

IRIS JAMMERNEGG is Assistant Professor for German as a Foreign Language at the University of Udine. She teaches and coordinates this field on the degree courses Cultural Mediation and Public Relations. From 2003 to 2015 she participated as coordinator for the University of Udine in the international academic network Global Communications Project of the University of Erfurt. Since 2009 she has been the contact person of the degree course in Public Relations for the participation in the academic network International Campus of the University of Jena, focused on intercultural learning in virtual environments. Since 2017 she has been Erasmus+ and international mobility delegate for the degree course in Cultural Mediation and the master's degree in Translation and Cultural Mediation. Since 2021 she has been vice-coordinator of the Unified Council of the Degree Course in Public Relations and Master's Degree in Integrated Communication for Business and Organisations at the University of Udine. Furthermore, she coordinates the research group PRAGER, dedicated to the "Pragmatics of Social Discourse on Renewable Energies" going on in Germany and Italy. She is a member of the research group "Laboratory of Redactology and Translactology" and participates in the "Interdisciplinary and Interdepartmental Project on Artificial Intelligence".

Her research interests, based on an intercultural perspective that includes pluricentric varieties, focus on the linguistic-textual aspects of corporate and political communication, aimed at knowledge transfer and competence building, on languages for special purposes (political, journalistic, advertising, PR oriented language) and on multimedia supports for the didactics of both guided and autonomous language learning, in frontal as well as blended modes. Actually she investigates consensus negotiation strategies in intercultural settings, argumentative strategies from a comparative and translanguaging perspective, multimodal semanticisation processes and means, as well as critical management of AI tools in translation and (re)writing.

For publications, see <https://air.uniud.it/>.