



MARIE SKŁODOWSKA-CURIE POSTDOCTORAL FELLOWSHIPS 2022

EXPRESSION OF INTEREST FOR HOSTING MARIE CURIE FELLOWS

HOST INSTITUTION

IFILNOVA - Nova Institute of Philosophy

RESEARCH GROUP AND URL

ARGLAB - Laboratory of Reasoning and Argumentation (<https://ifilnova.pt/en/laboratories/arglab/>)

SUPERVISOR (NAME AND E-MAIL)

Maria Grazia Rossi (mgrazia.rossi@fcsh.unl.pt)

SHORT CV OF THE SUPERVISOR

Maria Grazia Rossi (PhD in Cognitive Science, 2012) works as a postdoc researcher at the NOVA University of Lisbon. Her current research focuses on the role of metaphors and frames as reasoning tools in the context of healthcare communication.

Since her Ph.D., she has been interested in building a theoretical framework based on a pragmatic approach to communication and language. However, more than a philosophical approach *per se*, she has been interested in understanding how a theoretical approach to language could be used to address issues with a strong social and ethical relevance. During her previous post-doc and teaching positions, she addressed theoretical issues related to the role played by emotions (in moral and political reasoning), and metaphors (in daily reasoning and decision-making). She has published a monograph, several articles, and edited books.

ACADEMIC POSITIONS

From May 1st, 2017

Post-doc researcher at the Nova Institute of Philosophy (IFILNOVA), Universidade Nova de Lisboa, Portugal. Project founded by Fundação para a Ciência e a Tecnologia. Title: "Interpreting metaphors: a pragmatic-argumentative model of linguistic meaning" (application no. SFRH/BPD/115073/2016) Duration: 2017 – 2023.

2020-2021

Invited Assistant Professor, Faculty of Social and Human Sciences, Department of Communication, Nova University of Lisbon, Portugal.

March 2015 – February 2017

Post-doc researcher in linguistics and philosophy of language working on the project "Healthy Reasoning. Strategies and Mechanisms of Persuasion in Chronic Care" (<http://www.unicatt.it/healthyreasoning-eng>). Department of Linguistic Sciences and Foreign Literatures, Catholic University of Milan, Italy.

2014 – 2015

Adjunct Professor of Philosophy of Language, School of Humanities, Degree in Linguistics and Communication, University of Cagliari.

2012 – 2013

Postdoctoral Research Fellow in Philosophy of Language, Department of Pedagogy, Psychology, Philosophy, University of Cagliari. Supervision: Elisabetta Gola.

2013 – 2016

Specialist of Philosophy and theory of language, qualified by the Department of Pedagogy, Psychology, Philosophy, University of Cagliari.

2008 – 2012

Specialist of Philosophy and theory of language, qualified by the Faculty of Humanities, Roma Tre University.

EDUCATION

2012/04/13

Phd in Cognitive Science, University of Messina, Italy.

2008/11/27

Master's degree in Theory of Communication, Roma Tre University, Italy. 110/110 summa cum laude, academic embrace and dignity of printing



2006/10/26

Degree in Philosophies and Sciences of Communication and Knowledge, University of Calabria, Italy.
110/110 summa cum laude.

PROJECTS (SELECTED)

2021/10 – Current

“Caring communication: a terapia genética no contexto da hemofilia”. Project requested by Pfizer Portugal.
PI: Maria Grazia Rossi. Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal

2018 – Current

“Evidence-Based Metaphors for diabetes care” (Project MetaCare: metacare.fcsh.unl.pt)

PI: Fabrizio Macagno; Co-PI: Maria Grazia Rossi

Project Reference: PTDC/FER-FIL/28278/2017

Funding Agency: Fundação para a Ciência e a Tecnologia, I.P.

Duration: 01/10/2018 – 30/09/2021

Funding: € 238,242.46

2017/07 – 2019/07

Exploratory project: “Metaphors for Education. A pragmatic-argumentative model of metaphors in patient-provider interactions” (Met4Edu)

PI: Maria Grazia Rossi

Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa, Portugal

Funding: € 10,000

PRIZES

2020

XPRAG.IT 2020(21) – YOUNG INVESTIGATOR TRAINING PROGRAM AWARD

Award covers the fees for the registration to the XPRAG.it 2020(21) conference and to two pre-conference workshops, as well as the expenses for a one-month visiting period at the Department of Pedagogy, Psychology, Philosophy – University of Cagliari. Gruppo di ricerca LinguisticaMente in filosofia del linguaggio e della mente.

April 24th, 2017

Seal of Excellence Certificate delivered by the European Commission, as the institution managing Horizon 2020, the EU Framework Programme for Research and Innovation 2014-2020, for the project proposal n. 747394, “Met4Edu Metaphors for Education. A pragmatic-argumentative model of metaphors in patient-provider interactions”. Submitted under the Horizon 2020’s Marie Skłodowska-Curie actions call H2020-MSCA-IF-2016 of 14 September 2016 by Maria Grazia Rossi and Catholic University of the Sacred Heart, Milan, Italy.

COURSE/DISCIPLINE TAUGHT

2021/2022

- Filosofia da comunicação, Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal, 6 CFU

- Retórica e argumentação, Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal, 6 CFU

2020/2021

- Filosofia da comunicação, Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal, 6 CFU

- Filosofia e comunicação da saúde: o caso da vacina para o Covid-19 (opção livre), Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal, 10 CFU

2019/2020 – Opção livre (licenciatura)

Healthcare communication: challenges and open problems, Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal, 6 CFU

2018/2019 – PhD research seminar

Reasoning by using metaphors: exploring health, political, artistic and advertising issues, FCSH NOVA, Portugal, 10 CFU

2017/02/03 -2017/02/04

Teaching assistant and supervision of health professionals in the context of diabetes care: Corso di livello per formatori AMD, “La forza delle parole. Strumenti linguistici per favorire l’empowerment della Persona con Diabete e l’aderenza alla terapia”. Associazione Medici Diabetologi, Italy



2014/2015 - Bachelor

Theory of language and communication (12 CFU), title: “Comunicare. Emozioni, corpo e linguaggio”, University of Cagliari, Italy

SUPERVISION (SELECTED)

2021/2022

Supervisor

Monica Consolandi, analysing doctor-patient interactions. Visiting doctoral student at the NOVA Institute of Philosophy between October 1st 2021 and December 31st, 2021. Ph.D. Student in ‘Philosophical Issues in an International Perspective, Department of Philosophy, University Vita-Salute San Raffaele, Milan, Italy

2020/2021

Supervisor

Master thesis: “A Telemedicina em Portugal no contexto epidémico de COVID-19: um retrato da teleconsulta sob o ponto de vista dos médicos”, Student: Mariana Laura Carrasco Rodrigues. Co-supervisor: Ivone Ferreira. Mestrado em Ciências da Comunicação, Área de Especialização em Comunicação Estratégica, Faculty of Social and Human Sciences, Nova University of Lisbon, Portugal.

2019/11/29 – Current

Co-supervisor

PhD project: “Improving the use of Telemedicine in Portugal: A proposal based on insights from actual patients and potential consumers”, PhD student: Ester Leotte Quintino Cardoso de Moura Reis, Supervisor: Ivone Ferreira, Ciências da Comunicação - Doutoramento (PhD), Universidade Nova de Lisboa/Instituto de Comunicação da Nova

5 SELECTED PUBLICATIONS

- Mohammed, D., & Rossi, M. G. (2022). The Argumentative Potential of Doubt: From Legitimate Concerns to Conspiracy Theories About COVID-19 Vaccines - *The Pandemic of Argumentation*. In S. Oswald, M. Lewiński, S. Greco, & S. Villata (Eds.) (pp. 125–144). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-91017-4_7
- Rossi, M. G., Macagno, F., & Bigi, S. (2022). Dialogical functions of metaphors in medical interactions. *Text and Talk*, 42(1), 77–103. <https://doi.org/10.1515/text-2019-0166>
- Rossi, M. G., Vegni, E., & Menichetti, J. (2021). Misunderstandings in ART Triadic Interactions: A Qualitative Comparison of First and Follow-Up Visits. *Frontiers in Psychology*. <https://www.frontiersin.org/article/10.3389/fpsyg.2021.641998>
- Ervas, F., Rossi, M. G., Ojha, A., & Indurkha, B. (2021). The Double Framing Effect of Emotive Metaphors in Argumentation. *Frontiers in Psychology*, 12, 628460. <https://doi.org/10.3389/fpsyg.2021.628460>
- Rossi, M. G., & Macagno, F. (2020). Coding Problematic Understanding in Patient–provider Interactions. *Health Communication*, 35(12), 1487–1496. <https://doi.org/10.1080/10410236.2019.1652384>

PROJECT TITLE AND SHORT DESCRIPTION

Assessing Framing Strategies’ argumentative potential for Public Health

Modern argumentation theory has provided important insights for the analysis and the assessment of various discursive practices, such as educational, political, and juridical ones. More recently argumentation has started to be used also for the analysis of medical interactions, although this has not yet led to the recognition of medical argumentation as a well-established field of research. The big challenge this project responds to is to fill this gap by introducing a new research line that promotes a systematic application of the argumentative framework to the context of healthcare communication. More specifically, this project aims at investigating the impact of health promotion framing strategies used in the context of Public Health from an analytical point of view that combines health argumentation and discourse analysis looking specifically at framing strategies used at a community health care level. While cognitive psychology, consumer psychology, and economic psychology have produced some evidence on how health promotion and healthy prosocial behaviours can be obtained by manipulating different frames (e.g. Ervas, Gola & Rossi 2018, Rossi 2021; Hauser & Schwarz 2019), an analysis of the argumentative potential of framing strategies used within the public discourse is still missing (Mohammed & Rossi 2021). More specifically, framing strategies will be analysed on the basis of their argumentative potential (Mohammed 2019) with the aim of contributing to the



debate on the role of argumentative strategies as tools to promote effective communication in the context of health (Rossi et al. 2017; Mohammed & Rossi 2021). A theory-driven approach will be used in combination with other qualitative methods drawn from health communication research.

Proposing a theoretical approach that sheds new light on the organisation and structure of the medical discourse, this project will address some of the major practical and societal challenges in the context of healthcare communication. Indeed, the analysis of framing strategies can be useful to assess the quality of public health communication. This in turn helps to promote health care quality and to ensure patient safety at the individual level, and sustainable health treatments and behaviours at the global and societal level. Such outstanding outcomes can be obtained only by adopting a multi-step process driven by a multidisciplinary and cross-thematic approach in which expertise coming from diverse fields (argumentation, pragmatics, psychology, discourse analysis, cognitive science) are fruitfully integrated.

SCIENTIFIC AREA WHERE THE PROJECT FITS BEST*

Social Sciences and Humanities (SOC)

***Scientific Area where the project fits best** – Please select/indicate the scientific area according to the panel evaluation areas: Chemistry (CHE) • Social Sciences and Humanities (SOC) • Economic Sciences (ECO) • Information Science and Engineering (ENG) • Environment and Geosciences (ENV) • Life Sciences (LIF) • Mathematics (MAT) • Physics (PHY)