

Gillian Mansfield

Short Profile

Gillian Mansfield is a former Associate Professor of English Language and Linguistics at the University of Parma, Italy.

Her areas of research focus firstly on Discourse and Corpus Analysis and the teaching of translation skills with particular reference to the role of general and specialized corpora in the translation process. With the language learner in at the centre of her studies, she is particularly interested in critical reflection and awareness-raising activities in a technology enhanced collaborative learning environment, with a view to developing lifelong learning skills that incorporate intercultural competence into the study of language.

Her publications focus on the search for pragmatic meaning in context in various types of media text (newspapers, magazines and television), identification and purpose of wordplay, as well as cultural identity in global advertising. Her responsibility in the setting up and coordinating of a Multimedial Laboratory (2004) in her Department was crucial to her research into learner autonomy and fostering critical awareness of language in learners. More recently, she has moved on to research into the language of social media, in particular the language of seeking and giving emotional support through collaboration among patients with diabetes, as emerges from the forums on dedicated websites.

She has taken part in European funded projects (Lingua – Azione D) as general co-ordinator (*Vocallit* ‘Il Progetto Multimediale per l’Apprendimento della Lingua Italiana nei Linguaggi Specialistici’ and local co-ordinator (Progetto MML – Cliccando L’Italia). In Italy, receiving financial support from the Ministry of University Education (*Campus One Project*) she designed an on-line inter-faculty course of English in preparation for a standardized examination (B1 CEFR) for the majority of Parma University’s 30,000 students. She also took part in an action-research group comprising the Italian Ministry of Education, AICLU (Italian Association of University Language Centres) and other Italian language learning associations, with a view to developing in-service English language training and Assessment of Primary School teachers.

For a number of years, she was director of the University of Parma Language Centre and Rector’s Delegate for Language Learning. She was also treasurer (2001-2004) and secretary of AICLU (2004-2007), and then Secretary General (2008-2012) and President of CercleS from 2012 to 2016. While President of CercleS, she was also Co-Editor-in-Chief with David Little of *Language Learning in Higher Education*.