

## **Mafalda Stasi**

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Mafalda Stasi is a learning specialist with fifteen years of experience in the fields of distance and blended learning, non-traditional, informal work-based learning, change management and learning performance consulting. She has experience in project planning and management, consulting and customer and team support; curriculum and content planning and design, instructional delivery, research and methodology, lessons learned gathering and best practices development. She has an excellent track record in working and communicating across virtual teams in multicultural, international settings: an energetic, proactive and self-motivated individual, with very good interpersonal and communication skills. Stasi combines a career in large multinational business with academic activities.

### **Education and Qualifications**

- 1992-03 Ph.D. (Dec 2003)  
University of Texas at Austin, USA  
Department of English, Division of Rhetoric and Composition, Concentration in Cultural Studies and Computers in the Humanities.  
  
Dissertation title: *"Turning It into a Proper Business": The Fate of Complexity in Distance Learning Corporate Discourse*. An ethnographic study on the transposition of academic discourses to the corporate workplace.
- 1985-91 Laurea in Lingue e Letterature Straniere Moderne, Università di Genova, Italy, Magna cum laude.  
  
Thesis title: *The Old Irish Epic of the Tain and Its Transformations: Thomas Kinsella's Translation*. A discourse analysis of cross-cultural literary translation/adaptation.

### **Employment**

#### **March 1998-present day Learning Specialist, IBM Learning, Europe**

- Worked on international research groups on new methodologies for digital communication, and on interactive learning pedagogies for the live virtual classroom
- Designed, developed and taught non-traditional learning offers aimed at an international population of up to 50.000; work which won several teaching awards
- Supervised interns pursuing doctoral work, coached newly-hired colleagues

#### **Jan 2006-present day Professeur Associé, Université Pierre et Marie Curie (Paris VI)**

- Worked on a research group on the subjects of Internet discourse around non-traditional learning (e.g. game-based learning, interactive live virtual seminars, work-based informal programs, blended learning curricula)
- Planned non-traditional learning courses for various departments and organizations (e.g. specialization courses for doctors working abroad, e-learning course for Sciences Po)
- Co-developed and taught new diploma course "Professionnalisation, valorisation de l'expérience et ressources numériques"

**1997**                    **Professor at the private university Istituto Europeo Design in Rome, Italy**

Developed and taught tertiary education courses: "Semiotics of Multimediality"; "the Discourse of Computer-Mediated Communication".

**1996**                    **Vice-director of ARPA research project "CheshireMOOn"**

Led a research project on distance learning in multi-user virtual environments (MOOs), sponsored by US Federal Agency ARPA. The project researched issues of communication, identity and representation in a virtual ecology, and their pedagogical implications.

**1993-96**                **Assistant Instructor, Dept. of Rhetoric and Composition, UT Austin**

Developed and taught courses: "Writing in an Online Environment", "The Discourse of Gender and Technology", "Writing about Cyberpunk".

Founded and ran the Computer and Writing Research Lab online journal *CWRL* (now *Currents in Electronic Literacy*, ISSN 1524-6493).

**1989-90**                **Assistant Instructor, Italian Ministry of Education**

Taught Italian as a foreign language in various institutions in Belfast (UK).

**Honors and Awards**

2001, 2004, 2005 IBM Teaching Excellence awards

1992-93 Fulbright fellowship

**Other Skills and Achievements**

2002-present day Volunteer work on literacy and adult education programs with NGOs "Secours Populaire Français", "Planète Urgence".

1991-92 Masters' class "Translation Theory/Practice". Università "La Sapienza", Roma, Italy.

1990-91 Research grant on Anglo-Welsh language and culture. University of Aberystwyth, UK.

1989-90 BA classes in Irish language and literature. Queen's University of Belfast, UK.

Native to near-native knowledge of Italian, English and French. Good knowledge of Spanish.

**Publications**

Forthcoming. "Can Collaborative Computer Technology Afford an Effective Community of Practice and Facilitate a New Cultural Identity for Distance Learning?" in *Technotopias* (proceedings from the homonymous conference. Accepted for publication, but due to unforeseen circumstances the publication of this volume is currently on hold).

2006. "The Toy Soldiers from Leeds." In *Fan Fiction and Fan Communities in the Age of the Internet*. Hellekson, Karen and Kristina Busse, eds. Jefferson: McFarland.

2000. "Bracconaggio e palinsesto." In *Shonen Ai*. Sabucco, Veruska. Roma: Castelvechi.

1998. "Il network di Babele: lingua madre o lingua padre?" in *Gens electrica: cultura digitale di inizio secolo*. Parrella, Bernardo, ed. Roma: Apogeo.
1996. "Frontiera? No, grazie." In *Nubi all'orizzonte: diritto alla comunicazione nello scenario di fine millennio*. Strano Network, ed. Roma: Castelvechi.
1993. *God Save the Cyberpunk*. Bologna: Synergon.

### **Conference Papers**

2007. "Innovative Learning Experiences in the High-Tech Industry." Séminaire Aristote, Ecole Polytechnique, France.
2007. "Valoriser les savoirs d'expérience." Conférences du DU. Université Pierre et Marie Curie, Paris, France.
2007. "The Excessive Mimicry of Slash." Slash2: the Second Fan Fiction Study Day Conference. Faculty of Humanities, De Montfort University, Leicester, UK.
2006. "Les paradoxes de l'apprentissage expérientiel." Seminars of the AIDA Association (*Approche Interdisciplinaire pour les Dispositifs Informatisés d'Apprentissage*, Interdisciplinary approaches to Technology-Assisted Learning). Paris VI University, France.
2006. "It's the Text, Stupid!" Slash Fiction Study Day Conference. Faculty of Humanities, De Montfort University, Leicester, UK.
2002. "Can Collaborative Computer Technology Afford an Effective Community of Practice and Facilitate a New Cultural Identity For Distance Learning?" Technotopia Interdisciplinary Conference. Department of English Studies, University of Strathclyde, UK.
2001. "Collaborative, Non-for Profit Writing in Media Fandom Communities Online." Flaming Intellectuals & Floating Acolytes. 3<sup>rd</sup> Annual Southwest Postgraduate Conference. Exeter, UK.
1996. "Transcendence through the Machine: Negotiating National and Gender Boundaries with Computers." USA National Conference on College Composition and Communication.
1995. "From Network to Knitwork: Gender and the Internet." CWRL Spring Colloquium, USA.
1995. "The Politics of Crossing Textual Borders: The Passage Between the Age of Print and the Age of Digital Information." Computers & Writing Conference, USA.
1994. "Analyzing the Ideology and Rhetoric of Cyberspace Subcultures: the Case of the EFF, Electronic Frontier Foundation." Computers & Writing Conference, USA.

### **Current Research Interests**

My overarching research focus is in various aspects of discourse transposition. I am interested in how emerging discourses within new digital technologies and media organise themselves into cultural ecologies, and in the implications of such dynamics for the transmigration and re-constitution of power, gender, identity and socio-economical structures. I am currently working on the publication doctoral dissertation, which dealt with the interplay of academic and corporate discourses around e-learning, hinging on my own work experience in a corporate organization, on notions of technology-assisted learning as a rhetorical and cognitive activity, and on how such complex processes take place within and across discursive and ideological communities.