

Programme

CLAVIER 13

Discourse in and through the Media. Recontextualizing and Reconceptualizing Expert Discourse

Via San Geminiano, 3 – Modena

6-8 November 2013

Wednesday 6 November

12.00 (Reception – Aula Magna)	Registration		
14.30 (Aula Magna)	Opening with welcome		
15.00 (Aula Magna)	Plenary: Colleen Cotter (Queen Mary University of London) <i>Re-contextualizing the reporter: linking news discourse to professional practice</i>		
16.00 – 16.30	Coffee break		
16.30 – 18.30	Aula Magna	Laboratorio linguistico	Aula G
	Nicholas Brownlees (University of Florence) <i>“a short new English Grammar [...] adapted to the Capacity of Children, Youth and those of riper Years”</i> : knowledge dissemination and advertising discourse in the English press (1650-1750)	Giuliana Diani (University of Modena and Reggio Emilia) <i>Cultural knowledge dissemination in tourist discourse: the image of Italy in American and Italian travel blogs</i>	Barbara Berti (University of Insubria) <i>Transferring expert knowledge: learning how to sing through YouTube</i>
	Sonia Rachele Piotti (Catholic University of Milan) <i>Strategies of knowledge dissemination in the works of a Tudor Scientist</i>	Annalisa Sezzi (University of Modena and Reggio Emilia) <i>The creative and un-factual presentness of History books for children and its translation</i>	Laura Delaloye Saillen (Université de Lausanne, Dorigny) <i>Didactic strategies in editorial writing process: when information leads to action in a direct democracy</i>

	<p>Paola Catenaccio (State University of Milan) <i>To frack or not to frack? Well, it's complicated. Recontextualising discourses of science in the debate on fracking</i></p>	<p>Alida Maria Silletti (University of Bari) <i>Term reduction by acronyms in French, English and Italian scientific discourse of popularization</i></p>	<p>Alessia Tranchese & Sole Alba Zollo (University of Naples "Federico II") <i>The EU Teachers' Corner: recontextualizing institutional discourse from a didactic perspective</i></p>
		<p>Ilaria Moschini (University of Florence) <i>Facebook.com/WhiteHouse. An example of multimodal web 'translation' of institutional language</i></p>	

Thursday 7 November

	Aula Magna	Laboratorio linguistico	Aula C
09.00 – 11.00	<p>Davide Simone Giannoni (University of Bergamo) <i>Who are you to say this to me? Reader comments and the (de)construction of academic authority</i></p>	<p>Giuseppe Palumbo (University of Trieste) <i>Localizing for an undefined 'locale': translating university websites into English</i></p>	<p>Anna Stermieri (University of Modena and Reggio Emilia) <i>"Wow...you're on scienceblogs - congrats!". Blogs and knowledge dissemination: the case of genetics</i></p>
	<p>Morana Lukač & Robert Gutounig (Leiden University / Medical University of Graz) <i>Recontextualizing and reconceptualizing expert discourse on Wikipedia: authority deconstruction in collaborative knowledge processes</i></p>	<p>Marco Venuti & Chiara Nasti (University of Naples "Federico II") <i>Institutional academic discourse in European universities' websites</i></p>	<p>Peter Schildhauer (University of Halle-Wittenberg) <i>Personal weblogs and knowledge dissemination: a diachronic perspective</i></p>

	<p>Bojana Petrić & Nigel Harwood (University of Essex) <i>A political scientist's authorship construction in three genres of knowledge dissemination</i></p>	<p>Raluca Levonian (University of Bucharest) <i>Knowledge and the (virtual) battlefield: knowledge dissemination in Romanian articles on the topic of the U.S. missile defense system</i></p>	<p>Stefania M. Maci (University of Bergamo) <i>"These data support the provocative view that...": evaluation in medical academic posters</i></p>
	<p>Elsa Pic & Gregory Furmaniak (University Sorbonne Nouvelle) <i>Re-conceptualization through comparison in popularization</i></p>	<p>Nicola Puckey (University of Winchester) <i>"It's your day!": expert and non-expert knowledge dissemination in British bridal magazines</i></p>	<p>Judith Turnbull (“Sapienza” University of Rome) <i>Expert to layman communication on the Internet: medical information and advice paper</i></p>
11.00 – 11.30	Coffee break		
11.30 – 12.00	Poster session		
12.00 – 13.00 (Aula Magna)	Plenary: Anna Mauranen (University of Helsinki) <i>The research blog genre – new or ancient?</i>		

Lunch

	Aula Magna	Laboratorio linguistico	Aula C
14.30 – 16.00	<p>Cecilia Lazzeretti (University of Modena and Reggio Emilia) <i>A landscape never goes out of style. Diachronic lexical variation in exhibition press announcements</i></p>	<p>Carmen Sancho Guinda (Universidad Politécnica de Madrid) <i>The pragmatics of catastrophe: fatal aircraft-accident dockets online</i></p>	<p>Caroline Clark (University of Padua Venice “Ca’ Foscari”) <i>Acknowledging knowledge in the British press</i></p>
	<p>Christina Samson (University of Florence) <i>Museums popularizing art on the web: lexical/phraseological representations</i></p>	<p>Giuditta Caliendo & Antonio Compagnone (University of Naples “Federico II”) <i>From the classroom to the stage: a comparison between university lectures and TED talks</i></p>	<p>Maria Cristina Nisco (University of Naples “Federico II”) <i>Re-contextualizing knowledge in media discourse: the case of the Guardian's ‘Reading the Riots’</i></p>

	<p>Giuliana Garzone (State University of Milan) <i>Social media in corporate communication: new challenges, new literacies</i></p>	<p>Adriano Laudisio (University of Naples “Federico II”) <i>Popularization in TED talks: a contrastive analysis on expertise asymmetry</i></p>	<p>Valentina Spiridonova (St. Petersburg State University) <i>E-commentary as a dialogue of meanings: evidence from Thomson Reuter’s news agency</i></p>
16.00 – 16.30	Coffee break		
16.30 – 18.30 (Aula Magna)	LINKD Panel: <i>Language(s) in Knowledge Dissemination</i> Discussants: Jan Engberg – Ioana Galleron – Susan Hunston – Carmen Daniela Maier – Josef Schmied – Geoffrey Williams		
20.00	Conference Dinner – Ristorante “Al Cenacolo”, Viale Alessandro Tassoni, 8a – Modena		

Friday 8 November

	Aula Magna	Laboratorio linguistico	Aula A
	<p>Daniela Cesiri (“Ca’ Foscari” University of Venice) <i>Disseminating expert knowledge in quality newspapers: a contrastive analysis of finance and archaeology online news in Italy and in Great Britain</i></p>	<p>Glen Michael Alessi (University of Modena and Reggio Emilia) <i>Standardizing the language corporate of internal investigative reports: a case study in appropriated professional language practices</i></p>	<p>Silvia Cavaliere (State University of Milan) <i>The representation of courtroom discourse through the media. How newspapers covered the publication of the Saville report</i></p>
09.00 – 11.00	<p>Ersilia Incelli (“Sapienza” University of Rome) <i>Bridging genres in scientific dissemination and the popularization of the Higgs boson in the media: a CADS approach</i></p>	<p>Emanuela Tenca (University of Modena and Reggio Emilia) <i>Re-contextualising business discourse through the Web: the case of global corporate websites from the renewable energy sector</i></p>	<p>Vanda Polese & Germana D’Acquisto (University of Naples “Federico II”) <i>Recontextualizing and reconceptualizing EU institutional discourse on immigrant integration</i></p>

	<p>Alison Duguid (University of Siena) <i>Public apologies and media evaluations: a CADS approach</i></p>	<p>Belinda Crawford Camiciottoli (University of Pisa) <i>From corporate websites to consumer blogs: a corpus-driven analysis of the recontextualization of brand identity in fashion discourse</i></p>	<p>Alicja Maria Okoniewska (Complutense University of Madrid) <i>“Plenary on demand”. A study of web-mediated knowledge dissemination (KD) by the European Parliament (EP) web television “EuroparITV”</i></p>
		<p>Maria Freddi (University of Pavia) <i>Broadcasting science: science discourse made popular in and through the media</i></p>	<p>Denise Milizia (University of Bari) <i>The British “à la carte” attitude to the EU: what the Media say and what MPs say. A corpus-driven study</i></p>
11.00 – 11.30	Coffee break		
11.30 – 12.30 (Aula Magna)	Plenary: Cornelius Puschmann (Humboldt University of Berlin, University of Oxford) <i>But what good are they for knowledge dissemination? A macroscopic perspective of digital genres</i>		
12.30 – 13.30	Final discussion and closing		