

**1 curriculum
vitae Ferdinando
Fasce**

Former Full Professor of Modern and Contemporary History, University of Genoa

EDUCATION: 1975, laurea, University of Genoa.

EMPLOYMENT:

2005-2016: **Full Professor of Modern and Contemporary History**, University of Genoa

2003-2005: **Associate Professor of American History**, University of Genoa

1998-2003: **Associate Professor of History of American Institutions**, University of Bologna

1984-1998: **Lecturer in American History**, University of Genoa

TEACHING (SELECTED)

Undergraduate courses: Survey courses of U.S. History, University of Genoa
1975-1981 (seminars), 1984-1990, 1996, 2003-2012 (courses), University of Bologna,
1992-2003 (courses).

Survey courses of Modern and Contemporary History, University of Genoa, 2002-2016
(courses).

Graduate courses:

1991-2016 History of Communication in 20th century U.S.; History of U.S.
International Relations in the 20th century; History and Theory of Historiography, Univ.
of Genoa and Bologna

2012, 2017: History of Advertising, Master in American Studies, University of Turin

2019: John Cabot University Rome Visiting Lecturer

2009, 2011- 2019: **Instructor European Comparative History, Genoa FIU Summer
School, co-taught with Professor Douglas Kincaid**

Teaching and Lecturing Abroad: see below **Grants, Honors**

AWARDS, GRANTS, AND HONORS (SELECTED) 1974 **American Council of Learned Societies Short-Term Scholarship**

1980 **Fulbright-Hays Grant**

1990 **Ohio State University Visiting Scholar**

1994 **Organization of American Historians Foreign-Language Book Prize**

1995 **Organization of American Historians Annual Conference Committee**

1995, 1996, and 1999 **Hagley Museum and Library Fellow**

1998- present **Corresponding editor** of the *Journal of American History*

1998-2001 **Organization of American Historians Internationalization Committee**

1998-2001, 2010-2013, **Vice President of the Italian Association for North American Studies (AISNA)**

2003 **University of Kentucky Visiting Lecturer**

2005 – 2015 **Advisory Board** of the *European Journal of American Studies*

2008 **Florida International University Visiting Lecturer**

2009, 2013 **University of Tennessee, Knoxville Visiting Lecturer**

2010 **Hartman Center, Duke University, Fellow**

2010 **Geno Baroni Prize for the best article published in Italian Americana**

2012 **CLR James Award** of the Working-Class Studies Association for the best article in the history of U.S. labor

2013 **Directeur d'études invité, Ecole des Hautes Etudes en Sciences Sociales-CENA, Paris**

2014 **Cambridge University Visiting Lecturer**

2014 **Harvard Business School Visiting Lecturer**

2018 **Université de Versailles Graduate Program Keynote Speaker**

2021 **American Studies Center Rome Graduate Program Keynote Speaker**

MAIN PUBLICATIONS

BOOKS, EDITED COLLECTIONS (SELECTED)

F. Fasce, *La musica nel tempo. Una storia dei Beatles (Music in Time. A Story of the Beatles)*, Einaudi, Torino, 2018. Italian. Monograph. Rev. *Il mestiere di storico*, Spring, 2020.

F. Fasce, E. Bini, B. Gaudenzi, *Comprare per credere. La pubblicità in Italia dalla Belle Epoque a oggi (Buying is Believing. History of Advertising in Italy, Turn of the Century to the Present)*, Carocci, Roma, 2016.

F. Fasce, Maurizio Vaudagna and Raffaella Baritono (eds), *Beyond the Nation. Pushing the Boundaries of U.S. History from a Transatlantic Perspective* (Turin, Otto, 2013). Eng. Reviewed *Journal of American History*, December 2014.

F. Fasce *Le anime del commercio. Pubblicità e consumi nel secolo americano (The Hearts and Souls of Business. Admen and Consumption in the American Century)* (Rome, Carocci, 2012, pp. 235) Italian. Monograph.

P. Rugafiori – F. Fasce (eds), *Dal petrolio all'energia. ERG 1938-2008. Storia e cultura d'impresa (Oil to Energy. ERG 1938-2008. History and Corporate Culture)* (Rome-Bari, Laterza, 2008), pp. 558. Ital. Reviewed *Enterprise & Society* 2010/ 2.

F. Fasce *I presidenti USA. Due secoli di storia (The American Presidency. Two Centuries of History)*, Rome, Carocci, 2008, pp. 259. Ital. Monograph.

F. Fasce *An American Family. The Great War and Corporate Culture in America*, (Columbus, Ohio State University Press, 2002, pp. XVII+190). Eng. Monograph. Reviewed *Choice*, *American Historical Review*, *Labor*.

F. Fasce *La democrazia degli affari. Comunicazione aziendale e discorso pubblico negli Stati Uniti, 1900-1940 (Democracy of Business. Corporate Communication and Public Discourse in the US, 1900-1940)*, (Rome, Carocci, 2000, pp. 214). Ital. Monograph. Reviewed *Journal of American History* 2002/2.

F. Fasce *Una famiglia a stelle e strisce. Grande Guerra e cultura d'impresa in America (A Star and Stripes Family. The Great War and Corporate Culture in America*, (Bologna, Il Mulino, 1993, pp. 256 Ital. Monograph. **(1995 OAH Foreign-Language Book Prize)**). Reviewed *Journal of American History* 1994/3, *Reviews in American History* 1994/1, *ILWCH*, 1994.

F. Fasce *Tra due sponde. Lavoro, affari e cultura tra Italia e Stati Uniti nell'età della grande emigrazione*, (Genova, Graphos, 1993) (*Between the Two Sides. Work, Business, and Culture Between Italy and the U.S. in the Age of Mass Migration* Genoa, Graphos, 1993). Ital. Monograph. Reviewed *Reviews in American History* 1994/1.

ARTICLES IN REFEREED JOURNALS (selected, English only)

F. Fasce “Fifty Years On. Italian Historians of the United States and Italian History, Culture, and Public Life, 1960-2010,” *History of Historiography*, 2016/1 (2017), 43-72

F. Fasce “Americanizing the World? U.S. Advertising Abroad in the American Century, the View from Italy,” *RSA Journal*, n. 27, 2016, 75- 91
(with Stephen Brier), “Beyond Separate Shores: Researching and Writing the History of Italian immigrant Workers in America in the Global Age,” *SISLAV*, 2015/1, 135-151

F. Fasce, E. Bini, “[Irresistible empire or innocents abroad? American advertising agencies in post-war Italy, 1950s-1970s](#),” *Journal of Historical Research in Marketing*, 7, 2015, 1, 7-30

F. Fasce, “Singing and Morale-Building on the Shopfloor in World War One Waterbury,” *Connecticut History*, 50, 2, Fall 2011, 146-157

(with Elisabetta Bini and Toni Muzi Falconi), "The Origins and Early Developments of Public Relations in Post-war Italy, 1945-1960," *Journal of Communication Management*, 15, 3, 2011, 210-222

(with Stephen Brier), "Italian Militants and Migrants and the Language of Solidarity in the Early-Twentieth-Century Western Coalfields," *LABOR. Studies in Working-Class History of the Americas*, 8, 2, summer 2011, 88-122 (**CLR James Award Workingclass Studies Association**)

F. Fasce, "Singing at Work: Italian Immigrants and Music during the Epoch of World War I," *Italian Americana*, 27:2 (Summer 2009), 133-48

F. Fasce "American Studies in Italy: U.S. History in Italy at the Beginning of the XXI Century," *European Journal of American Studies*, 1, 2006/1, online.

F. Fasce "Commercial Communication and Election Campaigns in the Twentieth Century U.S At the Origins of Political Marketing," *Global Media Journal-Polish Edition*, 2006, 2, 1-20

F. Fasce "Politics as Commodity From Eisenhower to Bush Jr. Half a Century of Commercial Communication and Election Campaigns in the United States," *RSA Journal*, 14, 2003, 163-179

F. Fasce "Producers into Consumers: The Workers and the Shopfloor in the Age of Technological Utopianism," *Rivista di Studi Angloamericani*, 1994, 10, 378-385

F. Fasce "Die neue labor history in den USA" 1999. *Zeitschrift fur Sozial geschichte des 20. und 21. Jahrhunderts*, 1989, 3, 61-78

F. Fasce "American Labor History, Italian Perspectives, 1973-1983," *Reviews in American History*, 1986, 4, 597-613

F. Fasce "Bureaucracy, Ethnicity, and Class: Italian Immigrants in an American Factory, 1915-1920," *Rivista di Studi angloamericani*, 1984-85, 4-5, 471-492

BOOK CHAPTERS (selected, English only)

F. Fasce “Between international and domestic public relations: cultural diplomacy and race in the 1949 ATMA “Round-the-World Tour,” in Burton St. John III, Margot Opdycke Lamme and Jacque L’Etang (eds.), *Pathways to Public Relations. Histories of practice and profession*, London and New York, Routledge, 2014, 177- 92

F. Fasce et S. Brier, “When Italian Workers Fight: Ethnic Nationalism and Class Struggle in the Progressive Era,” in Benedicte Deschamps et Isabelle Richet (eds), *Immigration et Travail aux Etats—Unis*, Paris, L’Harmattan, 2013, 45-65

F. Fasce “Democracy of Color on the Airwaves: America’s Town Meeting of the Air and the Cultural Diplomacy of Race in the Early Cold War,” in F. Fasce, M. Vaudagna, and R. Baritono (eds.), *Beyond the Nation: Pushing the Boundaries of U.S. History from a Transatlantic Perspective*, Turin, Otto, 2013, 141-161

REVIEWS Dr. Fasce has published over 200 reviews and review essays in the **Journal of American History, Business History Review, Enterprise&Society, Italian Americana, Pacific History Review and all the major Italian historical journals.**

PRESENTATIONS

Dr. Fasce has made over 250 presentations to many distinguished international conferences including the **Organization of American Historians, European Association for American Studies, American Studies Association** annual conferences.

RESEARCH INTERESTS

Labor, business and corporate culture, advertising, presidency, popular music, U.S., Italy, and Europe.

BUSINESS ARCHIVES CURATORIAL EXPERIENCE 1983-1986 Curatorial consultant Ansaldo Foundation Archives, Genoa (most important Italian business archives)

BUSINESS EXPERIENCE 1978-81 full time **Organizational Analyst, Ansaldo Group Human Resources Division, Genoa (largest Italian electro-mechanical group)**
1981-1984 full time **Organizational Analyst, Italimpianti Group Human Resources Division, Genoa (largest Italian engineering group)**

MEDIA EXPERIENCE

Consultantship to historical programs for RaiStoria, WikiradioRai3, BBC 2, History Channel, Italian Swiss Radio Channel 2.