



Rudi Palmieri (PhD in Communication Sciences, USI Lugano) is Senior Lecturer (Associate Professor) in Strategic Communication at the University of Liverpool (UK). He is the founding director of *MSc Strategic Communication* and co-director for the *Language, Data and Society* research centre. His main area of expertise is the analysis of argumentation in strategic communication contexts, such as financial communication, crisis communication and entrepreneurial discourse. His work in this field aims at better understanding how the complexity of

communicative situations (e.g., multiple audiences, conflicting goals, intercultural dynamics, and technological constraints) is reflected in the way in which organisational leaders and stakeholders design, convey and exchange reasons to influence opinions and decisions. An important part of his research is dedicated to developing an understanding of trust-oriented (crisis) communication as an inherently argumentative process.

His research takes an interdisciplinary approach – combining theories and analytic methods from argumentation theory, rhetoric, pragmatic linguistics, semiotics, strategic management and corporate communications research – to identify and examine patterns of argumentative strategies in a variety of genres and activities, such as takeover documents, earnings calls, proxy fights, investor pitching, crowdfunding campaigns, and crisis responses.

On all these topics, he has published extensively on different world-leading journals and has taught several courses at UG, PG and Doctoral levels in the UK, Switzerland and various other European countries.