

# REPRESENTING AND REDEFINING SPECIALISED KNOWLEDGE

2017 CLAVIER International Conference - Piazza Cesare Battisti 1, Bari, Italy

Universities of Bari, Lecce, and Foggia

THURSDAY, 30 NOVEMBER 2017, MORNING

8:30-19:00					Registration				
9:00-10:00					Welcome Address				
Room A		Room B		Room C		Room D			
Academic discourse		Multimodal discourse		Legal discourse		Phraseology			
Chair: Marina Bondi		Chair: Cinzia Spinzi		Chair: Christopher Williams		Chair: Franca Poppi			
10:00-10:25	Investigating the native vs non-native distinction in written academic English - Giuseppe Palumbo - University of Trieste	The influence of media and implied receivers on multimodal popularization strategies in TV series and video games - Pietro Iaia - University of Salento	Disseminating Legal Knowledge in LELF Lectures - Patrizia Anesa - University of Bergamo	Representing phraseology in a terminological knowledge base: the case of complex nominals - Melania Cabezas-García, Pamela Faber - University of Granada					
10:25-10:50	Specialisation and De-Specialisation of Knowledge in Academic Discourse - Marcus Müller, Jens Steffek, Hartmut Behr - Technische Universität Darmstadt, University of Newcastle	Verbal strategies of popularization in infographics: a corpus-based analysis - Sonia Piotti, Amanda C. Murphy - Cattolica University Milan	Forme, traitement et fonction des anglicismes dans les Dictionnaires Juridiques Internet français - Chiara Preite - University of Modena and Reggio Emilia	Fuiste, alpiste y me importa un comino: Las plantas en el repertorio lingüístico-fraseológico del español de Argentina - Virginia Sciotto - University of Salento					
10:50-11:15	Variation in the choice and use of epistemic lexical verbs in linguistics and economics research articles: An intercultural (Czech - English) perspective - Olga Dontcheva-Navratilova - Masaryk University	The trade-off between specialised knowledge and colloquialism in broadcast interviews: case studies in three domains - Gianmarco Vignozzi - University of Pisa	The discourse of bioethics in the ECtHR case-law and blogs - Jekaterina Nikitina - University of Milan	'Deliciously nutty, pleasantly sweet': a phraseological study of tea tasting notes - Maria Pérez Blanco, Marlén Izquierdo - University of León, University of the Basque Country					
11:15-11:40	Legal RA abstracts as a tool for disseminating knowledge in online legal publications - Michele Sala - University of Bergamo	The rhetoric of news values: a corpus-based analysis of newsworthiness in the TV genre of news tickers - Antonio Fruttaldo - Federico II University of Naples	National system-bound elements in international case law: a corpus-based study on ECtHR judgments - Katia Peruzzo - University of Trieste	The course of grammatical change in scientific writing: interdependency between convention and productivity - Stefania Degaetano-Ortlieb, Katrin Menzel, Elke Teich - Saarland University					
11:40-12:05	Writer-Reader Interaction: Writer's Stance in MA TEFL theses written by British and Egyptian students - Hosam Darwish - University of Bedfordshire	Museum and audio description: a specialised 'multisensory' knowledge - Monica Randaccio - University of Trieste	Posts that are worth reading: blawgs as new ways of representing legal knowledge - Gianluca Pontrandolfo, Sara Piccioni - University of Trieste, University of Chieti-Pescara	On canonical form(s) of co-occurrences in different LSP and/or domain-specific contexts - Doris Höhmann - University of Sassari					
12:05-12:30			Copyright copyleft: integration and determinologization from English into Italian - Silvia Cacchiani - University of Modena and Reggio Emilia	Lexis and collocations in computer-mediated oral interactions in English: a corpus based study - Elena Manca - University of Salento					
12:30-14:00					CLAVIER meetings				
12:30-15:00					Lunch				

**THURSDAY, 30 NOVEMBER 2017, AFTERNOON**

15:00-16:00	<b>Plenary lecture by Susan Hunston, University of Birmingham</b>			
16:00-16:30	<b>Coffee break</b>			
	<b>Room A</b>	<b>Room B</b>	<b>Room C</b>	<b>Room D</b>
	<b>Medical discourse</b>	<b>Current affairs</b>	<b>Web discourse</b>	<b>Sociocultural perspectives</b>
	<b>Chair: Stefania Maci</b>	<b>Chair: Denise Milizia</b>	<b>Chair: Marina Bondi</b>	<b>Chair: Marina Dossena</b>
16:30-16:55	Mapping medical acronyms - Anna Loiacono, Francesca Tursi - University of Bari, University of Foggia	Quoting and evaluating climate change knowledge. A comparative study of IPCC representation in three types of discourse - Camille Biros, Caroline Peynaud - Université Grenoble Alpes	Google Talks as a new knowledge dissemination genre - Elisa Mattiello - University of Pisa	"The whole of Bengal is in revolt"... A corpus based analysis of letters from the 1857-1858 mutinies in India - Christina Samson - University of Florence
16:55-17:20	Constructing the House Corpus: planning scene-level indexing and functionalities - Davide Taibi, Ivana Marenzi, Qazi Asim Ijaz Ahmad - National Research Council Palermo, University of Hannover L3S Research Center	NASA, Pope Francis and the environment: lay and religious ways of being ecologically responsible - Erik Castello, Sara Gesuato - University of Padova	Governing their bodies: empowering athletes through anti-doping knowledge - Dermot Heaney - University of Milan	Variation in language use across social variables: a data-driven approach - Stefania Degaetano-Ortlieb - Saarland University
17:20-17:45	Two's company, three's a discourse crowd: making scripted interaction amenable to corpus searches - Francesca Coccetta, Anthony Baldry - University of Venice, University of Messina	Erasing climate change. A corpus-assisted CDA of the US online environmental communications during Obama and Trump administrations - Antonella Napolitano, Maria Cristina Aiezza - University of Sannio	International online conference announcements: a generic and an intercultural approach - Rosa Lorés Sanz - University of Zaragoza	Representing and disseminating historical knowledge in Wikipedia. The case of 'The Troubles' - Maristella Gatto - University of Bari
17:45-18:10	The popularisation of specialised medical knowledge: a multimodal analysis of physician-patient communication - Daniele Franceschi - University of Pisa	Lexical dynamism across genres of science popularisation: the case of climate change communication in Norwegian - Marita Kristiansen, Anje Müller Gjesdal - Norwegian School of Economics	The EU for children: a cross-linguistic study of web-mediated knowledge dissemination - Giuliana Diani, Annalisa Sezzi - University of Modena and Reggio Emilia	From history to everyday lives: rethinking Columbus in the United States - Luisa Caiazzo - University of Basilicata
18:10-18:35	The ABCD ... and Es of "emergency" English for ESP and life-saving skills - Victoria Sportelli - University of Bari	Discourses of crisis and austerity in ECB president's speeches. Corpus-based critical discourse analysis and public economics assessment of the European debt crisis - Marco Venuti, Jacopo Grasso - University of Catania, Federico II University of Naples	Facing #emergencies: the linguistic role of keywords and hashtags in communicating critical events - Francesco Meledandri - University of Bari	Reporting David Livingstone's travels to a popular readership - Nicholas Brownlees - University of Florence
18:35-19:00	'Top-to-top' communication: from research to dissemination in the discourse of AIDS - Chiara Prospero Porta - Sapienza University of Rome	Linguistic strategies and disaster in 2016 Volkswagen annual report - Walter Giordano - Federico II University of Naples	The social tricks of advertising: discourse strategies of English-speaking tour operators in Facebook - Francesca Bianchi - University of Salento	The popularisation of trial discourse in Early Modern English periodicals. A corpus-based study of the Old Bailey Trial Proceedings and newspaper trial reports (1674-1779) - Elisabetta Cecconi - University of Florence

**FRIDAY, 1 DECEMBER 2017, MORNING**

FRIDAY, 1 DECEMBER 2017, MORNING				
<b>09:00-10:00</b>	<b>Plenary lecture by Christopher Tribble, King's College London</b>			
<b>10:00-10:30</b>	<b>Coffee break</b>			
	Room A	Room B	Room C	Room D
	Medical discourse	Media discourse	Academic discourse	Teaching
	Chair: Giuliana Garzone	Chair: Nicholas Brownlees	Chair: Giuseppe Palumbo	Chair: Rita Salvi / Denise Milizia
<b>10:30-10:55</b>	Politically correct discursive practices in online medical popularisation - Elena Pasquini - University of Bergamo	End-of-life discourse in the British vs Italian news media - Kim Grego, Alessandra Vicentini - University of Milan, University of Insubria	Representing culture in OpenCourseWare lectures: a corpus-based semantic analysis - Belinda Crawford - University of Pisa	Translation and ESP teaching within the multilingual paradigm - Sara Laviosa - University of Bari
<b>10:55-11:20</b>	Investigating zero-derivation in a VetMed/BioTech English corpus - Francesca Rosati, Francesca Vaccarelli - University of Teramo	The construction of risk in a pan-African health organisation: a linguistic ethnographic study - Tom Rausch - Queen Mary University of London	Text construction in academic ELF: some implications of the use of discourse markers - Silvia Murillo - University of Zaragoza	Creating basic low-tech high-relevance personalized language corpora with science postgraduates - Carmela White - University of Bari
<b>11:20-11:45</b>	Vague language in the MMR vaccine controversy: a corpus-assisted discourse analysis of its functional use - Anna Franca Plastina, Rosita Maglie - University of Calabria, University of Bari	(Trans)Gender in the news: popular vs. quality press in the UK. A corpus-based discourse analysis - Angela Zottola - Federico II University of Naples	Academics' digital discursive practices in English: a genre-based analysis of the websites of international research projects - Pilar Mur Dueñas - University of Zaragoza	Oral communication form: skills and strategies in English for science - Lynn Rudd, Rose Filazzola, Victoria Sportelli - University of Bari
<b>11:45-12:10</b>	How specialized? Terminological density as a clue to text specialization or popularization in the domain of food safety - Adriano Ferraresi - University of Bologna	Media discourse and international politics: dissemination of knowledge about Iran's nuclear programme - Faramarz Shadloo - University of Milan	Keywords determined by "this": towards cohesive and persuasive PhD abstracts - Geneviève Bordet - University Paris Diderot (Paris 7)	Compiling a bilingual essay corpus to enhance Japanese students' writing skills in English - Sumie Akatsu - Toyo University
<b>12:10-12:35</b>	Ensuring functional quality in translated medical abstracts: lexico-grammatical patterns as sources of distorted interpretation for the reader - Hanna Martikainen - University Paris Diderot (Paris 7)	Contagion and tactical diffusion of popularized radicalization discourse - Margaret Rasulo - University of Campania	Academic writing across genres: language choices in research articles and impact case studies - Bella Reichard - Newcastle University	Applying specialised knowledge in the classroom: social work discourse for ESP undergraduates in Italy - Jane H. Johnson - University of Bologna
<b>12:35-13:00</b>	A multilayered corpus analysis of disease, illness and sickness in the BNC. A preliminary study - Daniel Knuchel et al. - University of Zürich and other universities	Les « petites phrases » de la campagne présidentielle française de 2017: les slogans politiques - Alida Silletti - University of Bari	Strutture narrative nei manuali accademici tedeschi - Giancarmine Bongo - Federico II University of Naples	Acquérir avec goût une compétence métalexicale spécialisée - Marianna Lisi - University of Verona
<b>13:00-14:30</b>	<b>BUFFET LUNCH</b>			

**FRIDAY, 1 DECEMBER 2017, AFTERNOON**

14:30-15:30	<b>Plenary lecture by Natalie Kübler, University Paris Diderot (Paris 7)</b>			
15:30-16:00	<b>Coffee break</b>			
	<b>Room A</b>	<b>Room B</b>	<b>Room C</b>	<b>Room D</b>
	<b>Communication strategies</b>	<b>Teaching</b>	<b>Blogging</b>	<b>Tourism discourse</b>
	<b>Chair: Amanda Murphy</b>	<b>Chair: Christopher Williams</b>	<b>Chair: Giuliana Garzone</b>	<b>Chair: Elena Manca</b>
16:00-16:25	Persuasion and sustainability in strategic communication alias: 'words are killers' - Federica Ferrari - University of Bologna	Verbal encoding ↔ decoding of visual representations in English for science - Rose Filazzola, Victoria Sportelli - University of Bari	Disseminating, representing and adapting specialized knowledge: American think tanks' blog posts - Mathilde Gaillard - Sorbonne University (Paris 4)	A stakeholder discourse analysis of the Great Zimbabwe National Monument - Lameck Gonzo - Rhodes University
16:25-16:50	On some persuasive strategies in the language of technical communication - Renata Povolná - Masaryk University	Teaching business English through films: a case study - Veronica Bonsignori - University of Pisa	New modes of knowledge dissemination: focusing on economics blogs - Franca Poppi - University of Modena and Reggio Emilia	Specialised knowledge in Q&A sites: a pragmalinguistic analysis of golf tourism through Sentistrength - Annarita Taronna, Antonio Mileti - University of Bari
16:50-17:15	The modern diplomatic manual: from "Frenchified vocabularies, Levantine anecdotes, and Mandarin stories" to an elementary theory of diplomatic practice - Jessica Stark - Aix-Marseille University	English for statistics and finance. From form versus content to content pro form - Paola Gaudio - University of Bari	The changing rhetoric of science: knowledge dissemination through science blogs - Maria Freddi - University of Pavia	UK hotels and their green policies: investigating the discourse used to communicate sustainable practices - Ida Ruffolo, Jean Jimenez - University of Calabria
17:15-17:40	Popularising the language of diplomacy - Cinzia Spinzi - University of Palermo	Specialised knowledge in legal translation teaching contexts: the power of attorney - Michela Giordano - University of Cagliari	Microblogging as professional practice: the use of Twitter by academics - Giorgia Riboni - University of Milan	The "power of incantation": a linguistic analysis of European theme parks' websites - Sara Corrizzato, Valeria Franceschi - University of Verona
17:40-18:05	Communicating specialised knowledge through administrative reports by EU and Polish institutions - Katarzyna Wasilewska - University of Warsaw	#uniorscorner: Instagram as a pedagogical tool to enhance students' critical thinking on specialised knowledge - Sole Alba Zollo - L'Orientale University of Naples, Federico II University of Naples	That is, ...: Reformulating and recontextualizing specialized discourse in blogs - Marina Bondi - University of Modena and Reggio Emilia	Exploring the effectiveness of WMMatrix to analyse the language of tourists - Angela D'Egidio - University of Salento
20.00	<b>SOCIAL DINNER AND CONCERT at Palace Hotel</b>			

**SATURDAY, 2 DECEMBER 2017, MORNING**

SATURDAY, 2 DECEMBER 2017, MORNING				
09:00-10:00	<b>Plenary lecture by Paul Thompson, University of Birmingham</b>			
10:00-10:30	<b>Coffee break</b>			
	<b>Room A</b>	<b>Room B</b>	<b>Room C</b>	<b>Room D</b>
	<b>Medical discourse</b>	<b>Economic discourse</b>	<b>Popularization</b>	<b>Translation</b>
	<b>Chair: Francesca Bianchi</b>	<b>Chair: Belinda Crawford</b>	<b>Chair: Alida Silletti</b>	<b>Chair: Giuseppe Palumbo</b>
10:30-10:55	Food and drink: the sword of Damocles upon breast cancer - Laura Pinnavaia, Matteo Incarbone - University of Milan, San Giuseppe Hospital, Multimedica	Translating (im)personalization in corporate discourse: a corpus-based analysis of Corporate Social Responsibility reports in English and Italian - Sara Castagnoli, Elena Magistro - University of Macerata, University of Bologna	"We could soon have superhero NIGHT VISION?" (Mis)Representations of scientific knowledge in popular genres - Julio Gimenez - University of Westminster	Teaching technical translation with computerized tools: report on a corpus-driven, "authentic, collaborative translation project" - Elisa D. Teixeira - University of Brasília
10:55-11:20	For your own good: The use of modal verbs to express obligation and requirement in patient information leaflets - Catherine Richards - University of Swansea	"Dear shareholders, customers and/or stakeholders?": Degrees of specialization in the US banks' communication of financial results - Fanny Domenec - Sorbonne University (Paris 4), University Panthéon Assas (Paris 2)	Popularising the language of architecture. A case study on city audio guides in Italian and in English - Elisa Maria Fina - University of Salento	Mapping the fields of specialised knowledge in contexts of public service interpreting and translation (PSIT) - Raquel Lázaro-Gutiérrez - University of Alcalá
11:20-11:45	Knowledge dissemination and evidentiality in posters: anatomy of a condensed medical discourse - Stefania Maci - University of Bergamo	Apology vs. apologia: a corpus-assisted analysis of corporate discourse in times of crisis - Gaetano Falco - University of Bari	Corpus-based analysis of abstract versus plain language titles for determination of popularization strategies, or "How do Cochrane authors reformulate their titles to communicate effectively with the general public?" - Christopher Gledhill et al. - University Paris Diderot (Paris 7) and other universities	Scientific controversies and popular science in translation: rewriting, transediting or transcreation? - Maria Teresa Musacchio, Virginia Zorzi - University of Padova
11:45-12:10	Does meat cause cancer? The discursive construction of meat carcinogenicity in a corpus of scientific texts - Sabrina Fusari - University of Bologna	Discourse types on corporate websites. A contrastive study of Germany and Spain - Costanza A. Cucchi - Cattolica University Milan	Popularisation strategies in self-help medical manuals in late XIX America - Giuliana Garzone, Paola Catenaccio - University of Milan	Translation as a cognitive process: a corpus-driven research project - Paolo Donadio, Carmen Calabrese - Federico II University of Naples
12:10-12:35	RA titles in the British Medical Journal, 1973-2017. Synchro-diachronic patterns and variations - Stefania Consonni - University of Bergamo	A linguist's approach to the evolution of disciplinary boundaries in the field of economics - Catherine Resche - University Panthéon-Assas (Paris 2)	Popularizing specialized lexis and terminology in TED talks - Stefania D'Avanzo - L'Orientale University of Naples	Teaching LSP in ELF contexts in the simultaneous interpreting classroom: a corpus-based approach - Clara Pignataro, Valentina Baselli, Chiara Barbagianni - IULM University, University of Genova
12:35-13:00	Exploring health literacy. Web-based genres in disseminating specialised knowledge to caregivers: the case of the ketogenic diet - Silvia Cavaliere - University of Modena and Reggio Emilia	How do narratives influence and eventually dramatize reactions in households' saving behavior? - Olga Denti - University of Cagliari	The popularisation of specialised knowledge through TED Talks: the representation of positive psychology in some significant speeches - Francesco Pierini - University of Genova	"NACT: una propuesta para el establecimiento de niveles de competencias del traductor" - Amparo Hurtado Albir et al. - Universitat Autònoma de Barcelona
13:00-13:30	<b>Concluding remarks</b>			