) at the Faculty of Political Sciences (University of Torino–Seat of Cuneo);
- From 2003-04 to 2006-07: Contract for the Laboratory on mediatic and cultural consumption at the Faculty of Political Sciences (University of Torino–Seat of Cuneo);
- January 2001: assigned to “Cultore della materia” for the courses of Sociology (Prof. C. Marletti and Prof. L. Berzano of the University of Torino) and Sociology of communication (Prof. C. Marletti).
- September 2000: tutor for e-learning course of Sociology (Prof. C. Marletti) within the Faculty of Political Sciences project “Online Education” (University of Torino).

## **INSTITUTIONAL CHARGES**

- Member of Italian Association of Political Communication Board
- Member of the “Norberto Bobbio” University Library Management Board, Campus Luigi Einaudi, University of Torino
- Member of the Commission for Didactic Affairs at I Level Degree in Sciences of communication, University of Torino

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- Member of the Advisory Commission for Didactic Affairs at Department of Culture, Politics and Society, University of Torino
- Vice-President of the II Level Degree in *Public and political communication* (D.M. 270/2004 – President Franca Roncarolo), Department of Culture, Politics and Society, University of Torino
- President of the Commission for the Self-Evaluation Processes referring to the II Level Degree in *Public and political communication*
- Member of Management Board of the Political Sciences Faculty at University of Torino (2007-2014).

## 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. Co-ordinator: 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

- *Le campagne elettorali al tempo della Networked Politics*, Laterza, Roma-Bari, Settembre 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

- (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: pp. 189-214
- *Emotion in politics*, in *The International Encyclopedia of Communication*, Wiley, New York, vol. 2, 2015

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- *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*

- *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. 26-27.
- *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.
- (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

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- «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. 67-80
- “Sbatti la protesta in prima pagina”, in «Nuvole. Per la ragionevolezza dell’Utopia», n. 36, gennaio 2009 ( <http://www.nuvole.it> )
- *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.

#### Working Papers

- (with M. Belluati), *L’informazione interculturale in Piemonte. Uno studio sui media locali*, Dipartimento di Studi Politici, Università degli Studi di Torino, 2011, available on <http://www.dsp.unito.it>

#### Critical Analysis

- *Pop Politics dopo il ventennio berlusconiano. Carlo Marletti e Gianpietro Mazzoleni rispondono a Christopher Cepernich*, in «Comunicazione Politica», XV, 3, pp. 611-622.

#### Reviews

- Marco Laudonio e Massimiliano Panarari, *Alfabeto Grillo. Dizionario critico ragionato del Movimento 5 Stelle*, in «Comunicazione Politica», XVI, n. 2, pp. 123-125
- [James Stanyer, \*Intimate Politics. Publicity, Privacy and the Personal Lives of Politicians in Media-Saturated Democracies\*](#), in «Sociologia e Politiche Sociali», vol. 17, n. 2, pp.169-171.
- Nicola Bruno, Raffaele Mastrodonato, *La scimmia che vinse il Pulitzer. Personaggi, avventure e (buone) notizie dal futuro dell’informazione*, in «Historia Magistra», 8/2012: p. 150
- Brian A. Monahan, *The shock of the news. Media coverage and the making of 9/11* (New York University Press), in «Sociologica» 1/2011, available on <http://www.sociologica.mulino.it>
- Paolo Pombeni (a cura di), *L’Europa di carta. Stampa e opinione pubblica in Europa nel 2008*, (il Mulino), in «Comunicazione Politica», anno XI, n. 1 (gennaio/aprile 2010): pp. 137-139
- *A New Observatory: Monitoring Italian and European Communication*, in «Bulletin of Italian Politics», vol. 1, n. 1, Summer 2009: pp. 169-170
- Cristian Vaccari, *La comunicazione politica negli USA* (Carocci), in «Comunicazione Politica», vol. VIII, n. 2, 2007: pp. 325-327
- *Il Divo* (un film di Paolo Sorrentino) in «Comunicazione Politica», vol. IX, n. 2, 2008: pp. 247-249
- *I Vicerè* (un film di Roberto Faenza) in «Comunicazione Politica», vol. VIII, n. 2, 2007: pp. 328-329

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- L. Berzano, R. Gallini, C. Genova (2002), *Liberi tutti. Centri sociali e case occupate a Torino*. Torino: Ananke in "Religioni e Società", 47, 2003.
- José Vidal Beneyto (a cura di) (2002), *La ventana global*. Madrid: Santillana Ediciones Generales in "Comunicazione Politica" vol. IV, n. 2, 2003.
- Carlo Marletti e Emanuele Bruzzone (a cura di) (2000), *Teoria, società e storia. Scritti in onore di Filippo Barbano*. Milano: FrancoAngeli in "Teoria Politica" n. 2/2002;
- John B. Thompson (2000), *Political scandal. Power and visibility in the media age*. Cambridge: Polity Press in "Comunicazione Politica" vol. I, n. 2, 2001.

### CONFERENCES

- *Campaigning, e-campaigning*, relazione al panel *Le città "in campagna"* – I Seminari di LaPolis 2016 – TV, calcio, paure e altre elezioni italiane, Università di Urbino (Direzione di Ilvo Diamanti e Nando Pagnoncelli), 2 Settembre 2016
- *Saper governare non basta. Due città al voto a Torino* (with Franca Roncarolo), paper presentation to the Annual Conference of Società Italiana di Studi Elettorali, University of Roma Tre, Rome, 8 July 2016
- *Matteo secondo Filippo. Lo storytelling visual di Renzi su Instagram*, paper presentation to the conference *La comunicazione come risorsa democratica*, Annual Conference of Associazione Italiana di Comunicazione Politica, Salerno 10-12 December 2015
- *Political Communication, Campaigning and Professionalization in the Digital Era* - Co-Chair with Ralph Negrine (University of Sheffield.) at XXIX SISP Annual Conference, Università della Calabria, Arcavacata di Rende, 10-12 September 2015
- «Europa chi?». *La comunicazione dei partiti su Twitter alle Europee 2014*, paper presentation to the conference *La comunicazione politica in Europa: tra populismi e antipolitica*, Annual Conference of Associazione Italiana di Comunicazione Politica, Catania 11-13 December 2014
- *Il potere oltre la tv: pubblicità, politica, informazione*, paper presentation to the conference *La politica dei media. Stampa, radiotelevisione, internet davanti al potere*, V Convegno Internazionale Fondazione Luigi Salvatorelli, Perugia, 7-8 November 2013
- *Dentro le war room: le strategie del campaigning fra vecchi e nuovi media*, paper presentation to the X National Conference of Associazione Italiana di Sociologia – Sez. di Scienza Politica, University of Firenze, 10-12 October 2013
- Panel *discussant* to the paper *Relazioni sociali ed identità in Rete: vissuti e narrazioni degli italiani su Facebook. Primi risultati*, at the conference *Così vicini, così lontani: la via italiana ai social network*, Catholic University of Milano, 26-27 September 2013
- *I modelli produttivi delle news: oltre l'agenda setting?*, panel discussion with Mario Morcellini, Peppino Ortoleva and Franca Roncarolo, Summer School Prix Italia 2013 – University of Torino, 24 September 2013
- *Chairperson* (with Francesco Amoretti) of the plenary session on *La satira politica*, Stati Generali della Comunicazione Politica, LUISS "Guido Carli", Roma, 28-30 May 2013

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- *Vecchie campagne, nuovi strumenti*, paper presentation at the conference *I mestieri della politica. Storie, attori e tecniche per la gestione del consenso*, University of Catania, 24 May 2013
- Panel *discussant* on *Comunicazione e culture politiche*, Convegno AIS - Sezioni PIC e Vita Quotidiana, *L'incerto presente. Comunicazione e culture nella transizione italiana*, University of Salento, Brindisi 12-13 April 2013
- *Anche l'economia è pop. Strategie di comunicazione della crisi sulla carta stampata 2008-2012*, paper presentation at the Annual Conference of Associazione Italiana di Comunicazione Politica: *Linguaggi pop e decisioni hard. La comunicazione politica in tempi di crisi*, Torino 13-15 December 2012
- *Il ruolo dei new media nella formazione delle subculture giovanili*, paper presentation at the National Conference of Laboratorio GruppoAnalisi, Torino, 2-3 November 2012
- *L'esserci (o non esserci) della 'crisi' sulla stampa tra bisogni informative e strategie politiche*, paper presentation at the Annual Conference of Associazione Italiana di Comunicazione Politica *Nuove forme della comunicazione politica: tra polarizzazione e nuove tecnologie*, Perugia 28-29 October 2011
- *Il corpo-spettacolo. I media e la sessualizzazione della sfera pubblica*, paper presentation at the conference *Il corpo del reato*, invitation by University of Salerno and Municipality of Potenza, Teatro Stabile di Potenza, 9 April 2011
- *"O shame! Where is thy blush?". The lost battle for public opinion*, paper presentation to the 6<sup>th</sup> PSA Annual Conference – Panel *Morality, political scandals and the detachment of citizens from the political process*, Edinburgo, 29 March-1 April 2010
- *"Opposite hysterics". Veronica, Noemi, Patrizia and the Italian media system on the verge of a nervous breakdown*, paper presentation to XXIV Convegno SISP – Panel *Scandals and the spectacle of politics*, Venezia 16-18 September 2010
- *"Al centro della scena – Revisited". Campagne elettorali e campagne stampa intorno agli "inciampi" pubblici e private di Silvio Berlusconi*, paper presentation to SISP – Standing Group di Comunicazione Politica, Bologna 17-18 giugno 2010, Biblioteca "il Mulino"
- *'Best practises' per l'informazione interculturale locale*, paper presentation to *Antenna Informazione Interculturale. Analisi sui media del Piemonte*, University of Torino, Circolo dei Lettori – Torino, 12 March 2010
- *"Quindici anni" di Europa sulla stampa italiana*, paper presentation to *Comunicare l'Europa*, Università degli Studi di Torino, Aula Magna University of Torino, 21 May 2009
- *Discussant* to *Le Settimane della Politica (1<sup>st</sup> Edition) – Il "caso" Italia*, panel on political communication and public opinion, Sala Lauree Facoltà di Scienze Politiche, Torino 25 February 2009
- *La cooperazione sui media italiani*, paper presentation to the conference *Cooperazione internazionale: come comunicarla?*, Università degli Studi di Torino, Aula Magna del Rettorato, 10 October 2008.
- *Internet nella campagna per le Regionali 2005 in Piemonte*, paper presentation to XIX Convegno SISP – Panel: *Il leader postmoderno. Comunicazione politica e leadership in un clima di campagna permanente*, University of Cagliari, 21-23 September 2005.

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- *Media and political scandals in Italy. Mistrust on the ground of antipolitics* paper to the workshop *Antipolitics and the media*, 29° ECPR Joint Session, Dipartimento di Studi Politici, Facoltà di Scienze Politiche, University of Torino, 22-27 March 2002.
- *Media, politica e scandali*, paper to the workshop *Comunicazione politica e leadership locale*, conference *Potere politico e globalizzazione* dell'Associazione Italiana di Sociologia – Sez. di Scienza Politica, University of Calabria, Arcavacata di Rende, 26-27 September 2002.
- *Discussant* at the international conference *Political scandals past and present*, University of Salford, Salford, Greater Manchester, UK, 21-23 June 2001.

Torino, 23<sup>rd</sup> October 2016

Cristopher Cepernich