PRIN/Clavier Conference 2018

CLAVIER

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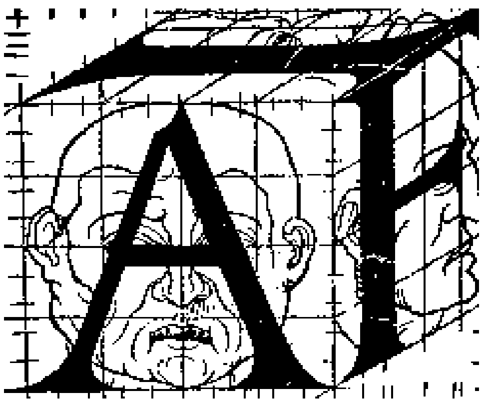
PRE-CONFERENCE PROCEEDINGS

edited by Dermot Heaney, Giorgia Riboni and Emanuele Brambilla



Champfleury- Lart & Science de la deue & vraye Proportion des Lettres Attiques (1529)

UNIVERSITÀ DEGLI STUDI DI MILANO
DIPARTIMENTO DI SCIENZE DELLA MEDIAZIONE LINGUISTICA E DI STUDI INTERCULTURALI

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On cover: Geoffroy Tory de Bourges, *Champfleury. Au quel est contenu l'Art & Science de la deue & vraye Proportion des Lettres Attiques, qu'on dit autrement Lettres Antiques, & vulgairement Lettres Romaines proportionnees selon le Corps & Visage humain. Lart & Science de la deue & vraye Proportion des Lettres Attiques* (1529)

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FOREWORD

Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives[1]

This volume collects the extended abstracts of the papers presented at the international conference *Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives,* held in Milan on 29/30 November-1 December 2018. The Conference is organised within the framework of the PRIN Research Project "Knowledge Dissemination across Media in English: Continuity and Change in Discourse Strategies, Ideologies, and Epistemologies" financed by the Italian Ministry for University and Research in collaboration with the CLAVIER (Corpus and LAnguage Variation In English Research) inter-university research network.

While the PRIN research programme in its entirety, involving the Universities of Milan (Università IULM and Università degli Studi), of Modena and Reggio Emilia, Bergamo, Florence, Pisa, and Rome "La Sapienza", sets out to explore the practices and strategies of knowledge transfer and dissemination to various audiences in a range of different settings and a variety of genres from the viewpoint of linguistics and discourse analysis, the 2018 PRIN/CLAVIER conference focuses on the specific field investigation of the Milan research group, i.e. the ethical and ideological implications of knowledge dissemination (KD), and offers an opportunity for the discussion and exploration of the linguistic and discursive aspects involved.

KD necessarily entails the transfer and the transformation of information, which, in turn, produce changes. Such changes represent a fascinating object of study and reflection, as they may be limited to the simple recontextualisation of knowledge (aimed at circulating it and tailoring it to suit specific audiences), but they may also presuppose some degree of tampering. Frequently, in the process of dissemination knowledge is deliberately altered so that it appears more interesting or attractive (e.g. in journalism) to the target public, and/or more aligned with the speaker's/writer's stance, preconceptions or expectations. A certain level of misrepresentation can also occur when texts convey more or less explicit ideological messages by presenting knowledge with a particular slant or bias. Outright manipulation and mystification of information may be less common, but still possible. These improper practices are not only restricted to specialised contexts but can be found, even more cogently, in popularising communication.

Against this backdrop, the crucial role played by the discursive representation of ideologically and ethically relevant issues emerges clearly both in inter-specialist communication and in popular exposition (Clôitre/Shinn 1985). In particular, the ways in which 'sensitive' topics are rhetorically and discursively constructed, for instance in the life sciences (e.g. medicine, bioethics, biotechnology, genetics), in corporate, academic, military discourses etc., can have consequential repercussions on the moral, ideological, legal, economic, political, and religious domains.

Ethical issues also emerge in research on specialised discourse. Issues may arise with regard to the potential intrusiveness of the observer in the process under scrutiny and to the validity of the data collected (cf., *inter alii,* Sykes 1978; Sassoli de Bianchi 2013). Problems are also entailed in the ways in which scholars' expectations, beliefs or outlooks may possibly affect their choice of the objects of study, practices in data collection and selection, and, finally, the truthfulness and accuracy of phenomenon identification (cf., *inter alii*, Corben 1999; Chenail 2009).

The PRIN/CLAVIER conference provides a forum where all these issues are dealt with and examined under the linguistic and discursive perspective, as well as from the point of view of translation and interpreting. Studies adopting synchronic/diachronic, contrastive, interlinguistic and intercultural approaches

1 This Book of Abstracts contributes to PRIN 2015 Research Programme Prot. 2015TJ8ZAS_002.

are also presented. This volume therefore results in an overview of contemporary trends in KD and specialised communication, with a focus on their ethical and ideological implications.

A significant number of contributions focuses on traditional discourse genres (e.g. the academic paper or the newspaper article) and investigates how the latter are used vis-à-vis the current increase in the degree of specialisation in research and the ensuing need to share knowledge among experts and with the lay public. Many papers, however, devote their attention to emergent genres, especially those that are native to the web. Due to the technological affordances they are based on, these genres have brought about a significant change in content distribution: the removal of the barrier between producer and public (Bruns 2008) and the extension in the participation framework of knowledge circulation (cf, *inter alii*, Askehave/Nielsen 2005; Garzone 2007) have allowed a plethora of new actors to participate in the KD process, thus making it possibly more democratic and transparent, but markedly more heterogeneous, complex, and challenging to codify with adequate categories. In a similar vein, the new interaction options offered by the web environment have contributed to increasing the ethical and ideological issues involved in knowledge dissemination and specialised communication.

The abstracts included in this volume explore different genres and settings, but can also be categorised according to the domains they explore. Rather expectedly, given the conference's emphasis on ethics and ideology, bioethics plays a central role. In particular, conference sessions are characterised by a predominance of papers analysing the discursive construction of bioethical themes in texts produced within the domain of medicine. The medical context is, first of all, observed focusing on recourse to certain lexical items and expressive solutions in written and spoken texts. Studies of doctor-patient interaction are presented, contributing to the further development and update of a well-established area of investigation, and attention is also given to the discursive roles of other healthcare professionals and participants in medical communicative events (e.g. nurses, medical ethicists, social workers, caregivers) with a focus on the ethical implications of communicative practices in these professions. The medical themes touched upon range from "older" to "newer" ones, with HIV discourse and anti-vax campaigns providing telling examples of the extent to which the domain of medicine provides research materials in discourse analytical settings. Special attention is devoted to population ageing, addressed in a dedicated panel session where different scholars discuss the medical, linguistic, ethical and social implications of the theme at issue through the lenses of different, albeit interdisciplinary, methodological approaches. Other papers examining medical discourse focus on bioethics in its strictest sense as "the study of the ethical and social issues generated by biotechnology" (Talbot 2012: 3); genetics and assisted reproductive technology provide a case in point, and the ethical repercussions of the use of nanotechnologies also find their way into the thematic inventory of the conference.

It can therefore be stated that all these interrelated papers cover the study of the discursive construction of "the future implications of rapid advances in the life sciences with regard to potential modifications of a malleable human nature" (Post 2004: xi). Yet, as Post (2004: xi) clarifies, the medical and life sciences represent only one of two main topics in bioethics; the second one being "the responsibility to maintain the generative ecology of the planet, upon which life and human life depends" (Post 2004: xi), which of course is also present in the Conference programme. Since humans "have become a geological force capable of affecting all life on this planet" (Braidotti 2013: 66), discourse analysts have gradually been attracted by the examination of how some "representatives" of this new geological force address the Earth/human relationship in different public sphere contexts, and the linguistic study of texts on sustainability and environmental conservation is now an established area of discourse studies (Gellers 2015). The topic of the environment is, therefore, also dealt with at the conference, where a series of papers explore different text genres produced within different spheres of social action, from institutional settings to activist contexts. In this respect, the discussion of the ethical and ideological aspects of "green" texts embraces traditional and new media alike, and focuses primarily on the strategies of knowledge dissemination enacted to popularise scientific evidence about the human impact on the planet.

The analysis of environmental discourse cannot but encompass the study of corporate discourse as, in the Anthropocene era, companies face increasing demands for corporate social responsibility (CSR) on the part of various target audiences and stakeholders. Attention is, therefore, given to ethical and ideological implications in business communication, and in the representation of corporate strategies and activities.

Another important area of debate included in the conference programme is science and technology as the discursive representation of themes such as algorithmic ethics, military robotics and nanotechnologies are analysed by means of interrelated approaches that span argumentation theory, corpus linguistics and discourse studies to describe the features of texts disseminated through traditional and new media alike.

Technological progress and its impact on the world and its inhabitants also raise legal concerns: the 2005 UNESCO *Universal Declaration on Bioethics and Human Rights* "addresses ethical issues related to medicine, life sciences and associated technologies as applied to human beings, taking into account their social, *legal* and environmental dimensions" (ten Have/Jean 2009: 9, emphasis in the original). As does the PRIN/CLAVIER conference, where more than one of the parallel sessions are devoted to the presentation of findings collected in the research area of legal and/or institutional discourse analysis. The discursive construction of ethically sensitive issues in institutional texts is investigated at EU and national levels adopting different perspectives, which share the objective of scrutinising the role of language in transferring relevant knowledge. Sexual harassment, immigration, securitisation and legal terminology are only few of the themes explored in relation to the ethical and ideological implications of judicial, legislative and academic texts.

The focus on the institutional dimension of the discursive construction of sensitive issues in specialised communication cannot shirk the objective investigation of ethics and ideology in *our* profession, that of applied linguists and language experts. Some papers, thus, venture into the discussion of the role of applied linguistics in a communication society, or debate the discursive construction of research and publication ethics. The ideological and ethical aspects of translation and interpreting also contribute to shaping the heterogeneous set of topics addressed at the conference; some papers focus specifically on translation and/or interpreting in specific domains (e.g. the military setting, sign language interpreting), while a variety of other contributions, though not overtly centred on the study of the ethical and ideological aspects of the profession, discuss the translational implications of specialised texts. Since knowledge dissemination often involves communication across languages and cultures, and in many cases also a component of intersemiotic translation, its prominence in today's globalised public sphere adds an interlingual (and intercultural) dimension that nurtures its ethical and ideological complexities, thus posing especially interesting challenges to the applied linguist and the discourse analyst.

The multiplicity of domains, approaches, and perspectives described in this volume provides an insight into the crucial importance of the KD process in contemporary society within linguistics and discourse studies and possibly even outside them. Given the salience of the subject matter, it is hoped that more future research will be carried out which can further explore the issues debated at the PRIN/CLAVIER conference.

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PLENARY LECTURES

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Politemes and Ideologemes in the Public Discourse of Healthcare Professionals Concerned with the Implementation of Medical Assistance in Dying Legislation

The societal debate about medical assistance in dying has been fueled by fundamental ideological discussions covering the full gamut of positions ranging from the right to life to the right to assisted death.

Charters of rights in a number of jurisdictions have defined in various ways what one may refer to as a universal right, the right to life. And this right is also likened to the right to dignity. Yet, one may ask if there is a true universal understanding of these rights as modern societies look to what Freedman has called a "vision of the ideal death".

At the heart of this debate are healthcare professionals, faced as they are with the responsibility of managing a very complex medical act involving the shared responsibilities of physicians, nurses, nurse practitioners, social workers and medical ethicists, all of whom take into consideration the values and beliefs of patients, family members and other intimate caregivers. Clearly, the emotional impact of end of life decisions is enormous and far-reaching. Some are opposed on moral and/or religious grounds, while others may feel uncomfortable with such decisions because of their fear of stigmatization or possible legal recourse.

As this area of practice continues to define itself in legal, professional and social contexts, discussions invariably revolve around the prime responsibility for the act of assisting a patient who is at the end of life, a term which in and of itself is subject to debate.

The study of texts written by a number of stakeholders concerned with the right die in dignity issue provides an opportunity for linguists and communication specialists to examine the use of politemes which fuel both dissensus and consensus in the political arena and the ideologemes which allow the actors to frame their discussions. As a result, we may be able to arrive at more universally understandable definitions of patients' rights, professionals' ethical and moral responsibilities, and this emerging specialty practice which may or not be the reserved province of licensed physicians.

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Discourse Ethics and the Mediatisation of Scientific Knowledge. The Case of Climate Change

The mediatisation of scientific knowledge raises a series of discourse-ethical questions. Following Jürgen Habermas, these questions relate to validity claims such as truth, normative rightness, truthfulness and comprehensibility. For theoretical as well as practical discourses in the various sciences, these four types of validity claims are all relevant. They are made, justified and questioned on the basis of scientific values and norms, which are integrated into rules of communication and interaction. Among these rules are guidelines for argumentation, i.e. rules of constructive reasoning and deliberation, and more general principles such as matter-of-factness, impersonality, accuracy, clarity, concision, intelligibility, consistency, coherence, empirical foundation, informativity, but also elegance. Such rules and principles guide the production of scientific discourse fragments.

However, these rules and principles are – at least partly – field-dependent. They diverge, for instance, from the "logics of media", which is strongly oriented towards specific news values and rules of selection as well as rules of presentation. Among the media rules of selection are surprise, sensation, and scandal, conflict, personalisation, dramatisation, emotionalisation, and closeness to the media consumers. Due to these divergences and tensions between science and media, conflicts can arise if scientific knowledge is to be mediatised in the present-day digital media.

In my paper, such tensions and conflicts shall be described, explained and discussed with reference to the mediatisation of scientific knowledge in the area of communication about climate change. I will approach the issue from the perspective of Criticial Discourse Studies and ecolinguistics, and, strictly speaking, of the Discourse-Historical Approach (Reisigl/Wodak 2016, Reisigl 2018). Various facets of the difficulty to mediatise scientific knowledge about climate change will be touched upon qualitatively. Among them are (1) difficulties relating to the abstract "nature" of the object in question (i.e. climate and climate change), (2) difficulties relating to the technical and sometimes idiosyncratic language of climatologists as an hermetic language for special purposes (see, for instance, the counter-intuitive use of "virtually certain" as a epistemic-modal marker of the highest degree of certainty), (3) difficulties to translate the English reports into other languages, (4) difficulties relating to the neglect of applied linguists dealing with discourses on climate change and their expertise, (5) difficulties relating to the genre choices (*assessment reports* showing a lack of the interpersonal conative function; the concept of *storyline* used in some IPCC reports contradict linguistic conceptions of *narrative* and *narration*), (6) difficulties relating to conflicts of interests among various groups of social actors (e.g. scientists vs. journalists vs. politicians vs. businesspersons vs. environmentalists), (7) difficulties following from cognitive-emotional dissonances of media consumers, (8) difficulties relating to specific media formats (such as online postings on platforms of digital newspapers), and so on. As for the empirical data, I will compare parts of the IPCC assessment reports, paying special attention to the summaries for policymakers, with multimodal newspaper articles both from quality papers and tabloids.

My discussion shall lead to conclusions that, on the one hand, stress the most critical discourse-ethical points in the mediatised communication of climatologist knowledge and that, on the other hand, make proposals to overcome or at least mitigate some of these critical challenges.

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Towards a Framework of ‘Communication Ethics’ in Professional Discourse Studies: ‘Communication Ethics’ in Professional Discourse Studies

Conventionally, professional discourse studies in the tradition of language for specific purposes have addressed the forms and functions of specialized genres within and across professions such as health and social care, mediation, law, education, media, business and industry. However, professional practice is not restricted to specialized communicative genres as it is routinely mediated by major interlocking trends – e.g. bureaucratisation, marketization, consumerism, technologization and humanization – all of which are manifest communicatively (Sarangi 2014). Moreover, contemporary professional practice is characterised by uniqueness and uncertainty interspersed with ethical challenges within the general ethos of what Funtowicz and Ravetz (1992) call ‘post-normal science’.

In dealing with the contingent, complex communicative environments, ethical concerns have led to the establishment of principle-based codes of professional practice, e.g. in healthcare (Beauchamp and Childress 1994). But the very existence of such codes are indicative of ethical dilemmas (Campbell 1984). In arguing for a reappraisal of the core principles of ethics from a communication perspective, with particular reference to empirically grounded studies, I suggest that the ethical dilemmas go beyond the boundaries of research ethics dealing with data collection and participant recruitment processes to include interpretation of data and dissemination of findings. This is particularly the case in the context of institutional/professional language/communication studies with an applied interest within the qualitative research paradigm.

Against the backdrop of the traditions of 'research ethics' and 'professional ethics', in this presentation I propose a framework of 'communication ethics' – i.e., communicative practices surrounding ethical issues – to address the inherent nuances in the interactional trajectories in professional discourse/practice (see also Barton [2011] on ethics-in-interaction'). I delineate how my proposal of communication ethics differs from Habermas's (1986, 1990) framework of 'communicative/discourse ethics'.

Historically, communication and ethics as two disciplinary traditions have lived parallel lives with little interaction between them. In tracing the disciplinary roots of language/communication studies and ethics to linguistic philosophy and linguistic pragmatics, I characterise the intersection of 'communication' and 'ethics' along a set of shared disciplinary interests in the study of language as action and as a meaning system in terms of self-other dynamics vis-à-vis autonomy and role-responsibility, underpinned by accountability and trust. I argue that not only do ethical values justify and promote a communicative mentality, but also communication articulates and mediates the beliefs and values that constitute professional ethics, either explicitly or implicitly, intentionally or unintentionally. I will draw on examples from the healthcare setting, especially relating to communication targeted at recruitment of participants for clinical trials, where research ethics and professional ethics intersect and can lead to 'unethical persuasion' (Barton and Eggly: 2009).

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PANELS

Panel
Knowledge Dissemination: Continuity and Change in Discourse Strategies, Ideologies and Epistemologies
Project Status Overview

convened by Marina Bondi

The increasing importance of Knowledge Dissemination (KD) has led to the emergence of a wide range of genres – from newspaper or journal articles to more recent web-mediated genres, which cater to different needs. The panel centres on an interuniversity research project -"Knowledge Dissemination across media in English: continuity and change in discourse strategies, ideologies, and epistemologies" (PRIN 2015TJ8ZAS) - aiming to investigate the practices and strategies of dissemination to various audiences in a range of different settings. Special attention will be paid to how specific genres have developed over time (in the past and in the present) and how they have been tailored to the addressees' needs and to the addresser's overt or covert intentions. The focus is on different communicative environments: the press first and the world wide web nowadays, with its growing level of participation and interaction, as well as their impact on learning. The panel covers the various approaches and units involved in the project, paying particular attention to the methodological tools that can help explore the ideological and ethical implications of KD. Topics include: a) the process of KD, with an exploration of its nature and of the emergence of new genres in a synchronic and diachronic perspective, so as to be able to contextualize the discursive processes deployed across time; b) methods for the investigation of KD strategies across disciplines and communicative genres and in particular for a study of the degree of accuracy, alteration and bias of disseminated knowledge; c) features of KD in the context of highly asymmetrical communication, with special attention to intercultural and interdiscursive aspects.

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The Process of Knowledge Dissemination

Given the cognitive feature of knowledge and its dynamic dialogic attitude (Bondi 2017), this contribution develops three main strands: 1. the analysis of models built to represent the process of knowledge dissemination; 2. the relationship between discourse and knowledge dissemination; 3. the interrelation between knowledge dissemination and ethical issues.

Although there is widespread agreement about the fact that no model can be exhaustive in itself, and very complex models often remain largely unused and unexploited, current literature insists on the need to refer to theoretical models to better understand, plan and evaluate strategies for effective knowledge dissemination. The models analysed have been built within disciplines and discourse communities other than linguistics (for example, Graham *et al.*'s model, 2006). Indeed, these models are based on the concept of moving knowledge into action, stressing the value of theories and strategies to be learnt and applied. Most of the models consider 'language' as the interface between knowledge dissemination and disciplinary contents.

For their part, linguists recognize that discourse is "a form of knowledge and memory" (2002: 8) and it represents "the flow of knowledge – and/or all societal knowledge stored – throughout all time" (Jäger 2004: 129). Discourse, therefore, guarantees knowledge dissemination through appropriate techniques which are the object of investigation by linguistics.

The relationship between knowledge and ideology, as well as the intertwining between knowledge dissemination and ethical issues are also discussed in this contribution, as modern communication technologies have significantly amplified the risk of developing false information and unethical attitudes. Most of the points presented do not allow us to draw the line, rather they challenge linguists to broaden their investigations in an increasingly interdisciplinary perspective.

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Knowledge Dissemination across Genres: a Diachronic Perspective

In my paper I shall present the research that the Florence Unit is investigating in relation to its participation in the PRIN 2015 project **"**Knowledge Dissemination across media". One principal research topic regards the language and discourse employed in historical accounts of discovery, exploration and settlement stretching from the sixteenth to the early twentieth century and covering areas ranging from west Ireland to North America, Africa and Australia. In the examination of the discourse (and accompanying paratextual features when present), the research team make use of qualitative and quantitative analysis with the aim of identifying the manner in which the knowledge disseminators of the time adapted, created and exploited the language of the genre in which they were communicating to inform and/or persuade contemporary readers. The research focuses on different genres including manuscript correspondence, pamphlet travel narratives, popular literature and print news. Knowledge dissemination is mediated through these different genres but in each case the genre in question conveys three common aspects of knowledge dissemination: the factual, the personal and the ideological. The focus is on how domain-specific knowledge is mediated in specialized and popularizing discourse to address different stakeholders. Interrelated to this research is an examination of the role and practice of translation in the language of discovery and settlement, and more generally in the dissemination of news generally, in the early modern period.

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Knowledge Dissemination on Sensitive Issues: Investigating Ethical and Ideological Aspects

This presentation is aimed at illustrating the research carried out by the Milan Unit within the framework of the national research project on "Knowledge Dissemination across media" in the first eighteen months of project execution (February 2017-November 2018).

As set out in the original project, the main focus of the research activity of the Milan unit has been on the linguistic and discursive aspects of the dissemination of knowledge about sensitive issues, especially in bioethics and other contested domains which have been at the centre of political, legal, and cultural debates both locally and globally. These debates involve complex fields (e.g. medical ethics and professional conduct, animal ethics, environmental ethics, healthcare and pharmaceutics, business ethics and big data) and contested issues (e.g. surrogacy, genetic manipulation, end-of-life care, cryopreservation, performance enhancement) for which there is not only the fear that the application of new scientific findings could impinge on human rights and the dignity of - and responsibility for - birth, illness, performance, privacy, personhood and death, but also apprehension that their commercial exploitation could jeopardise people's health and privacy and the integrity of the environment.

Communication on these controversial issues lies in an area at the intersection between specialised discourse (e.g. discourses in medicine, biotechnology, genetics, environmental sciences, business practice, data-processing applications) and other forms of professional, legal, institutional, political, religious and media discourse that cut across the various domains. It also involves a strong persuasive component, often reliant on recurrent argumentative patterns that are especially suited to the exploration of the ideologies underpinning the discourses under investigation.

Given the variety of domains involved, researchers in the Unit have diversified their interests and each member of the group has focused on contested issues in one or two different fields, basically relying on a shared set of analytical tools, essentially based on Critical Discourse Analysis and corpus linguistics (cf. van Dijk 2003; Weiss/Wodak 2003; Baker 2012).

The presentation will illustrate some of the results of the investigations, outlining the main strategies and trends identified so far and explain what has been learned in terms of suitability of analytical tools to be deployed in research on the ethical and ideological aspects of knowledge concerning sensitive issues.

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Knowledge Dissemination in Academic Contexts: Ethical and Ideological Implications

Our contribution to the panel reports on the investigations conducted by the Bergamo Unit within the national research project on “Knowledge Dissemination across media” in this first year and a half, seeking to analyse how and to what extent recent developments in technology have impacted on the language of academia used for knowledge dissemination in the sciences and humanities.

Adopting a combination of quantitative and qualitative research methods, the Unit has identified ongoing trends in a range of representative academic genres, with special attention given to:

- ✓ the communicative purpose and discoursal construction of emerging genres;
- ✓ the extent of linguistic variation / hybridisation in well-established genres.

In particular, in line with the theme of this conference, the main issues investigated here concern the ethical and ideological implications of Knowledge Dissemination carried out in a few recent genres of specialised communication, such as TED Talks, legal blogs (blawgs) and Twitter / Facebook medical news. The presentation will enable us to highlight some aspects of ethical transformations undergone by sensitive specialised knowledge in the dissemination process, particularly in the new media, as well as the ideological implications concerning legal and medical discourse, with special regard to sensitive issues (e.g. environmental law and anti-vaccine campaigning).

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Knowledge Dissemination and Ideological Stance in ESP Settings

This contribution leverages data from the ESP Video Clip Corpus compiled by the Pisa research unit that focuses on the interplay between knowledge dissemination and multimodal literacy in ESP settings. The multimodal corpus contains a variety of digital genres for knowledge dissemination across specialized discourse domains of interest of ESP students. It is a multi-layered resource comprised of digital video clips, annotated transcripts, and corresponding sets of teaching notes. The talk will deal with some excerpts from an MIT OpenCourseWare video lecture on microeconomics delivered by Professor Jonathan Gruber who served as key consultant in the Obama administration for the Affordable Care Act, also known as "Obamacare". Drawing on notions of *multimodal critical discourse analysis* (Ledin/Machin: 2018), I present a preliminary analysis to explore how this lecturer's ideological stance manifests itself both linguistically and extra-linguistically, and thus contributes to expressing ideological meanings that can shape social practices. The findings can be applied to ESP settings in order to foster multimodal literacy (Walsh: 2010) as a way to help L2 students exploit a wider set of semiotic resources beyond verbal language to cope with the linguistic and pragmatic challenges of domain-specific language, but also to encourage them to engage with ideological meanings within a broader social and cultural context.

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Knowledge Dissemination in Web-Based Genres

The Modena research unit investigates disciplinary and diatypic variations in web-mediated genres. The main focus is on websites and blogs with a view to developing corpus-based comparative analyses. The study is based on comparable corpora and electronic collections of texts, which show how domain-specific knowledge is mediated in specialized and popularizing discourse to address different stakeholders. The aim is to highlight the features of emerging genres and the communicative strategies adopted in relation to stakeholders from different cultural backgrounds and age groups. Web-mediated genres are often seen as tools for reaching the widest audience and giving the audience an opportunity to participate in current debates. The talk provides an overview of the fields explored in the project and a reflection on the extended participation framework afforded by the Web, with its opportunities and its challenges, focusing on the impact that the Internet has had on the language of dissemination (Baron 2011). The domains studied by the research unit range from the humanities and the social sciences to the "hard" sciences. Economics, for example, has been the core of a comparison across genres (academic publications, blogs, economic journalism), while science blogs and websites have been explored as new interactive forms of acculturation into domain-specific knowledge digital texts for children. Ethical and ideological questions are often involved both in the linguistic-discursive strategies employed for dissemination and in the management of interactivity. The process of knowledge dissemination on the web turns out to be inextricably connected to other issues such as promoting personal or institutional reputation or promoting specific ethical or ideological positions.

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Panel
Ageing Issues, Ethics and Ideology: Discursive Reflections and Dissemination Strategies

convened by Alessandra Vicentini, Kim Grego and Daniel Russo

This panel examines important issues related to ageing and the social impact of ageing. The problem of an ageing population in developed countries is well known. According to the United Nations (UN-DESA 2015), more than a quarter of the population in developed countries will be aged over 60 in 2030, thus "it is imperative that Governments design innovative policies specifically targeted to the needs of older persons, including those addressing housing, employment, health care, social protection, and other forms of intergenerational support" (*Ibid*.: 1). Society is seldom aware of the conditions of the elderly, especially those home assisted who live in 'hidden' places that are perceived as distant in time and space by the active, younger part of civil society. Those who give them care, who are mostly foreign citizens, in many developed countries, play a fundamental role in social and care issues. Little is known about their activities and professional profiles; the reasons behind the indifference of today's society toward the conditions of the elderly and their foreign caregivers reside in the general lack of a civic culture, which leads people to disregard what does not directly involve them, thinking that this will always occur to someone else or simply later in life.

Research has long been addressing issues of ageism from various perspectives, such as gerontology (e.g. Clark-Cotton *et al*. 2007), social psychology (e.g. Nussbaum *et al*. 2005) and, not last, applied linguistics (Coupland 1997; Coupland/Nussbaum 1993). Moreover, research in specific professional domains, among which the healthcare field, has produced some of the most interesting reflections, with repercussions at the social and philosophical levels due to the changes undergone by the doctor-patient and institution-patient roles within contemporary healthcare (e.g. Sarangi/Roberts 1999; Salager-Meyer/Gotti 2006). The hybridisation of seniors discourse with healthcare discourse is a recent and promising phenomenon (cf e.g. Coupland/Coupland 1994 on the representation of old age in geriatric medicine,). The representation of old age in the media has also been studied quite recently (Ylänne 2012) and linguistic analyses of (web)marketing texts aimed at seniors, with particular attention to the ethical repercussions that these may have for them, have very recently been carried out (Grego 2018).

To facilitate intergenerational communication, a number of ethical, medical and linguistic aspects need to be addressed: the sensory, cognitive and psychomotor processes that impact on communication effectiveness, the channels of institutional communication related to ageing-specific needs, corporate marketing and communication issues addressed to seniors, the intergenerational digital divide, the intergenerational cultural gap, etc. Furthermore, people over 60 are far from a homogeneous group; thus, more demographic and cultural factors seem necessary to analyse and study age-related issues.

Other aspects that can be included in the panel discussion are: the challenge of population ageing, media and ageism, a new image of ageing, ethical and ideological aspects of ageing discourse as seen in the media, societal attitude change towards ageing, ethical implications of studying older people, the impact of research in ageing issues, the relationship between ageing people and caregivers, ageing users and technologies, the ageing/aged and tourism, elderspeak communication and language.

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"Young-Old", "Old-Old", "Oldest-Old". Changing Terminology and Discourse in the Representation of Older People in the UK and US Lay Press

As the Western population becomes increasingly older, the result of the 'demographic transition' process determined by increased life expectancy and declining fertility rates (Ylänne 2012: 12), past definitions and concepts of old age no longer apply. People over 60 do not recognize themselves as 'the old' or 'the elderly' any more (Hurd 1999) and fiercely try to distance themselves from the frequently negative stereotypes that these linguistic expressions carry with them. Since words which once used to be neutral are nowadays felt to be at least unrepresentative, if not downright offensive, both the specialized and the lay community are looking for new terms that defy ageist practices to refer to a relatively new and significant demographic group – the 'young-old' (Hurd 1999). Many are indeed the contributions in specialized journals, such as the *British Medical Journal* and *The Gerontologist*, but also in popular newspapers, which denounce the use of ageist language and ask for new, more respectful and representative terminology.

This paper aims at tracking the evolution of the terms that refer to the older section of the population in the British and American popular press over the last few years. To do this, two corpora of articles published in the last decade by *The Guardian* and *The New York Times* were created using the subject search option in the LexisNexis Academic database. The analysis was conducted making use of both quantitative (i.e. LancsBox) and qualitative methods, following a discourse analytic approach (Fairclough: 2003) with specific insights into ageing discourse studies (Hummert *et al*. 1994; Coupland 1997; Palmore 2000; Chou/Chi 2002; Coupland 2009). Special emphasis was also placed on the search for stereotypes that may be associated with or evoked by specific terms emerging from the investigation, through the analysis of collocations and word clusters.

The preliminary research showed that, notwithstanding recent criticism, "elderly" is still the most frequent term used to refer to the older section of the population in both corpora, followed by "older people" and, in American English, "senior(s)". However, while in the British English corpus the relative frequency of "elderly" is mostly constant over time, in the *New York Times* corpus it gradually diminishes in frequency over time, a tendency which is countered by the opposite, yet less evident, rising trend of "older people", a term which might be felt to be more representative of today's older section of the population. Indeed, whereas the collocates of "older people" tend to be generally neutral (e.g. "support", "home(s)", "service(s)", "need(s)") if not positive (e.g. "healthy"), "elderly" most frequently co-occurs with words denoting ill-health (e.g. "patient(s)", "disabled", "hospital(s)") and frailty ("vulnerable", "frail", "poor"), thus explaining native speakers' dislike for this particular expression. The overall most positive terms so far encountered, namely "over 60", "over 65", "senior(s)" and "senior citizen(s)", which most often collocate with more neutral words denoting the worlds of politics ("voter(s)", "democrat(s)"), of work ("retirement", "management") or of social associations ("centre(s)", "home(s)"), are much less frequently used.

As newspaper articles can be thought to function as filters between the specialists and the public, the data thus far collected do seem to corroborate the claim that ageism pervades the terms we use to talk about the older section of the population, as their collocates mostly evoke very bleak images of old age, which are not anymore representative of today's "young old" generation.

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"We're Three Old Guys". Ageist Discourse in Hollywood Movies – a Case Study

The *World Population Prospects: the 2017 Revision* published by UN (2017) shows that the population aged over 60 is expected to double by 2050 and triple by 2100. On top of that, older population is growing faster than younger population. Ageing is clearly becoming one of the most relevant social changes of our centuries with implications in the social, labour and financial markets in relation to the public systems of health care, pensions and social protections for a growing older population.

Although people over 60 people enjoy good health and lead active lives, ageing is associated with mental decline and physical impairment (Kalache 1999), and is identified with a life phase treated as undesirable and unpleasant. Getting old is in other words perceived as a process filled with taboos, fears, prejudices and stereotypes (Zeman/Zeman 2015). The discourse of ageism as portrayed in popular entertainment supports and perpetrates these fears, prejudices and stereotypes.

Drawing on CDA, this study will investigate whether ageist discourse thus represented in the movie industry has changed across time. As claimed by van Dijk (2013), CDA investigation help to uncover the implicit ideology in a text, with particular regard to the complexities of discourse production and comprehension. After investigating the issue of ageism in the BNC and in COCA, I will compare the results thus found with those emerging from the linguistic (and multimodal) analysis of the movie scripts *Going in style* (1979 and its 2017 remake) to see the extent to which, if any, perception of ageing issues has been modified in the span of time between the 1979 and 2017 films.

More specifically, in the first step of the analysis I will focus on the detection of keywords (Scott 2012) of each script of the two movies generated one against the other to find any differences across time. Secondly, these will be analysed in comparison with the BNC and the COCA: the concordance lists these keywords collocate with in the scripts *and* in the two corpora will be useful to see the differences, if any, in ageist discourse in both in movie and in reality. In this way, it will be possible to detect where stereotypical and biased discourse is. Thirdly, the script of the two movies will be run in USAS, the tag suite of WMatrix (Rayson 2008), with the purpose of detecting possible semantic domains used in relation to ageism. At last, the linguistic investigation will be linked to a socio-semiotic, multimodal analysis in order to understand the extent to which in the two movies the use of particular linguistic forms or patterns related to ageist issues is amplified by the iconic element.

The results seem to indicate a difference in the use of terms related to ageist issues when comparing the two keywords scripts with the BNC and the COCA. Furthermore, both the USAS investigation and the socio-semiotic study seem to underline the fact that the language used in these movies, and in particular the 2017 remake, pretend to be sympathetic toward older people but are actually mercilessly ridiculing them – thus reinforcing the existing ageist stereotypes.

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“I Have a Life”: A Multimodal Critical Discourse Analysis of Over 50s Travel Insurance TV Adverts

With the baby boom generation moving into older age bands, the older segment of the British population is growing significantly. According to *Age UK*, there are nearly 14.7 million over-60s, almost 23% of the population in the UK. It is not only these figures, mirrored in other developed countries, that give pause for thought, but also that people are ageing more differently than ever before. Some have plenty of money to spend, others are anchored in poverty, but all share needs, interests and challenges that culturally and commercially are already changing the shape of society. In particular, as surveys and reports reveal, on average, seniors are healthier and more inclined to engage in a diversity of active, creative, leisure pursuits. While many questions arise as to the exact interpretation of this scenario which is rather too conveniently presented as a utopia of health, wealth and vitality for all, it seems certain that advertisers and brands have started to rethink their marketing strategies with the aim of sharpening their focus on a wider variety of products to older consumers beyond those traditionally associated with old age.

In this context, it is therefore not surprising that the tourism industry has recognized the market potential of older people and tourism research has tended to focus on developing competitive business and marketing strategies to target these consumers. This is widely viewed as positive, since the enabling of more and further travel by older people sits well with wider 'active ageing' agendas and can be easily connected to the social benefits often associated with mobility. However, on closer inspection, there are potential tensions inherent to this notion of 'ageing well', encapsulated by a plethora of terms such as 'active', 'healthy', 'positive', 'productive', and 'successful' ageing (Boudiny/Mortelmans 2011; Katz/Calasanti 2014; van Dyk 2014; Timonen 2016).

Building on these preliminary considerations and drawing on previous studies (Ylänne-McEwen 2000; Chen/Ylänne 2012: 36-52), the purpose of this article, which employs Multimodal Critical Discourse Analysis as its main approach (Machin/Mayr 2012), is to critically examine the discourses and practices associated with silver travel and ageing by investigating the multimodal discursive strategies used in *Avanti* and *SunLife* TV adverts. Although other TV products may equally display relevant discursive features, the choice of *Avanti* and *SunLife* ads is motivated by the fact they were award-winners of the UK best advert for a mature audience. Due to the relatively small case sample, the present study certainly cannot claim to constitute a comprehensive study of the senior travel insurance TV advertising. Nonetheless this research does provide some preliminary results about the construction of mature travellers' identities in contemporary travel insurance discourse. Mature travellers are typified as fit, glamorous and sexually active globe-trotters. The selected travel insurance campaigns tend to stress the idea of life lived at its fullest – take a stand, be brave, make a difference, make the time you spend on this earth meaningful. They make customers need travel insurance not because they are old but because they live active, bizarre lives. However, as will be discussed in the final section, this one-dimensional construction may raise some ethical concerns about the notion of growing old, by stressing older adults' responsibility for maintaining their own youthful looks, good health, sexual attractiveness and disposable income.

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Blogs for Seniors: Investigating the Representation of Identities on *AgeUK*

In recent years, there has been a steady increase in the aging of the population (United Nations Department of Economic and Social Affairs 2017). Forecasts estimate that the number of people over 65, currently 26% of the world's population, will more than double by 2050 (Haub 2011). Moreover, people of the same age are not a monolithic community with a common level of shared knowledge and interests, as they generally have very different lifestyles and needs, as well as different educational and income levels.

Issues related to 'old age' have become prominent in international forums although there is no common definition of what is meant by 'older'. In fact, a person's identity is only partially influenced by what society defines as 'old': what is significant is that identities can be seen as "complexes of meaning potential, waiting to be triggered […] under particular circumstances and in the flow of social life and social interaction" (Coupland 2009: 855). As a result, there is no common understanding about at what age a person should be considered a senior citizen as definitions vary from 50 years old to 75 and older. This makes it more difficult to address the question of "older age", sometimes weakened by different forms of ageist categorisations or catchy generalisations, such as "ageless generation" or "adult teenagers" (Goodman /Schaffer 1991).

AgeUK is the UK's largest charity dedicated to helping older people "make the most of later life", conducting in-house research and also collecting, analysing, and synthesising previous research by academics, government departments, and other organisations. The results of this work is freely available on their blog, *AgeUK*.

The blog is relevant, in that an increasing number of older adults are using computers for communication, entertainment, and information purposes, although factors such as age, education and income levels play a significant role in how likely they are to adopt these technologies. However, in the UK, 73% of people aged 65 or over use the Internet at least once a week (Eurostat 2017).

Blogs represent a very popular mode of communication in the ever-changing online world. They provide a wealth of individually authored texts employing diverse resources and media, including verbal, graphic, audio, video, and it helps users create, share, and modify content, thus encouraging interaction. The blog under analysis is not a single-author blog, but has many contributors who deal with different older age related topics. It is, in fact, an example of news weblog as the contributors catalogue news from various sources. These contributions are frequently updated, reporting on stories and news, and sometimes including comments from the authors. The voice of the writers, therefore, represents a distinguishing trait that might justify categorizing the blog as a 'commentary' genre, as well.

Drawing upon frameworks used in previous studies on age (Kaufman / Elder 2002; Harwood 2007) related to different dimensions of age identity (subjective age, desired age, and perceived old age), and Critical Discourse Analysis (Fairclough/Wodak 1997; van Dijk 2003; Fairclough 2010), this study aims to identify the elements of discourse that contribute to building a model of old age identity and to offer an insight into the ideologies that are constructed in the texts on the *AgeUK* blog. The dataset comprises texts appearing on the blog from June 2017 to June 2018.

The study discusses how social and personal age identities are negotiated and renegotiated within the context of societal stereotypes of age. It reflects on the implications of negative visions of older age, for example, as being frail and decremental and involving physical and mental decline and dependency (agist ideology), as well as positive visions, on the other hand, which include a mind-over body attitude, active engagement, self-reliance, and maturity (anti-agist ideology). In light of this, the analysis will identify firstly, what are the most frequent topic areas selected by the authors (e.g., health, travel, social security, etc.); secondly, the predominant lexical aspects in the construction of older age discourse, and in particular how older people are named and referred to. Thirdly, the most commonly occurring terms and phrases will contribute to evaluating a potential authorial stance and the extent to which language use is influenced by ideological motivations.

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Ageing in the Digital Era. CouchSurfing for the Elderly

Although the term ‘ageism’ was first coined and introduced in 1969 by the physician R. N. Butler, fifty years on, the stigma attached to being 60+ seems to persist. The connotation of the adjective ‘elderly’ itself, which only denotes people of advanced age, is still associated with frailty or diminished capacity and often used in a derogatory or condescending fashion. However, the data available suggest that such a narrative needs to be tackled as the label ‘elderly’ refers to a group of very heterogeneous individuals, some of whom successfully challenge such stereotypes.

An example is seniors’ interest in travelling and exploring the world, a phenomenon that has been mainly observed in connection with the tourism industry (see, amongst others, Dann 2001; Le Serre/Chevalier 2012; Alén/Losada/Domínguez 2016; Grego 2016). However, beside the more official and institutionalised routes, have emerged alternative ways of being a tourist and enjoying coming into contact with different cultures.

CouchSurfing is an international hospitality and social networking service that connects travellers with locals all over the world. Hosts provide travellers with accommodation at no cost, the reward being cultural exchange and friendship. Even though the majority of ‘couchsurfers’ are between the ages of 18 and 29, there is a growing community of senior members willing to share their house and experiences as well as to travel the world.

The present work aims to analyse this phenomenon, particularly focussing on profiling the average senior couchsurfer as well as on investigating the image that mature members convey when creating their accounts. The methods employed to extract and process information are based on text analytics and Natural Language Processing (NLP). *Ad hoc* Python and R libraries for dataset manipulation were utilised.

The original dataset comprises 100,000 CouchSurfing profiles. However, the percentage of 60+ members only amounts to 1.7% of the total (i.e. 1,759). In terms of gender, senior couchsurfers are distributed as follows: 37.9% female, 54.5% male and 7.6% who define themselves as 'other'.

From a geographical point of view, the ten countries with the highest number of senior users are: USA, France, Germany, Australia, UK, Italy, Spain, Belgium, the Netherlands, and Brazil. However, if, for each country, we consider the amount of mature couchsurfers over the entire population, the countries with the highest density of senior members are: New Zealand, Belgium, Australia, Switzerland, the Netherlands, Canada, Austria, France, Germany, USA.

Under the heading 'hobbies', travelling is by far the most popular activity, followed by music, art, movies, cooking, and reading. Defying stereotypes, this group of mature people seems to be quite active as dancing, hiking, yoga, swimming, and cycling appear among their favourite interests.

As regards spoken languages, the average 60+ couchsurfer speaks two languages, although there seem to be a few polyglots who speak between three and 19 languages.

The 'description' section in the dataset reveals interesting facts about the personality of this group of users. The extraction of the most frequent lexical words utilised returns *people, life, love, world, live, travel, time, enjoy, friends,* and *meet*, disclosing information about the aims and passions of mature couchsurfers. The retrieval of collocations sheds more light onto their personality and interests. Among the most 50 common ones are:*open minded, easy going, meeting people, different cultures, enjoy life, new friends,* and *new things*. The adjectives used most frequently in the descriptions are:*flexible, experienced, organic, green*, *unconventional*, *communicative* and *foreign*. *Conscientious*, *reliable* and *responsible* also occur with significant frequency, possibly pointing to the need to reassure potential guests/hosts.

The profile of the average senior couchsurfer that emerges from the analysis of the filtered dataset is that of an individual who, far from clinging to the past, is attracted to the new and who is willing to enjoy life, meet new people, make new friends and exchange ideas.

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Elderly Patients Facing Informed Consent (IC): Issues Associated with Aging

The elderly patient is becoming (and the patients' relatives are themselves becoming) more and more informed on any health issue, both at scientific and at legal levels, which implies a transformation of the traditional ways of approaching the patient-doctor relationship: what they are all looking for is no longer a qualified 'technician' but a passionate 'supporter' and a 'caretaker'. In fact, in past centuries, from Gregory (1770) to Percival (1803) and Hooker (1849), literature on the topic shows that the doctor, far from being a mere informant and a scientist, must be a good communicator and a 'caretaker'. Any success by the physician in dealing with problems surrounding the patient's IC is always central to the strength of the physician's relationship with the patient (Stanley *et al*. 1984). When dealing with the elderly patient, the doctor must have some sensitive specialized knowledge together with a particularly strong psychological background, an in-depth knowledge of the main communicative and relational mechanisms (both verbal and non-verbal, cognitive and emotional) and a holistic vision of illness, along with a deep understanding of the varied signs and expressions of human discomfort (Stacey *et al*. 2010) and full consciousness of the criticality of information transmission for decision making.

In this complicated context, the elderly patient and his/her relatives have to deal with IC, which is a mandatory legal requirement, a fundamental ethical step, and a crucial practical part both of patient care and of clinical research. The solicitation of IC for medical procedures or research is also a significant form of legal-lay communication (Conley *et al*. 2013). The process of obtaining it can be described as the interaction between the lay participant (patient) and a medical representative (physician), guided and structured by requirements stated by the law: IC is a hybrid concept "which speaks both to physicians' disclosure obligations and patients' willingness to undergo a particular treatment" (Kats 1994: 69). The communication process in this special health literacy context takes place in the shadow of the law, whose important role is that of prodding physicians to be more attentive to patients' rights regarding decision-making authority (Stacey *et al*. 2010). As a result, a linguistic and cross-cultural approach to the study of IC is especially complex, as it takes place at the intersection of lay (the patients or the research subjects), scientific (the physician or the researchers), and legal (the regulatory framework) discourses. As the written information supplied in the document can be challenging without appropriate verbal explanation by the health professional/researcher, efforts have been made to seek strategies to improve information delivery and to enhance patient/subject understanding (Sarangi 2016). Audio-visual interventions (presented, for example, on the Internet or via a mobile device) are one such method (Dahm/Berger 2016).

Our study aims to investigate the practices and strategies of knowledge transfer to non-specialized audiences in the field of health communication and health literacy, looking in particular at the ethical implications of IC from the viewpoint of discourse analysis. Our paper is aimed at assessing the effects of information delivery as a form of support to the informed consent paper document in a group of subjects. The level of the subjects' understanding, satisfaction, willingness to participate, anxiety or any form of psychological distress will be analyzed. In doing so, we will sustain the argument that the third millennium practitioner is supposed to support the elderly patient facing the IC issue: as a result, far from being a mere informant and a scientist, he/she must be also a good communicator and an expert both in medical and ethical issues, as many cases of patient-doctor interactions in managing elderly patients demonstrate (Stanley *et al*. 1984).

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The Role of Caregivers in Dialogues between Doctors and Elderly Patients: A Qualitative Analysis of Dialogue Moves and Argumentative Sequences

Within the context of a research program on the medical encounter as an instance of advice-seeking activity type (Bigi 2016; Bigi 2018a), this contribution seeks to explore the argumentative dimension of interactions in a chronic care setting between doctors, elderly patients and their caregivers. In consideration of the tenets of the Chronic Care Model, which has shaped and continues to shape many of the reforms in the provision of healthcare, the role of the caregiver has acquired increasing importance (Wagner *et al*. 2001; Coleman *et al*. 2009). This is due also to the particular challenges posed by old age, when multimorbidity, frailty, and cognitive impairments may significantly impact on people's self-care abilities and quality of life (Osborn *et al*. 2015). At the same time, the presence of caregivers may add a level of complexity to interactions in medical settings.

The goal of the paper is to explore such complexity by analyzing in particular the argumentative dimension of medical encounters involving the presence of caregivers. Argumentation in the medical encounter may be employed to achieve two main dialogical goals: shared decision-making and the alignment of assessments regarding symptoms. In the first case, argumentative strategies appear as the pivotal instruments for pragmatic argumentation (i.e., providing reasons for supporting or refusing a certain proposal for action). In the second case, they function as the dialogic tools for the alignment of the assessment criteria that surface in the emergent common ground (Bigi 2018b). The second function is of particular interest when caregivers are involved: indeed, in order to be of real help to the patient, all the parties need to be aligned regarding the criteria that should guide the assessment of symptoms or of measured parameters. Moreover, both these goals are fundamental for the achievement of patient inclusion and participation, along the lines of the Chronic Care Model and Participatory Medicine (Heisler *et al*. 2002). Therefore, it is relevant to understand how these crucial phases of the encounter develop when caregivers are contributing to the interaction.

The paper reports on the analysis of a corpus of transcripts of 53 video-recordings of interactions collected in an Italian diabetes outpatient clinic (Bigi 2014). In 13 of these interactions the caregivers participated in the encounter. In the proposed analysis, first the deliberative dialogue sequences have been identified by relying on a coding of the single dialogue moves; this coding was performed based on an analysis of the dialogical intentions and the relevant topics in the specific context (Macagno/Bigi 2017). Within these sequences, caregivers' contributions have been described considering the following variables: the kind of caregiver (habitual, sporadic), their motivation for accompanying the patient (controlling, collaborative, supporting self-care abilities at home, etc.), and the kind of contributions they make to the interaction (requests for explanations regarding behaviors, requests for definitions regarding specialized terminology, proposals for action, etc.). The quality of the caregivers' contributions is also considered in relation to their dialogical relevance (Macagno/Bigi 2017). The analysis aims to verify if it possible to describe typical patterns of interaction for argumentative sequences that depend on these variables.

The study uncovers one more layer of complexity in medical encounters, which appear as particularly difficult interactions when caregivers are present and either do not understand their role in the encounter or are not considered as resources by the clinicians. The ethical and practical implications of the results are discussed.

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The Silent Minority. Unheard and Unseen? Challenges and Opportunities in Research with Older People Ageing with Deafblindness.

Deafblindness is a complex condition, both in terms of presentation and aetiology (Brennan, Bally 2007; Bodsworth et al. 2011). Although considered a minority impairment, increased longevity, especially in the developed West, means that the percentage of the population affected by it is on the increase (World Federation of the Deafblind 2018; Wittich/Simcock forthcoming). Consequently, this results in a rising number of individuals living and ageing with the condition.

Reflecting the provenance of deafblind organisations, research in the field initially focused on the educational and rehabilitation needs of congenitally deafblind children (Wittich et al. 2016). Nevertheless, the 1980s and 90s saw an increasing interest, amongst both organisations and the research community, in other sub-populations of deafblind people, including older adults with late life acquired dual sensory loss. However, like those ageing with a range of conditions (Jeppsson Grassman e*t al*. 2012; Putnam 2002), the experiences of those ageing with deafblindness have only been partially explored (Simcock 2016).

This paper presents and discusses some of the communication matters within an ongoing, original research project by one of the authors (Simcock, who has a background as a social worker, in England) on the experience of people ageing with deafblindness; in particular, Simcock's work aims to offer a detailed phenomenological analysis of vulnerability as experienced by his participants. During the process of recruiting his participants a number of practical and ethical issues surfaced, including the accessibility of material used to raise awareness of the study and, in the context of a complex relationship between disabled people and the concept of the 'vulnerable adult', the study title. Similarly, the process of gathering the original data (in the form or face-to-face encounters mediated by interpreters), their transcription and interpretation, and the process of writing-up highlighted a number of communicative, linguistic, and discursive challenges. These included the adaptation of qualitative interview techniques; recording of the interviews; approach to transcription; and the use of direct quotations in the thesis. These were of particular interest to the other author, Bacchini, owing to his background and interest in linguistics, health communication, ageing and, more generally, communicative processes. It is hoped that the ideas presented here will, among other thing, highlight the benefit of a multidisciplinary approach.

Because of the specific socio-communicative circumstances pertaining to deafblind individuals, certain ethical, methodological, and communicative issues emerge and have to be considered. Among the practical, this paper will address the following: the difficulty in locating and then accessing potential informants. Among the ethical ones: the problematic use of qualified interpreters who, because of their scarcity, may make the preservation of anonymity rather difficult. Among the linguistic/communicative ones: the unique pragmatic demands of tactile modes of communication and the representation of the source language of the participants within the written thesis.

In the final portion of the paper, the authors will address how the aforementioned matters, if not addressed, can potentially affect the authenticity of the stories they intend to tell and the trustworthiness of the research. They will discuss how poor awareness of the specificity of the lived experiences and needs of older deafblind people risk further obscuring, if not silencing, the authentic voice of an already marginalised group. The authors will conclude with some ideas on how, on the other hand, an awareness of the same specificity has the potential to empower older deafblind people, and to facilitate better, more authentic communication *with, about,* and *from* older deafblind men and women.

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Age.Vol.A. – Ageing, Volunteers, Assistants. Multilingual Tools for Assisting the Ageing

This paper introduces Age.Vol.A., a recently (2017) funded research project on ageing issues in northern Italy. It concentrates on the demographic and social situation of Varese, an 80,000-inhabitant city in North-West Italy, with 13% of its population over 55 and foreigners representing over 8% of the province's population, a significant proportion of whom are employed as caregivers to assist elderly people at home (Euromonitor International 2015, Provincia di Varese 2017, Urbistat 2017).

Age.Vol.A. starts from the assumption that, between home-assisted Italian seniors and their non-Italian caregivers, there exists a linguistic and cultural barrier as well as a digital divide, which tends to increase the physical and social isolation of the elderly population, even reducing their personal space, e.g. when the home is their only living place but it is co-occupied by a carer who is a foreigner and, due to said linguistic and cultural barriers, also remains a stranger. Such barriers can be removed or at least reduced by creating and introducing multilingual tools (a web portal and a smart device application) aimed at providing the carers with terminology and practical information related to their assisted and the institutions (healthcare systems, health associations, etc.) they usually deal with in the carers' own language(s).

To do so, a thorough study of both the seniors and the caregivers' populations of the territory considered (Varese province) should be first carried out, to hear the voices of both seniors and caregivers discussing the lack of social spaces and the communicative gaps from their own experience and point of view, representing the first output of the project. From this needs analysis, theoretical genres and models of communication will be derived, as a second output. These will be used to design and create the multilingual technological products aimed to assist those who assist the elderly, as a third output. They would contain, divided and organised into different sections, information useful to the carers' profession related to senior services, from health and healthcare to administrative issues. These will include terminological tools like multilingual glossaries, information on public institutions dealing with seniors (office hours, contacts), descriptions of administrative procedures, emergency procedures and contacts – all referring to the local territory. One or more of these sections could also be customisable, e.g. with the assisted family's own contacts and procedures in case of emergency or need. The technological tools would be entirely localised into a number of selected foreign languages, based on those spoken by most foreign caregivers in the Varese province (Provincia di Varese 2017, Urbistat 2017). Finally, the last output provided for by the Age.Vol.A. project is its own dissemination and communication plan. This will include several activities and two specific actions to present, divulge and promote the products among all the stakeholders (such as seniors, Italian and foreign caregivers, local institutions, organisations, associations and entities in general involved in senior care), the academia and the media.

The methodology will be primarily based on Applied Linguistics, particularly Critical Discourse Analysis (Fairclough 2003; Flowerdew/Richardson 2018), domain-specific discourse (Coupland *et al*. 1991; Clark-Cotton *et al*. 2007; Bait 2009) and Translation Studies (Baker 2010); secondarily, the study will derive methods from social sciences (anthropology and sociology), especially as regards the quantitative tools to be used in describing the populations considered and for data collection and analysis (Agresti/Finlay 2015), and the qualitative framework for interpreting their spatial conditions and communicative needs.

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INDIVIDUAL PAPERS

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Scholarly vs. Popularized Buscom Writings: Two Sides of the Same Elephant?

The widespread popularity of 'problem-solving' pop-management literature, in the form of self-help books and 'how-to' manuals, has promoted an authorial voice, and in some cases, a default 'go-to' or primary information source for managers and business communications practitioners who seek to improve or ‘add-value' to their professional know-how and performance (Frenkel 2005: 138). Varying greatly in format and content, these readings include best-selling books, manuals, blogs, popularized management journals, book summaries and emailed newsfeeds, all of which address practitioners' needs by rationalizing how to best efficiently manage time, social interactions, communications, performance, health and more.

Their advocates (including authors and publishers) argue that such readings, by drawing upon scholarly writings and evidence-based practices in organizational settings, result in creatively reinterpreted, credible and inspiring experienced-based narratives that abridge the normal requirement for scholarship based on evidence and causality. These readings, it is claimed, are based upon real world practices in organizational settings, which surpass the reader’s need for scholarly sources. This surge of fast-track writing, they say, successfully bypasses-laborious academic descriptions, which are accused of creating a wider gap between perceived and real practitioner needs (Frenkel 2005). But have these ‘cure-all’ writings, having presumably incorporated elements borrowed from academic research, really managed to make findings both prescriptive and reliable while popularizing them for wider readership?

Their critics, on the other hand, argue that these mediated forms of expertise are shallow summaries in the form of check-lists, suggesting simplistic remedies to managerial, organizational and personal work-related challenges, and are accused of “fostering a world of make-believe characterized by reductionism and the tendency to reduce the complex to the simple” (Wood/ de Paula 2008:197). Such persuasive writings are accused of providing fast and facile solutions framed in problem-solution formulae, typically found in fad diet books, pop-psychology or other self-improvement best-sellers, whose findings are typically based on cherry-picked science.

From yet another perspective: might academic scholars and authors of popularized and accessible readings in management and business communications be addressing similarly perceived problems, but furnishing different explanations? Might researchers and pop-management authors be looking at the flip side of the same coin, or, like the blind men and the elephant, defining and describing comparable situations in different terms and from different perspectives while coming to conclusions which are not, at first glance, recognizable as mutually compatible?

This study, then, consists of a critical exploration of the role of the generic conventions and examines evaluative lexico-grammatical features employed (Hunston/Thompson 2010), such as importance markers, over-lexicalisations or forced primings in online pop-management readings, in order to provide a preliminary bottom-up look at the language choices made in evidence-based vs. popularized versions of perceived problems and solutions for business practitioners. I then search for traces of shared argumentation, interdiscursivity and language in a corpus compiled of online sources of pop-management literature, which might reflect contrasting or similar conceptualizations of problems, solutions, and data held by scholars and practitioners. This study adopts theoretical frameworks from Corpus-Assisted Discourse Analysis (Partington *et al.* 2013), Critical Genre Analysis (Bhatia 2017) and Critical Management Studies (Meyer 2005) and is the first part of a larger study which will address language issues in managerialism.

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Euphemisms and Dysphemisms in the Language of Medicine

Euphemisms and dysphemisms attracted the attention of linguists throughout the 20th century and are still an object of interest to them (Alkire 2002; Herbert 2016). However, the active role these linguistic phenomena play within language for special purposes is not frequently studied.

In the language of medicine, numerous functional and stylistic layers coexist in texts and discursive genres. The particular framework of professional medical communication, consisting of a producer, text, and a recipient, greatly influence the quality of speech, its compliance with norms and functional style, its ethical implications, and evocative qualities. Medical ethics or deontology as taught at medical universities is mostly devoted to the relations between a doctor and a patient and demands respect for the patient and avoidance of humiliating treatment of patients and their relatives. This is closely bound with the idea of "tolerance", which originated in the 1970s in the USA. "Declaration of Principles on Tolerance" defines tolerance as "respect, acceptance and appreciation of the rich diversity of our world's cultures, our forms of expression and ways of being human" (UNESCO 1995).

Euphemisms tend to meet the requirements of tolerance. Used to talk about people who suffer from various handicaps, they have led to the acceptance of "the handicapped" by society (Rajic 2014: 4). For instance, the word *crippled* has been changed to the word *challenged* or to the expression *with special needs* to describe people with physical impairments, e.g. *physically challenged*, *visually challenged* (Rajic 2014: 3).

The highest proportion of euphemisms is applied to the most serious diseases, like heart conditions (e.g. *cardiac incident*, *heart problem* instead of *heart attack)*, cancer (*disease of the I, II, III, IV stage)*,pregnancy (e.g. *to be in the family way, to have a full belly, joining the club)* (Jackova 2010: 22), and psychiatry and sexopathology (e.g. *narcissism, Medea's complex, Alice in Wonderland syndrome/symptom)*(БекишеваЕ.В 2012).Euphemisms encourage speakers to talk about things that would otherwise make them feel uncomfortable about mentioning directly. They help to avoid embarrassing moments or hurting the feelings of other people.

The following linguistic strategies are employed to create euphemistic words:

1. Words with diffuse semantics, e.g. *stage, degree, marked, group, challenged, special needs* (although the term *risk group* can be defined as a dysphemism because it generates some anxiety in patients).
2. The use of Greek and Latin terms, e.g. *urine in the blood* or *uremia*, *cadaveric dissection* or *autopsy*, *per rectum* or *through the anus.*
3. Abbreviations, e.g. *TB (tuberculosis), GORK (God-only-really knows*) about physically and mentally unresponsive patient), *TOP (termination of pregnancy).*
4. Some prefixes, the verb *to fail*, some adjectives and adverbs, e.g. *miscarriage* for *abortion*, *to be hard of hearing, to fail to hear, to limp slightly.*
5. Compound words, e.g. *sight-deprived*, *cut-and-paste job,* which stands for a *surgical procedure.*
6. Metaphorization, e.g. *butterfly rash.*
7. Metonymy, e.g. *esthetic procedure* for *plastic surgery, radical procedure* for *mastectomy.*

As for dysphemisms, terminologies of traumatology, orthopaedics, dentistry, and psychiatry contain the greatest number of dysphemisms.

The main characteristics of medical dysphemisms include the following:
1. direct reference to the pathological manifestation of a disease as it is given in the native language of a patient, e.g. *syndrome of bearded women* or *bearded lady syndrome*;
2. comparison with traits that usually are attributed to animals, e.g. *elephantiasis or elephant leg;*
3. reference to nationality and ethnicity, e.g. *mongolism*;
4. reference to religious views, e.g. *tetaniasalaam, salaam fits/spasms*;
5. names of the patients depending on the disorder, e.g. *idiot, mongoloid, debile;*
6.reference to physical deformity, e.g. *elf-marked, congenital deformity.*

Euphemisms in the language of medicine possess a number of prototypical features: semantic reduction makes it possible to limit the amount of information represented by a term; the ameliorative character of euphemisms plays down the direct meaning of words, inferiority of represented features. Euphemisms help to soften vulgar or unpleasant expressions, to deal with social taboos, to refer to negatively perceived social actions and phenomena. They make truth less painful by allowing people to avoid speaking directly about it.

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The Discursive Construction of Motherhood in Times of Assisted Reproductive Technology and Digital Communication

Forty years since the birth of Louise Brown, the world's first in vitro fertilization baby, public interest in reproductive technologies has been increased. Assisted reproductive technologies, such as surrogate motherhood and egg donation have been utilized to solve infertility and birth deficit in the modern world. Moreover, 'sensitive issues' that are linked to private life have become public, insofar as new media have provided a terrain where people discuss them and seek answers on assisted reproductive practices. Hence, the rapid pace of development in reproductive technologies and the domination of new media challenge the biopolitics of reproduction, and at the same time, raise ethical issues regarding the popularising communication of medical knowledge and its dissemination.

The aim of our study is to examine the discursive construction of motherhood by analyzing online discourses of infertile women who have experienced assisted reproduction or of those who seek information on new reproductive practices. Drawing upon the Discourse Historical Approach to Critical Discourse Analysis (Reisigl and Wodak, 2001, 2009) we intend to analyse online discourses on the above 'sensitive issues'. One of the Discourse Historical Approach's main principles is that of triangulation that enables researchers to minimise random selection and arbitrary results, attempting to work with a variety of different data, methods, theories, and background information. The DHA can integrate available knowledge with historical sources and the background of social and political fields in which discursive 'events' are embedded. It links discursive practices, social variables, institutional frames and sociopolitical and historical contexts and could be an adequate method and theory for the analysis of the complexities of online discourses on assisted reproduction and motherhood. Moreover, the DHA distinguishes between three dimensions of analysis. These are:*the specific content or topics of specific discourses; discursive strategies; and the linguistic means* that are drawn upon to realize both topics and strategies (Reisigl and Wodak, 2009). Building on the DHA's discursive strategies and especially its argumentation schemes and the concept of Aristotelian topos, we assume that this particular theory and method provide an in depth analysis of digital discourses that highlights the interdisciplinary nature of our study. Following the Aristotelian tradition, in our study we approach topoi as rhetorical and dialectical schemes that provide a means for the systematic analysis of different arguments and statements that represent accepted knowledge – what Aristotle calls endoxon – and are used by orators to persuade their audience of the validity of their opinions (Boukala, 2016). Topoi are usually expressed by the proposition: *'if one…then the other'*. Hence, topoi are central to the analysis of seemingly convincing fallacious arguments that dominate online discourses on infertility and motherhood.

In this presentation, we first explore the re-conceptualisation of motherhood, the normalisation of hybrid conjunctions of the biological and the social and the opposition to the monolithic subordination of kinship to biology via the analysis of infertile women's online discourses. In this way, we intend to investigate how infertile women construct their identity as mothers and deal with the technologisation of nature and the naturalisation of technology (Carsten, 2004; Tountasaki, 2015) in the online terrain of forums and websites of specific biosocial communities. In a second step, we examine whether and how the online discourses challenge hegemonic biomedical knowledge and bring into question Western societies' well-known perspectives on kinship.

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Environmental Activist Culture and Knowledge Dissemination in Greenpeace's Canned Tuna Guides

Spurred by scientific discoveries on the benefits of omega-3 fatty acids on human health (Galli/Risé 2009), the consistent rise of global per capita fish consumption (FAO 2016: 2) has dramatically bred overfishing. Particularly, the growing demand for tuna (FAO 2016: 12), often caught through unsustainable practices that lead to bycatch, is pushing this and other marine species to the brink of extinction (Arthington/Dulvy/Gladstone/Winfield 2016). This "tuna crisis" is bioethically relevant as it calls on companies and consumers to reflect upon "the responsibility to maintain the generative ecology of the planet, upon which life and human life depends" (Post 2004: xi). Generally uninformed of what lies behind tuna cans or sashimi menus, consumers have to rely on the investigations carried out by environmental organisations to make ethical purchasing choices.

Against this backdrop, this paper analyses the discursive means whereby environmental organisations try and influence the dietary and purchasing choices of tuna lovers in the attempt to lead canned-tuna companies to revise their destructive production practices and consequently curb overfishing. The study focuses on three "tuna guides" issued by Greenpeace in the USA, Australia and Italy to assist and advise consumers in the purchase of sustainably caught tuna. The analysis aims at detecting the most meaningful knowledge dissemination strategies (Bondi/Cacchiani/Mazzi 2015) used to popularise the alarming scientific data on tuna fishing activities. Since the documents in question are multimodal texts, the methodology used to examine the corpus draws on Multimodal Discourse Analysis (Kress/van Leeuwen 2006), harnessed to investigate the interplay between words and pictures and its role in the creation of meaning. Theoretical insights are also drawn from argumentation theories (e.g. Reisigl 2014) to account for Greenpeace's discursive efforts to empower consumers through the acquisition of relevant knowledge. Moreover, the methodological toolkit also includes Cultural Discourse Studies (Shi-xu 2015). Being online texts, Greenpeace's tuna guides address the inscrutable 21st-century internet audience and disclose the shared problems of the global tuna market; however, they have primarily been published for the benefit of specific national audiences to pursue a crucial aim of activist discourse, i.e. creating "a rooted but networked sense of local belonging to a globalised green community" (Horton 2004: 28). A Cultural Discourse Studies approach is, therefore, functional to investigate how Greenpeace harmonises the activist need for transnational advocacy (Mulvaney 2011: 401) with the local specificities of tuna fishing and marketing (Arthington/Dulvy/Gladstone/Winfield 2016).

The examination of the corpus unveils few differences and numerous similarities in the texts analysed. For instance, the tuna guides all contain glossaries that help readers not to lose their bearings in the world of fishery, while deontic modal verbs guide them in the interpretation of facts. Moreover, enthymemic arguments (Reisigl 2014: 72) interacting with pictorial elements contribute to transferring knowledge to consumers, empowering them in the comprehension of key concepts of the "tuna crisis". This discursive uniformity is determined by Greenpeace authorship and the global nature of the tuna crisis, but also by the discursive conventions of environmental activist culture (Horton 2004), which aim to explain and narrativise *global* bioethical crises to spur *local* action. American, Australian and Italian cultural specificities are, therefore, only apparently stifled by these discursive conventions, as total homogenisation is thwarted by the constraints of the local markets and by language, which reveals cultural specificities through idioms and puns.

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Negotiating Roles and Relationships on Tyler Cowen's Marginal Revolution Blog

This paper looks into social maneuvering, positioning and the personality related needs of web users in economics blogs. Considering that domain expertise, credibility and knowledge communication skills may affect the strategies through which users control and communicate specialized knowledge, express opinions and align themselves or disagree with discussants within a given online community, our question is one about negotiating roles and relationships among web users across posts and comments. To this purpose, we carry out qualitative data analysis into the *Marginal Revolution* blog (years 2012, 2016), hosted by the economist Tyler Cowen. The focus is on verbal irony (Attardo 2007, 2017; Gibbs/Colston 2007; Colston 2015, 2017) and other figurative tropes, whose socio-pragmatic effects (Colston 2015, 2017) enable bloggers to adjust to the personality-related needs of their interlocutors, signal or engineer their position within the online community, and ultimately negotiate, construct and control expert knowledge.

Overall, we shall see, verbal irony and other figurative tropes are used to achieve a number of different purposes (Colston 2015, 2017). For instance, extreme evaluation, hyperbole and hyperbolic scenarios serve the purposes of persuasion, expressing emotions and negativity, as well as highlighting discrepancies (Cacchiani, in press).

Certainly, expressing negativity is a clear move towards aggression, dissonance and non-alignment. Generally, however, active/core participants (Lave/Wenger 1991; Wenger 1998) set aside aggression and attack, and express their opinion frankly (*I must disagree*)based on their credibility and expertise. Core/active participants do not need to adjust to the personality-related needs of their interlocutors. The focus lies on arguing one's standpoint and presenting opinions and objections, (non-)alignment and (dis)agreement convincingly. Yet, self-doubting and self-deprecating verbal irony for social maneuvering, catalyzation, ingratiation and bonding are still available to relatively less active participants. Though personal preference and communication style do affect individual choices, recourse to hedging and relatively less assertive speech acts appears to reflect marginal or marginalized roles and blogging personas. As a matter of fact, the data suggests that bloggers who describe themselves as marginal or marginalized (e.g., *Quantitative Sneezing*) are not regular participants to online debates; nor are bloggers that when expressing their standpoint make recourse to self-deprecating irony for tension reduction (*or maybe my brain simply can't appreciate the beauty of macro models with high EIS or other household odd assumptions*). Another option would be to combine aggressive stance with irony reversal and corrective irony, as in the name *Troll me*.

Core participants and the animator (Goffman 1974, 1981) in particular use irony differently and, more to the point, masterfully (Colston 2015, 2017). Conversation starters about quirks (e.g. *007 villains*) and events of the day that are assumed to constitute shared knowledge are an important site for humor and persuasion, which emerge via masterful display of various linguistic strategies. To take one example, with reference to *fashion designer Sophie Theallet announc[ing] that she would refuse to sell or donate clothes to the next first lady, Melania Trump*, recourse is made to language play on fixed expressions and biblical verses. Hence, the heading, *Freedom of association for me but not for thee*, is based on congruent irony in *for me but not for thee*, playing on *me and thee*, which in turn links up with the quote *Let there be no strife between me and thee* (Genesis, xiii, 8). At the same time, we can observe opposition of multiple scripts (freedom of association; freedom of expression and to wear religious clothing; freedom to do business; freedom to wear clothes as a way to make a statement at parties for Melania Trump). Also possible are combinations of hyperbolic hypothetical scenarios (*hold on to the gold and perhaps in due time it will go up from $35 to the unthinkable level of $200 or $300 an ounce*) with sarcasm (*in due time*) and rhetorical questions (*Or how about this criminal activity?*).

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Sexual Harassment: Swirling between Legal Definitions, Gender Framing and Media Discourse

Following the Weinstein case, which has recently inflamed public opinion, sexual harassment has been a hot issue in media discourse over the last few months, triggering a number of (re)actions. One of the most telling examples is the #MeToo movement that has contributed to spreading several more stories where the very notion of sexual harassment has been stretched to cover a wide range of meanings.

The idea of sexual harassment as a form of discrimination emerged in the mid-70s, in the USA, with the first reported case dating back to 1975 and the first court case in 1976 (Jahya 2014). Sexual harassment is conceptualized by law as a form of sexual discrimination (Saguy 2000a and b; Schultz 1998, 2001) which covers two categories: the first refers to sexual coercion or *quid pro quo harassment*, which can be ruled to have occurred when failure to comply with sexual demands from a superior may lead to non-employment, denial of promotional opportunities or dismissal; the second category consists in behaviours that create a hostile working environment, interfering with employees' ability to perform their jobs.

However, it not law alone that provides the frame against which people assign a meaning to their experiences with sex at work. For example, in a study restricted to women's experiences, Marshall (2003: 686) provides evidence that, as far as sexual harassment confronted by women at work is concerned, what really addresses the question of "whether conduct is harmful, funny, flattering, humiliating, or merely annoying is best answered by considering the way sexual harassment has been framed by the women's movement, employers, and others engaged in the public debate surrounding this issue."

This presentation focuses on the most recent recontextualisation of the legal and gendered notions of harassment in the #MeToo movement, considering how—in the process of dissemination— such notions are recast in the media, possibly conveying ideological messages that may end up modifying and/or extending the above mentioned legal definitions.

To this purpose, the research will look at the sexual harassment narratives emerging from a corpus of articles posted on American news websites such as CNN and ABC between October 2017 and May 2018. These online platforms were chosen, drawing on the results of recent surveys (Mitchell/Gottfried/Barthel /Shearer 2016), according to which the above mentioned news outlets have the biggest audiences.

The study combines a corpus-assisted discourse analytic and feminist perspective (taking on board the cautions expressed in Wodak 2008), examining issues from a critical angle to reveal "the more hidden and latent type of everyday-beliefs" (Wodak /Meyer 2016[2001]):8), foreground structures of power and unmask ideologiesThe main focus of the analysis will be on the speakers'/writers' stance, on the emerging preconceptions and expectations as well as on the extent to which the victims' narratives display legally grounded concepts to define their harassment experiences.

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Fashioning the Ethical Self. Corporate Agrobiotech on the Web

This presentation analyses the discursive creation of ethical personas by major companies in the agrobiotech industry, a sector where ethical issues play an especially important, though not always fully recognised, role (see James 2018 for an overview). In particular, it aims to identify and categorize the arguments put forth by these players in the service of both self- and industry-promotion, and to tease out the place that ethics has in them. The analysis focuses on four "big players" in the biotech industry: Monsanto, Bayer CropScience, Syngenta and Corteva Agriscience. Monsanto has recently been acquired by Bayer CropScience; however, it continues for the time being to exist as an independent entity on the web, from where it communicates extensively with the general public. As a result, the company has been deemed worthy of individual attention for the purposes of this study.

The agrobiotech sector is especially suited to investigations of the joint issues of science dissemination and ethics because of the centrality of these issues in the controversies that besiege the field. The debate on GMOs revolves primarily around conflicting views of the risks posed by the widespread adoption of genetically modified crops (thus asking the question of whether innovative science is safe) and, to a lesser (but ultimately probably more relevant) extent, diverging opinions as to the moral acceptability of practices which involve the "manipulation" of nature (questioning, therefore, whether it is ethical). Both aspects of the debate lend themselves to highly polarised opinions; as a result, a divided discursive field has emerged in the area of agro-biotechnologies in which competing actors put forth not only alternative future scenarios, but also conflicting views of science and ethics (Maeseele 2009).

Public communication about agrobiotechnology rose to prominence in the late 1990s, as the shift from agrobiotech research to commercialization made it imperative for biotech companies to win societal consensus in order to secure institutional support for their (ever more lucrative) commercial activities. In the decades since the turn of the millennium, the need to obtain a "licence to operate" in the face of mounting public scrutiny has prompted companies to invest increasing time, energy and money in communication efforts aimed at winning over the general public (Grupp/ Maines-Gross 2002), though the challenges involved became immediately apparent (Levidov et al 2002).

These communication efforts have generally pursued a double path. On the one hand, they have aimed to "inform" the public about the "truth behind the myth", based on the assumption that ignorance breeds distrust. Grounded in the "deficit model" of science communication, this approach assumes that scientific truths are simply handed down to the general public, who is expected to buy them more or less wholesale (see Clancy 2017: 67-95). Ethical concerns regarding the acceptability of genetic manipulation have been typically buried deep into a discourse of scientific facts, with ethics being rarely mentioned explicitly in corporate texts. This strategy has involved a decoupling of scientific (typically risk-related) issues from moral ones in ways which have tended to downplay the latter, subsuming them under the former (cf. Wynne 2001).

The present study explores corporate agrobiotech discourse with a view to finding evidence of the

above-mentioned decoupling, and to identify the discursive strategies of self-representation whereby companies construct their ethical selves. The study takes a discourse-analytical approach to the analysis. In particular, it focuses on recurrent argumentation schemata applied in the service of the fashioning of an ethical corporate self. The methodology adopted relies on analytical tools drawn from argumentation theory (van Eemeren/ Grootendorst 2004) and on linguistic approaches to legitimation (van Leewuen 2008: 105-222).
The findings suggest that the decoupling of risk and ethics persists in present-day communication, with ethical issues being externalised and re-fashioned in terms of desirable outcomes. It is argued that such strategy may be effective in diverting attention from potentially disruptive ethical issues in favour of strong "objects of agreement" (Perelman and Olbrechts-Tyteca 1969/1957) which also invoke ethics, but in entirely different terms.

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Exploring Health Literacy. Web-based Genres in Disseminating Specialised Knowledge to Caregivers: The Case of Paediatric Neurological Disorders

The issue of health literacy (Ratzan/Parker 2006) has become central in the debate on medical communication, particularly when dealing with chronic diseases (Kalichman et al. 2000; Schillinger et al. 2002). Much attention has been devoted to doctor-patient discourse (see among others Hirsh et al. 2009; Sarangi 2010; Bigi 2014; Mazzi 2018),and to oral interaction in particular. Moreover, the literature on the quality of written communication is largely based on statistical estimates of readability of patient information leaflets, rather than on functional analysis of recontextualizing procedures making information relevant to the specific reader. This becomes central when addressing written communication to caregivers, who need to be able to mediate health practices to paediatric patients.

The aim of the present paper is, thus, to provide a preliminary analysis of web-based communicative genres used in the specific context of a chronic disease, i.e. neurological disorders resulting in epilepsy, to liaise with caregivers of paediatric patients. The analysis will be carried out on a corpus of webpages gathered from the websites of the major Foundations dealing with paediatric neurological syndromes (e.g. Dravet syndrome, Krabbe disease, Emery-Dreifuss Muscular Dystrophy (EDMD), Canavan disease etc.) for a total of 275,699 tokens. More specifically, the corpus is composed of three sub-corpora, i.e. 1) syndromes, including all the webpages describing the different types of neurological syndromes and diseases causing epilepsy; 2) medications & treatments, web-pages detailing the drugs, surgical operations and treatments (i.e. diets, nerve stimulations, etc.) and describing their results and side effects; 3) guidelines for families, providing them with strategies to deal with their children's disease as well as to improve the quality of their lives. The corpus composition outlined above was decided in order to cover the diverse aspects in which caregivers may be involved.

From a methodological perspective, recourse to discourse analytical tools shall enable us to investigate knowledge dissemination strategies (Gülich 2003; Calsamiglia/van Dijk 2004; Garzone 2006) used to guide non-expert receivers of texts through medical issues, and to make the audience participate to the construction of knowledge.

Results show a high presence of dissemination strategies to help parents understand the diseases of their children by depicting through language a set of experiences that could be experienced and shared by families involved in the same situation. Moreover, the analysis highlights a dialogic framework in the construction of knowledge, often addressing the reader, and creating a "virtual conversation" with him/her.

This study is part of a wider research project (FAR 2015 FONDO DI ATENEO PER LA RICERCA ANNO 2015 PROGETTO DI RICERCA INTERDISCIPLINARE – Università degli Studi di Modena e Reggio Emilia "Exploring Health Literacy. Communicative genres in liaising with caregivers: the case of the Ketogenic Diet") aiming at developing a theoretical and descriptive linguistic framework for assessing best practices in informative materials for chronic paediatric patients and their caregivers that may be used to produce materials that can be effective in the doctor caregiver (expert-lay) communication, a field barely covered by the literature.

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Stigma and Statistics: Mapping HIV Discourse in the US, 1986-2006

This paper investigates research article titles (RATs) published worldwide and conveying research on HIV carried out in health institutions and medical universities in the United States, along a time span of twenty years, from 1986 to 2006.

The medical history of HIV in the US started in June 1981, when the deaths of five young gay patients from an immune deficiency syndrome – labelled as 'gay cancer' or GRID (Gay-Related Immunodeficiency) – were reported in New York and Los Angeles. The following two years, research was massively funded in both Europe and the US in order to identify the cause of this socially sensitive pathology, associated to such controversial risk factors as high-risk sexual activity and injection drug abuse. In September 1982, the name AIDS (Acquired Immune Deficiency Syndrome) was introduced. Meanwhile, illustrious casualties attracted media speculation, and cast an aura of stigma and scandal on and across social discourses about this pathology, in both specialized and lay communication contexts. In April 1984, the National Cancer Institute announced the discovery of HTLV-III (Human T-Lymphotrophic Virus type III), a retrovirus held to be responsible for AIDS; one year before that, the French Institut Pasteur had isolated LAV (Lymphadenopathy Associated Virus). (The ensuing controversy ended in 2008, when the European team were awarded the Nobel Prize for Medicine.) In April 1985, the first WHO world conference on AIDS (i.e., Acquired Immunodeficiency Syndrome) was held in Atlanta; in May 1986, the International Committee on the Taxonomy of Viruses declared that the retrovirus responsible for AIDS should be finally called HIV-1.

From this moment on, the present paper follows the linguistic history of Research Articles on HIV throughout the 1980s,1990s and 2000s, a period during which a new clinical paradigm was internationally established, i.e., Evidence-Based Medicine. In opposition to traditional practice, pivoting on individual expertise and case study literature, EBM promotes the systematic use of statistical analysis, derived from the epidemiological surveillance of large population samples, as the only possible foundation of protocols for the diagnosis and management of individual pathologies. Officially codified in 1996 (Sackett *et al.* 1996), the worldwide dissemination of EBM brought about a revolution in clinical methodology, which deeply affected the scope and purposes of both HIV research and HIV discourse, especially in the US, that is, the country with the world's highest funding for HIV/AIDS programmes and research.

For the purpose of the present analysis, a corpus of 5,824 research article titles (RATs) has been assembled via the analytic tools of Web of Science Citation Index Expanded, covering the totality of Research Articles published in medical journals worldwide in order to disseminate the results of US research on HIV. Within a discourse-analytical framework, the study quantifies and analyses the key syntactical and textual coordinates in the corpus, in order to investigate the ideological impact of innovative methodologies and protocols on specialized communication, from standardised, crystallised and gate-keeping formulations to more nuanced ones, placing emphasis on distinctively argumentative, persuasive and metadiscursive functions (Fortanet *et al.* 1998; Goodman / Thacker / Siegel 2001).

Rooted in media, advertising and entertainment discourse, and serving key general audience-oriented purposes, such as cognitive immediacy and emotional/aesthetic appeal, the genre of RATs has traditionally contributed to construe and legitimize the social ideology of advanced industrial society – including scientific information (Haggan 2004; Hartley 2005) – in both expert-to-expert and expert-to-layman contexts (Shinn / Whitley 1985; Gotti 2013; Smith 2000; Soler 2007).This conflation of contrasting pragmatic functions has deeply affected the production and validation of medical knowledge (Garzone / Catenaccio

2008), a process subtly impinging on the research agendas of competing clinical methodologies and institutions, especially in the case of impactful pathologies such as the AIDS epidemics in the last decades.

With respect to this issue, and in parallel with the above, the paper specifically examines the different ways in which the syntactic and textual patterns (and variations thereof) of RATs has increasingly been shaped by the implementation of EBM, as well as by advancements in the global surveillance and containment of HIV. In particular, the linguistic evolution of HIV discourse in US research is investigated across competing research specialties, representing different steps forward in the pathology's clinical history, such as public and environmental health, biochemistry and molecular biology, immunology and infectious diseases.

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Ethically Sensitive Issues from EU Directives to the National Press in English and Italian

This paper is set in the framework of the Eurolect Observatory Project, which aims to test the hypothesis that EU legislative texts are drafted in language varieties (i.e. Eurolects) that differ to some extent from their corresponding national legal varieties. By comparing corpora of EU directives in 11 languages and the related national transposition measures adopted by member states, the project aims to identify the peculiarities of Eurolects at different levels of language description, with a view to enhancing both translational and drafting practices. The results obtained in the first stage of the project have highlighted lexical/terminological and grammatical differences, which seem to characterise some Eurolects, including English Eurolect, as more conservative than national varieties (Sandrelli 2018, Mori 2018). In this paper, attention is turned to ethics and legislation with regard to different spheres of social practice. Ethics is a system of moral principles, being concerned with what is good for individuals and society, as a resultant of religious, philosophical and cultural forces. Law on the one hand reflects and is informed by such principles, while on the other enforces them, at least in those areas of social interaction that are regulated by the law. Insofar as moral principles are shared by a given society or community of practice, one may expect to find them consistently expressed across different orders of discourses therein generated. However, such consensus cannot be taken for granted, especially when issues are highly controversial or divisive. And in addition to that, different genres can be driven by specific, and possibly conflicting logics. While legislative texts tend to adopt a principled and cooler approach to moral problems, it is not unusual for media discourse to take a more emotional stance, as giving voice to conflicting views is part of the business.

In light of the above considerations, this paper looks for differences, if any, in terms of the discursive construction of particularly ethically sensitive issues in legislative discourse and the press discourse about the introduction, revision or implementation of such laws. In European Commission documents, ethics is often cited with reference to research, with the most sensitive ethical issues including: the involvement of children, patients, vulnerable populations; the use of human embryonic stem cells; privacy and data protection issues; research on animals and non-human primates (https://ec.europa.eu/programmes/horizon 2020/en/h2020-section/ethics). Besides research, other potential areas of heightened ethical relevance are gender issues, human rights, free people movement and immigration. Selected issues connected with the areas above will be analysed from an interdiscursivity perspective (Candlin/Maley 1997, Bhatia 2010), along the twofold dimension of intralingual and interlingual variation, comparing how the same discourse strand is discursively constructed and what its discursive entanglements (Wodak/Meyer 2009: 47) are across four sets of texts. The corpora involved are the English and the Italian sections of the Eurolect Observatory Multilingual Corpus (EOMC), which include, for both languages, a corpus of European directives (corpus A-Italian and corpus A-English), a corpus of national transposition measures adopted in the UK and in Italy (corpus B-Italian and corpus B-English), and corpus of domestic legislation generated independently of European directives (corpus C-Italian and corpus C-English); and two corpora of national press reporting on the issues in question (corpus D-Italian and corpus D-English).

The research question asked is whether differences – be they terminological or at higher levels of discourse construction – can be detected in how the subject matter is codified in EU and national legislative acts, and, whether differences, if any, may be the reflection of different ideological orientations. At the same time attention will be paid to how the discursive constructions originated in the EU context are refracted in UK and Italian news discourse, with news reports and comments seen as sitting at the end of a genre chain covering the whole spectre of knowledge dissemination, from the expert to the popularising level.

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Which Expertise for Applied Linguistics in a Communication Society?

Research on the discursive process of dissemination and popularization of specialized knowledge might mobilize applied linguistics as a methodological resource for analysis. Applied linguistics can adopt a critical stance towards these processes and formulate recommendations. At the same time, applied linguistics is a field of expertise in itself, with its own specialized knowledge to be popularized and disseminated. Therefore, while producing knowledge about language, applied linguistics reflects on its own knowledge production and dissemination process. It takes into consideration the impact knowledge transformation between academia, decision makers and society at large might have on the research field.

In our presentation, we aim at investigating the opportunities and risks of articulating applied linguistics as a resource and as an object. We draw on data from the Language Experts case study. Language Experts is a Swiss multilingual platform for expert-lay communication in the field of applied linguistics. Language Experts' purpose is to connect researchers with practitioners such as policy makers and journalists. The desired outcome includes applied linguistics-informed decisions in society -at -large and increased visibility of applied linguistics.

First, we discuss the notion of *knowledge about language* in the context of applied linguistics. If applied linguistics is recognized as a field of enquiry (Wray/ Wallace 2015; Pérez-Milans2016)possessinga given expertise within a specific community of research and, partly, in other scientific communities, AL expertise remains however largely unknown, if not ignored, outside academia (Purnell/ Raimy/ Salmons 2013; McKee et al. 2015). This situation needs to be questioned, especially considering the fact that the data analyzed in AL are collected in *the real world* (Hirsch Hadorn et al. 2008), often in professional contexts, and the results of AL analysis aims at solving *real world* problems. Furthermore, and according to a transdisciplinary action research perspective (Perrin 2012), *knowledge about language* owned by practitioners in the *real world* is seriously taken into account by researchers and contributes to the constitution of the *expert knowledge about language* owned by AL academia.

Therefore, why do people (practitioners as well as laypersons) receive only minimal feedback or training from AL researchers (the work of Stokoe 2014;Alessi/Jacobs 2016; Delaloye/Merminod, (forthcoming) being notable exceptions)? How can the transformation and transfer process in AL be improved? What would it involve for applied linguists to open up the black box of their research methods and practices to a wider audience? Is it because AL is too aware of the discursive and sensitive issues involved in knowledge transformation that it wisely shuns communicating about AL as science? And what if AL were to garner greater media attention?

In the second part of the talk, we discuss how a project such as the platform Language Experts addresses these critical issues and offers opportunities to overcome them. First, we contextualize Language Experts by providing a short overview of recent similar initiatives. Second, we explain the strategic decisions that have guided the development of Language Experts so far. Third, we outline opportunities and risks of further developments, such as increasing its presence in social media (Boure/ Lefebvre 2015). We conclude by questioning, from an applied linguistics perspective, how knowledge transfer is affected or highlighted by the use of social media and how applied linguistics can maintain a critical attitude towards it, while at the same time including social media in its dissemination practices.

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When Hard Things Need to Be Talked About …
The Discourse on Childhood Cancer on the Websites of Dutch and Flemish Academic Hospitals

Background:
In earlier presentations (e.g. workshop Milan 2017) we described how the websites of academic hospitals in Flanders and the Netherlands inform patients and their relatives on palliative care. Although academics claim that communication is a primary concern, the main conclusions of our analysis were that fundamental existential questions seem to be avoided and remain unanswered. At the same time the high frequency andthewide variety of negative language elements create a negative atmosphere. In thisfollow-up research we have focussed our analysis on the information that the websites of Flemish and Dutch academic hospitals provide on childhood cancer. We analyse what is communicated, to whomthe information is addressed and if the communication takes into account the young age of the patients.

Literature:
Clarke et al. (2005) advise to inform children as openly and honestly as possible about their illness. Zwaanswijk et al. (2011) claim it is important to give the children all the relevant information in order to encourage them to participate actively in the decision making process about their wellbeing and treatment.

Researchmaterial:

The research data were collected in November 2017 and consist of all the information on childhood cancer provided on the websites of eight Dutch and four Flemish academic hospitals (in total: 141,044 words). Not only the main web pages were included in the material, but also all the relevant texts referred to by the hyperlinks on the websites.

The inclusion of both Dutch and Flemish data made it also possible to carry out a small-scale intercultural comparison. Although the same language is used in both regions, they are culturally different (cf. e.g. Claes & Gerritsen, 2004).

Research m*ethod*:

WordSmith was used to produce three frequency and concordance lists (Dutch data, Flemish data, all data). Those listshave facilitated the selection of the different research topics and questions. The qualitative research was carried out using a bottom-up approach, starting from the material itself instead of a (theoretical) model. A bottom-up analysis is more specific and more efficient when "the discourse structures are unpredictable and variable in a wide range" (Yang, 2012: 2).

Research topics:

The structure of the different websites was compared to determine if there are differences in perspective and focus. On a lexical level, relevant frequent words (e.g. cancer, oncology, tumour, child/children, parent(s)) were analysed in context to determine differences between the Netherlands and Flanders. Finally, we examined how the difficult aspects related to the topic (death, suffering, pain etc.) were described.

Results:

Although the websites display some minor differences and no single category is included in all websites, the categories are similar. There is, however, no typical or preferred order in which the topics are treated. For example, some hospitals begin with the general information, while others first discuss the different treatments provided by the hospital. Information on the medical staff, which is more often included on the Flemish sites, always appears at the end, except on those sites that put references and links to additional information in leaflets at the end of the text.

On a lexical level most differences are language variants between Dutch in the Netherlands and Flemish in Flanders (e.g. *medicijnen* in Dutch vs. *medicatie* in Flemish [resp. medicine(s) vs. medication]). The Dutch websites are more to the point and direct when suffering and possible death are discussed. The Flemish academic websites seem more distant and use for example more impersonal sentences. The choice between the personal pronouns *je* (second person singular, informal you) and *u* (second person singular, polite you) is determined by age. When children are addressed *jij* is used, when addressing adults the hospitals generally use *u.*

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Ethical and Non-ethical Portrayals of Military Robotics from Civilian and Military News Perspectives

The development of robotic devices and their use in military warfare have led to a revolution in the planning, execution and legal regulation of recent international conflicts. The increasingly feasible implementation of artificial intelligence in the conception and creation of such devices in order to achieve precise mechanic performance has further complicated ongoing discussions by proposing that future technological improvements endow them with a significant degree of autonomy and a will of their own (Moreno 2006). The ability to interact without any external input - even when it comes to making life or death decisions – could, on the one hand, make warfare seem 'cold and unfeeling', yet on the other hand it could enable robotic devices to substitute human service members and even become 'members' of the military community.

The current debate on military robots' use and rights entails security, ethical, social and legal issues (Mitcham /Siekevitz 1989) that problematize manifold attempts to re-define the line of humanity and its rights and raise questions regarding the consideration of these robots as objects and/or as subjects with personhood (Lin et al. 2011; 2012), thus leading to a shift from ethics to bioethics. In matters like these in turn, bioethics has been influenced by the military's research protocol and requirements, as well as its culture and values (Mehlman/Corley 2015). The promise and/or threat of power and danger that drones and warfare robots engender have significantly attracted the attention of the media, which respond to the non-expert public's desire and need to be informed in matters of scientific and technological research by popularizing fundamental knowledge about the development of military robotic devices and simultaneously aligning readers in favor or against their military use (Fleming 2010).

Both of these communicative intents will be explored in the present study by analyzing American print (newspaper articles, editorials and newswires) and online news reports on research on and the use of robots and drones in military warfare both from a civilian and a military journalistic perspective in the 2006-2018 period. Such a choice in dataset is partially motivated by the interesting finding that the military's perspective on issues of popular interest, which is often considered by civilians to be shrouded in secrecy, has extensively used online news sources to explain and provide testimony of the functioning and consequences of emerging technological affordances in their own terms and without the filter of the popular media. The analysis will be carried out by adopting the CADS - Corpus Assisted Discourse Analysis - methodology (Partington 2004; Baker 2006) uniting the qualitative analysis of conscious discursive and rhetorical strategies (Schiffrin et al. 2001) and the quantitative observation of unconscious recurrent word frequency and patterns (O'Keefe/McCarthy 2010). Doing so will allow an inquiry into how journalists enact a transformation of expert language and knowledge and transfer it to non-expert readers of different backgrounds while framing and arguing controversial matters in a significantly objective and neutral-sounding or a highly ethical and moral tone. It will also allow any differences that there may be in the popularization and dissemination of bioethical knowledge for a civilian and/or military audience to be gleaned and demonstrated.

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Corporate Ethics as “the New Specialized”? Disseminating Ethics and Ideology in Corporate Communication

Although corporate communication is now recognized as a fully-fledged teaching and research field, it is still hard to define the specialized nature of a domain which stands at the crossroads of various disciplinary and professional practices (Moss *et al.*2005; Botan/Hazleton 2010). Indeed, it seems that in the wake of recent environmental, sanitary or financial scandals, companies in the energy, agrochemical, pharmaceutical or banking industry have had to face increasing demands for transparency and corporate social responsibility (CSR) on the part of various target audiences (Domenec 2013). As such, the field of corporate communication has been subject to major changes in its training, regulation and operation functions (Petit 2010), leading to what appears as a “minimum degree of specialization” (Van der Yeught 2016) with systematic references to ethics or ethical norms and behaviors.

However, one may wonder whether communicating on ethics is synonymous with acting ethically and testifies to an actual change in paradigm (Kuhn 1962) in the companies’ culture and activities. In other words, it might be useful to draw a distinction between *communication on ethics* and *ethical communication,* to better understand ethical and ideological implications in business communication. To do so, we propose to discuss the dissemination and representation of issues related to ethics by multinationals operating in different sectors of activity. Two categories have been taken into consideration:

- traditional multinationals, often involved in corporate scandals (ExxonMobil, Monsanto, Wells Fargo)
- “certified benefit corporations” (Ben&Jerry’s, Patagonia, CitiBank), also known as B-Corps, described as “purpose-driven and creating benefit for all stakeholders, not just shareholders” (B-Corp website).

Three corpora encompassing various genres of corporate discourse have been compared. The technical corpus includes documents that communicate scientific or abstract knowledge on the companies’ operations; the financial corpus includes annual reports and the crisis corpus is made up of press releases and publications issued in response to specific crises. A lexical analysis has been carried out using the AntConc Concordancer. The frequency, distribution and pragmatic functions of terms or phrases related to ethical considerations have been examined to cast light on how the different genres aim to promote an ethical representation of the companies’ activities and ideology, and to identify possible differences in corporate communication depending on the type of firms under study. In addition to the characterization of corporate strategies and activities, this paper also aims to contribute to research on specialized and professional discourse, by casting light on the ethical foundations of corporate culture in various sectors of the industry (Resche 2016).

Results indicate major differences in the definition of corporate ethics between the two corpora. While traditional companies focus on a reactive approach to ethics, mostly defined in terms of compliance and prescriptive rules they have had to comply with, B-Corps set forth ethical considerations as their main purpose, complementary with their core activity. In addition, depending on their sector of activity, traditional companies adopt specific approaches to ethical practices, (safety and environmental protection in the oil industry; health and community care for agrochemical companies; trust and customer care for the banking industry), while B-Corps present a more inclusive vision of ethics, which encompasses all stakeholders. It thus seems that a distinction has to be made between business ethics and corporate ethics. The former, a well-known concept among business practitioners, corresponds the traditional view of morals and could be summarized as rules, standards, codes or principles which provide guidelines for morally right behavior and truthfulness in specific situations (Ricoeur 1999). The latter should be seen as constitutive of the companies' identity and intentionality (Van der Yeught 2016), in response to a new category of investors who favor responsible investments.

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Anglicisms in Statutes: Do they Improve Citizens' Access to Law?

A significant movement towards clarity in the law has prompted initiatives to simplify the language of statutes, in many countries (USA, Australia, Scandinavian countries, UK, etc.). At the EU level similar efforts are being made to offer European citizens a better grasp of what their institutions are doing (Robinson, 2014; Ferreri, 2013).

Occasionally, the dissemination of information may be oversimplified, for instance by omitting – in leaflets distributed to the public - some remedies available to air travelers in the event of flight delays or cancellation (compensation beyond meals, beverages and hotel accomodation)[2](Bobek,Prassl, *2016)*.

In this general context of legislative "easification", a puzzling trend is emerging in Italy. Legislation increasingly incorporates English terms: not always translated into Italian, nor providing an explanation of what the foreign expression is meant to indicate (Accademia della Crusca, 2018). Is this move to incorporate English expressions driven by a desire to look "smart"? The word is used so frequently that such a suspicion is more than justified: "smart cities", "smart phone", "smart home", "smart fashion and design", etc. "Communication" consultants, it appears, consider the use of English as adding meanings like up-to-date, modern, efficient.

A quick survey of recent legislation produces the following examples:

- «*harassment*»: Camera Deputati, *misure di contrasto al fenomeno del mobbing e alle molestie sessuali sul luogo di lavoro*[3],
- *«Jobs act»:* Legge 10 dicembre 2014, n. 183,
- *«stalking»*[4]*,*
- "*voucher*"[5],
- "*whistleblower*", [6]
- "*care giver*"[7]*,*
- «*stepchildadoption*»[8].
- *"Start up"*, Art. 36. "*Class action",*Art. 82: Legge 6 agosto 2008, n. 133[9].

Unfortunately the indiscriminate adoption of foreign words sometimes lead to misunderstandings, The following two examples are cases in point. In Tuscany (and elsewhere), intermediaries dealing with homes and land call themselves "Real Estate agencies". The expression is devoid of meaning in a civil law country where the distinction between *real* and *personal property* does not exist (whereas it is closely connected with the origins of writs in the royal courts in England) (Watson, 1974). The transplantation of this terminology outside the area of the common law is quite meaningless.

The second example concerns an article of the civil code concerning liability in company accounting. The Italian legislator has incorporated in article 2621 c.c. (and 2621 bis; 2622 ter, 2622) the expression "fatti materiali rilevanti". The original model comes from studies in economics written in English: the meaning of "material" being "relevant".

The association of "material" and "relevant" in Italian legislation has caused a number of problems in interpretation and ensuing case-law, with contradictory conclusions (Corte di Cassazione, 2016). "Material" in Italian law means either physical (as opposed to "immaterial", e.g. goods, such as copyright), or –

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[2]"*Summaries of EU legislation"*(http://europa.eu/legislation_summaries/consumers/protection_of_consumers/l24173_en.htm). The original communication sheet has later been amended to reflect the interpretation set by the Court of Justice of the EU. See: https://europa.eu/youreurope/citizens/travel/passenger-rights/air/index_en.htm

[3]http://documenti.camera.it/leg17/dossier/Testi/APP17108.htm

[4]CameraDeputati, XVI Legislatura, Servizio Studi, "Molestie insistenti (*stalking)").*

[5] decreto legge 25/2017: abolisce la disciplina dei *voucher* (Decreto legislativo 15 giugno 2015, n. 81) (Gazzetta Ufficiale) 17 marzo 2017.

[6]Camera Deputati, 14 novembre 2017:http://www.camera.it/leg17/522?tema=protezione_degli_autori_di_segnalazioni_di_reati_o_irregolarit__nell_interesse_pubblico ("La protezione del c.d. *whistleblower* ...)

[7]"*Legge quadro nazionale per il riconoscimento e la valorizzazione del **caregiver** familiare"*http://www.handylex.org/gun/caregiver_testo_unificato_senato.shtml

[8]Corte Suprema di Cassazione, sentenza n. 12962/16.

[9] "*Conversione ... del decreto-legge 25 giugno 2008, n. 112, ... disposizioni urgenti per lo sviluppo economico, ecc*."

associated to "falso" – a forgery of documents (opposed to a document that contains a false statement: "falso ideologico").

Similar confusion is caused at the EU level by the improper translation of the French "délai" (period for compliance) with the English "delay" (late compliance) and the Italian "dilazione" (additional time granted to comply): e.g. *Directive 2009/14/EC ... of 11 March 2009 amending Directive 94/19/EC on deposit-guarantee schemes as regards the coverage level and the payout delay.*

What has been said above does not imply an *a priori* opposition to enriching a language by borrowings from other languages. The history of European languages is full of profitable borrowings, ranging from the French used in English courts (consider, for example, Roger North (1651–1734):"Really the Law is scarcely expressible properly in English" or Lady Fanciful, in J. Vanbrugh's *The provoked Wife (*1697) ostentatiously asking in French "Affected? Moi?" to extreme views like "Can anything that is great or moving be expressed in Filthy English?"[10]). Caution, however, is required when addressing legal issues: any uncertainty in meaning gives rise to doubts and the prospect of litigation.

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"But What Exactly Is Risk?". Further Corpus Investigations into the Discursive Construction of Meat Carcinogenicity

This paper expands on a previous corpus study (Fusari 2018 and in press) of the connection between meat eating and cancer, investigating the response of a series of scientific articles to a IARC report (International Agency for Research on Cancer 2015) about the relation between cancer risk and red and processed meat consumption. This new project undertakes to broaden the scope of this discursive investigation, by extending the corpus to a wider set of sources (news, popular science and NGOs), to delve deeper into how the IARC findings were communicated and understood not only within relevant discourse communities, but also across larger sections of society.

To do so, a new corpus was built using BootCaT 1.07 (Baroni/Bernardini 2004), released in May 2018, with the first ten keywords obtained from the corpus used in Fusari (in press) as seeds to download texts from the WWW. BootCat is a very convenient instrument to harness the potential of the WWW as corpus, as

[10]Behn,Aphra 1678,*Sir Patient Fancy: as it is acted at the Duke's Theatre*, London: Printed by E. Flesher for Richard Tonson and Jacob Tonson, Act I, scene I.

it allows users to construct quite large specialized corpora for specific tasks (Bernardini/Ferraresi 2013: 305), in a semi-automatic and relatively quick way. However, it also has a series of disadvantages (McEnery/Hardie 2012: 58), mainly – but not exclusively – related to the opportunistic nature of the corpora it retrieves, so its limitations must be considered whenever BootCat is used for linguistics research. Tagging, parsing and querying methodologies are also the same as those of Fusari (in press), to aid comparability, and they involve Parts of Speech, a set of Systemic Functional Linguistics grammatical features, and the use of Antconc 3.4.4 (Anthony 2014) to explore the corpus.

The corpus obtained with this new procedure contains a broader set of registers, beyond the academic-medical one investigated in previous studies, allowing comparisons especially at the level of interdiscursivity and register hybridity (Garzone 2015; Miller/Bayley 2016). The new corpus totals 110,562 words, from 92 different online sources, most of which are popular science outlets (including newspapers, glossy magazines, blogs, as well as articles written by scientific organizations or medical institutions for the general public), although the websites of NGOs, professional associations, and national governmental organizations are also quite well represented, and some scientific articles and Wikipedia entries were also included by BootCat in its automatic bootstrapping process. Our analysis concentrates on the most frequent lexical words, with special attention paid to *meat*, *red*, *processed*, *consumers* and *risk*, which were identified in Fusari (in press) as being particularly relevant to articulating the rhetoric of meat as a potential cancer-causing agent, as evidenced especially in the experiential structure of the noun group.

The results show that non-specialist registers consistently borrow scientific discourse features, to increase their credibility and objectivity claim: also, just like other studies of the discursive representation of meat as a potential carcinogen (Vicentini/Grego 2018: 362), our own corpus investigation shows the alternation of specialized and non-specialized terminology, further contributing to create an impression of register mixing. What the non-scientific registers represented in this corpus have in common with the scientific ones from our previous studies is quite a high degree of semantic blur, especially as concerns the denotational boundaries of "meat", i.e. what animals provide "red meat" and what foods count as "processed" remains unclear, and even the notion of "cancer risk" appears subject to interpretation. This is a challenge both linguistically and medically, as it complicates communication with consumers about the actual degree of health risk involved in meat eating.

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The Ethics of Interpreters in Military and Humanitarian Settings

Given its controversial and current nature at the crossroads of international relations, diplomacy, humanitarian action, international law and ethics, it is not surprising that interpreting in war and humanitarian zones has be the subject of a growing body of academic research (e.g. Baker 2006; Footitt *et al.* 2012; Inghilleri/Harding 2010; Baker/Kelly 2013; Ruiz Rosendo &Persaud 2016).

In particular, this expanding literature provides a detailed picture of the key role that interpreters play in influencing both the conduct and the course of war, irrespective of the historical period or of the geopolitical nature of the armed conflict. Since the wars in Iraq and Afghanistan, media portrayals of language mediators have highlighted how crucial their presence in warzones and humanitarian settings is for all parties. In several cases having a permanent interpreter on the team saved platoons from landmines, ambushes, and errors in judgment.

Frequently required to perform duties that go far beyond their role and status, interpreters in war and humanitarian zones have, however, been denied proper training and the same level of protection offered to members of the military. Their professional Codes of ethics tend to focus on the relationship between the interpreter and their client. They stress the need for impartiality, accuracy and efficiency, seen from the perspective of the service economy rather than social responsibility or human dignity. As Inghilleri (2013: 20) states, “Professional codes of ethics that attempt to demarcate the boundaries of utterances and texts from the social, political or historical contexts of their occurrence (…) emphasize compliance with principles of impartiality while minimizing the ethical challenges that interpreters and translators face in practice, especially where abuses of power or instances of injustice are in evidence”.

Even though the primary duty of interpreters to be impartial is, indeed, meant to protect the rights of all parties, there is concern with the ability of interpreters to balance one ethical obligation against another in authentic contexts of interaction – especially in fragile environments, such as military and humanitarian settings (Baker 2006; Moser-Mercer 2015; Salama-Carr 2007). The ability to balance one ethical obligation against another should therefore require moments of genuine ethical insight. There is no guarantee that an individual interpreter will accurately evaluate what is at stake within or beyond a particular encounter just as there is no certainty that a decision they make will produce a positive outcome.

Research-based evidence of *role overload* and *role conflict* (e.g. Valero-Garcés/Vitalaru 2014; shows that role performance in these settings is not only a matter of the interpreter’s professionalism. Indeed, “the latitude and power exercised by the interpreters in carrying out their mediating function is subject to setting-specific higher-order constraints at the interactional, socio-professional and institutional levels” (Pöchhacker 2016: 152–153). While professional bodies play a significant role, practitioners themselves can influence the practice and development of interpreting. In particular, interpreters play a participant role in the interplay of power as *activeperformers* (cf. Baker 2006).

The aim of my paper is to discuss the work of military and humanitarian interpreters in order to shed new light or revisit the concept of interpreters’ professional rights and duties. Interpreting is here discussed not in terms of intervention/non-intervention, but in terms of *levels* of intervention. Yet, for intervention to be fully accepted as practice, fundamental changes need to be made in the interpreter’s *habitus* (Inghilleri 2013)

Here, a set of questions ensues: Should interpreter training programmes encourage students to reflect on their positioning, as well as prepare them to deal with unforeseen ethical dilemmas in a wide variety of contexts? Do interpreters have a responsibility towards participants other than the client who pays their fees – i.e. vulnerable participants, such as asylum seekers and members of minority groups? Should they develop an awareness of the impact of their behaviour on a variety of communities, cultures and individuals, who may be adversely affected by their representational strategies?

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"I'll Keep Spark Close to My Heart Those Days". 'Ethical' Challenges in the Discourse of Virtual Work

Computer-mediated communication technologies are now ubiquitous in workplace environments: to a smaller or greater extent most people are engaged in some form of 'virtual' work. This empirical study investigates how colleagues in a virtual team use synchronous online communication platforms in the workplace. The in-depth analysis of real-life data from a multinational workplace provides insights into the everyday discourse practices used by team members and exposes how colleagues use the digital platform as a way of negotiating identities, work practices and group norms, as well as workplace rules.

While exploring the discursive strategies that contribute to the construction of the team's shared sense of purpose and identity, the present paper brings to the fore issues relating to the meaning of ethical behaviour in online teamwork communication. The focus of attention is addressed to specific discursive situations where the effectiveness of teamwork is achieved through the negotiation of companies' ethics policies within the social context of practice.

Inspired by the conceptualisation of web-based communication platforms as tool, place and ways of being (Markham 2017), we explore the discursive strategies that contribute to the construction of the team's shared sense of purpose and identity, create a collegial atmosphere, and consequently lead to effective collaboration. The findings of the analysis thus conducted have been read by means of a model based on a concept of ethics as situated in everyday practice (Banks 2016) and conceptualised through dimensions of the sense-making work in which workers engage (e.g. role, emotion, relationship, performance, reason).

In online teamwork individuals find themselves in a network that bypasses online contexts, mixing experiences and ways of being from different realms of life (Stutzman/Hartzog 2012), thus blurring the boundaries between online and offline behaviours.

In professional environments, the simultaneous connection to the offwork environment (i.e. family and social life) alters previously defined physical spaces of work and private life (Fiesler/ Meckel/ Ranzini 2014) This changes the individuals' perception of what is public and private, the personal space and the working environment, thus opening the discussion concerning employees' conduct and companies' code of ethical behaviour (O'Leary/ Miller/ Olive/ Kelly 2017).

While creating the sense of an open conversation flow, which contributes to demolishing the interpersonal barriers and building a strong sense of belonging and more successful cooperation, the online workplace builds/relies on constant availability and immediate connectivity. The present paper analyses the implications that the requisite of constant connectivity may have on corporate ethics.

Much has been said about the right of companies to exercise control over the private use of computer-based communication (Gheorghe 2017) at work, as such behaviour has been found to increase distraction and decrease productivity. Little research has so far examined how employees manage the boundaries between private and professional roles in online workplaces and how the negotiation of those boundaries for the readiness of interaction may affect the traditional definition and the meanings attributed to the concept of ethics in business discourse.

Our study challenges the traditional definition and the meanings attributed to the concept of ethics in business discourse. On the basis of our findings, we argue that the blurring of private and professional life, in fact, leads to a high level of interconnectivity and improved social interaction (Darics and Gatti forthcoming), which results in enhanced cooperation and team performance. Also, constant connectivity, although ethically questionable (Bargiela-Chiappini 2015), creates a sense of open conversational context enhancing team members' trust and consequently leading to more successful team cooperation.

Moreover, adequation (i.e the construction of a non-hierarchical online workplace) and emotional involvement are crucial in virtual teams. They develop empathy and contribute to the construction of sameness, i.e. strong ties built on equality, a crucial prerequisite in achieving productive cooperation and commitment.

Finally, the results of our observations supplement organisational literature based on ethics-driven observations of the effectiveness of virtual work, and provide a basis for further theorisations about how communication technologies affect the ecology of and discourse practices in computer-mediated communication in the workplace.

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Ten Years (2011-2021) of Foreign Fighters in News Discourse: Ethical Considerations on Their Representation

Foreign Fighters (FF) are usually defined as people who voluntarily participate in a conflict that does not involve their home countries. Throughout human history, the FF phenomenon has always been rather common, even though, nowadays, it is mostly linked to asymmetric conflicts, i.e. those conflicts where at least one of the parties is not a state. As it is believed that they might represent a substantial terrorist threat once they go back to their home countries, the FF phenomenon is a key issue currently facing the international community and, at the same time, their status as 'potential terrorists' deserves examination from a discursive point of view.

In fact, this research is aimed at investigating the way in which English-speaking foreign fighters (i.e. those originating from English-speaking countries) are represented from an ethical point of view in news discourse. The decision to focus on media discourse lies in the fact that 'the language of the media is one of the most persuasive and widespread discourses that people from all sorts of literate societies are exposed to' (Caldas-Coulthard 2003). Moreover, the relationship between ethics and media discourse has been studied by many different scholars, as it is believed that, in order to fulfil its ethical duties, the press should be objective and impartial (Altun 2011). In particular, thinkers such as Gramsci have regarded the media and public opinion as the main tools used by political parties in order to maintain their hegemony, as they help them build necessary consensus. Thus, the journalist plays a central role in mediating between ruling classes' ideology and news content, and in supporting 'the hegemony by naturalising, or taking for granted, the inequalities of contemporary capitalism' (Richardson 2007). There is a variety of studies in which applied linguistics is used as a method to analyse media representations of terrorism and terrorists. What emerges is the mass media's tendency to foreground fear discourse and the description of the 'other' as evil, in contraposition to a good 'us' (Afsar and Mahmood 2015). According to Said (1981) a misrepresentation of Islam and Muslims, based mainly on ideological and racial prejudices, has helped create a good 'us', corresponding to the Western world, and a bad 'them', corresponding to the Islamic world.

This study, instead, focuses especially on how the FF are represented in the news and on whether this ideological contraposition between 'us' and 'them' is ethically correct when dealing with the media representation of foreign fighters, given the role mass media play in helping élites to build and maintain their hegemony.

After selecting the corpus, which will mainly consist of articles taken from newspapers or websites written in English, the analysis proper is undertaken and carried out at two different levels: quantitative and qualitative analysis. The quantitative analysis is a corpus-driven analysis, based on Corpus Linguistics theories and methods. The advantages of using Corpus Linguistics lie in the fact that it can help to analyse a corpus's linguistic characteristics and in its usefulness in identifying the main discourses on which further analysis is to be based. Subsequently, qualitative analysis is carried out using Critical Discourse Analysis. During this second part of the analysis, the focus will be on examining the findings of the corpus analysis, in particular by analysing it in its original context. The analysis of keywords and concordances can help in identifying which discourses are emphasized in the news. However, Corpus Linguistics itself is not enough to explore the hidden meanings underlying the corpus content. The aim of Critical Discourse Analysis, instead, is to 'investigate critically social inequality as it is expressed, constituted, legitimized, and so on, by language use' (Wodak 2004).

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The Language of Corporate Codes of Ethics: an Industry-related Perspective

In recent years, codes of ethics have gained a prominent position in corporate discourse, also in response to the increased public concern about corporate ethics. Business seems to be intrinsically related to ethical issues, but this relation typically gets attention when responsible business issues arise. With its, relatively recent, major role in corporate discourse, THE code of ethics is the expected privileged *locus* for a company to signal its ethical commitment to self-regulation.

Some prior studies on corporate codes of ethics showed the strategic, self-interested rationale behind the adoption of a code (ex. Long/Driscoll 2008). Some researchers (e.g., Stevens 2009) have focused their attention on how code creation is mostly a managerial strategy aimed at restoring stakeholders trust, or at least changing stakeholders' perception. Managers should be responsible in taking ethical consideration into their everyday decisions and actions. After all, organizational legitimacy is at stake and companies' survival does not depend solely on their economic and financial performance but also on the extent of corporate values and commitment to what is perceived as the common good. This general belief seems to be less prevalent in a specific industry, i.e. investment banking. By its very nature, this industry is more aggressive than others and seems interested in adhering to legal and regulatory requirements only.

Recent codes are documents which attempt to present major moral values embraced by companies (Stohl/Stohl/Popova 2009). Most of them are different from those issued in the 1980s, which were conceived in response to the serious consequences of scandals at the time (Benson 1989) and tended to be more 'legalistic'. Nevertheless, as underlined by Catenaccio and Garzone (2017), a legalistic approach to codes is still detectable, and this has a bearing on the rhetorical and lexical organization of codes.

It is the aim of the present paper to focus on the linguistic features - and more specifically on the modality - of the (expected) legalistic and compliance-focused codes issued by top investment banks. To help doing so, a comparison with codes issued by Fortune 500's biggest non-financial companies will be carried out. The rationale upon which this comparison is based on is that modality is expected to be influenced by the type of industry corporate codes are conceived in. Since modality is one of the most evident language features to signal a (possible) authoritarian position in the writer-reader relationship (Farrel/Farrel 1998), the extent and the way it is used in investment banks' codes is expected to be of help in providing a full picture and understanding how key management determines company ethical climate.

In order to gain some insight into the complexity of the discourse of corporate codes of ethics, the first part of the paper will provide some information about the contextual framework leading to the production of these specific corporate communication tools. In the second part of the paper, codes will be investigated within a more specifically linguistic perspective, as it is deemed to be crucial for an improved understanding of how the code authors pursue their persuasive intent.

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"Dear Readers, Dear Fellow Shareholders": De-specialization in CEO'S Letters to Shareholders

Specialized discourse is founded on some well-recognized pillars, among them the "specialized community" (Gotti, 2008) of users. The discourse of financial reporting is no exception. In more recent times and under certain circumstances, the communicator, even while remaining within the scope of specialized documents, aims at a wider, "de-specialized" readership. Evidence of this are the Letters to Shareholders included in the 2004 and 2005 Harley Davidson's Annual Report and in Audi's Annual Reports for the last seven years, where the CEOs address the possible audience with more informal headings: "Dear Fellow Shareholders", or "Dear Readers".

The Letters are a particular feature of the documents included in the Annual Report. Their function as an informational-promotional tool, useful for building trust, reputation and image, too, is commonly recognized in the literature (Hyland, 1998; Garzone 2004; Rutherford 2005; Beattie et al. 2008; Breeze 2013; Dragsted 2014). By addressing readers in the first person (singular or plural), the CEO adds a "personal touch", showing the human face of the company. Thus, the first person enhances the corporate image and makes the collective ethos stronger (Breeze 2013: 184). Rutherford (2005: 375) recognizes there are more positive words in the Letters to Shareholders than in other narrative sections of the Annual Reports. Garzone (2004: 322) defines Letters as a "particularly interesting subgenre" as it has substantially adapted over time to the changing audience: from selected finance experts and investors to a number of non-specialised readers. She also identifies some functions of the Letters: mainly, they serve as a report on company activities and performance combined with a promotional function that transmits a positive image. Former studies also focus on the hybridization of financial discourse with promotional discourse (Garzone 2004, Giordano et al., 2018, Bhatia 2010).

This paper aims at going beyond the hypothesis of hybridization and considers de-specialization as a part of company marketing strategy, thus establishing a link between the two companies' brand identity strategy and the willingness to "de-specialize" discourse. De-specialization may imply less technical terminology, shorter sentences, a possible higher number of metaphors and other linguistic features. Not surprisingly, Harley Davidson and Audi have long been working on the concept of "brand community" and on the "sense of belonging" to the brand. The tendency seems to fit with a new form of "de-specialized" discourse addressed to a new "de-specialized community" of readers, represented by the "brand tribe" of users. Thus, the focus shifts from the content of the documents to the audience, no longer exclusively investors and financial analysists, but also those who feel they are part of the community and involved in its discourse.

The relevant consequence is that language has to be adapted to the new readership. Hyland recognizes that the specificity of the language helps create communities, both technical and professional; the possibility to cross the borders of specificity, gives the communicators the possibility of an osmotic contact with the outer world (Hyland 2002: 389-390). It is, then, necessary to meet these new "general purpose" communicative requirements, and Audi and Harley Davidson seem to be responding to these evolving needs. In this view, in the company documents investigated (the corpus is potentially larger, as other examples can be detected elsewhere) the S (specific) and the P (purposes) in LSP seem to be undergoing a process of change: a downstream effect entailed by the changing nature of the new readership.

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Geo-Bioethics: Doping - Russia vs. The Rest of the World

This paper has been undertaken as part of a wider forthcoming project on intercultural aspects entailed in a spectrum of bioethical issues. The presentation examines the intercultural and geopolitical aspects of the bioethical controversy of illegal performance enhancement, commonly known as doping (Hunt 2011; Meir/ Reinhold 2013; Meir et al. 2015). The background to this study is the decision taken by the International Olympic Committee to ban Russian athletes from taking part in the 2016 Rio Olympic games and subsequently from the 2018 PyeonChang games in South Korea, on each occasion following accusations of a state-promoted doping programme behind Russian sport.

This sequence of events provides opportunities for assessing the geopolitical dimension of this aspect of bioethics, namely, the manner in which the ethical issues involved in doping debate are reframed as a geopolitical affair.The premise for this is the widening attention devoted to mega-sporting events like the Olympics among scholars of political science and international relations (Grix/ Houlihan 2014; Grix/ Lee 2013) in studies that see such venues as occasions for the exercise of ‘soft power’ (Nye 2004), in other words, “the ability of states to communicate universally shared values […] in order to court the publics of other states” (Grix/ Lee 2013: 526). If states are, in the words of Grix and Houlihan (20014: 577), “attempting to use sports mega-events to persuade the governments, businesses and the public in other countries to alter negative stereotypes they hold”, how are those negative stereotypes enforced, modified and extended when the reason for non-inclusion is a bioethical one? Concomitantly, how does the ostracized nation attempt to protect its threatened identity before the eyes of the world (Altukhov/ Nauright 2018).

To answer these questions, the study considers how this issue has been contested and negotiated in the English language by the international press and by the Russian press agency TASS. Two comparable corpora have been assembled: the first comprising English-language articles in the international pressabout Russia’s exclusion from the 2016 and 2018 Olympic Games (IPC); the second composed of English language articles on the same topic available on the TASS website (RPC). After using the keyword tool of the Antconc concordancing software to provide an initial sample of 100 keywords from each corpus for investigation and comparison, the data is analysed applying established CADS methodologies (Partington 2004; Partington/ Duig/ Taylor 2013) that focus on, among other things, lexis, functional language and transitivity patterns detected in both corpora. The IPC corpus furnishes insights both into the kinds of stereotypes that abound in reporting about Russia’s alleged unethical behaviour and also about the values the international community implicitly attributes to itself through its print media; on the other hand, the RPC provides pointers to how Russia implements its English language press service to effect damage repair to its international reputation and cushion the blow to its soft power.

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Variation in the Discoursal Representation of *Inequality* in English Academic Texts and the Press

As an episteme of this century and today's society, the aim of this study it to explore the discursive construction and representation of social and economic inequality. The aspiration for a society of equals is always considered an ethical issue (Simpson 2009; van Dijk 2015; Fairclough 2018) which has been conceptualized here in documents collected from two different genres, namely from specialized academic research journals, and from selected newspapers.

A comparative analysis will show how specialized knowledge is recontextualized and made accessible to the vaster public of the media, highlighting the popularization processes involved not only in the shift of meaning and concepts, but also highlighting the changes in discursive meaning which occur over time (from the last century to present day). Therefore, for the purpose of this research fairly large corpora are used, accessed through the software *Sketchengine* (Kilgarriff et al. 2004) and *UCREL* (in *Wmatrix3*, Rayson 2003) (e.g. SIBOL newspaper corpus for the period 2003 – 2013; English Academic texts), but comparison will also be carried out on a smaller present day corpus of press articles from broadsheets (2017-2018).

The aim is to track changes and variation in the debate around the word *inequality* in English language texts, with a particular focus on the media and how it has changed representations of *inequality* through time and the impact this has on construing trends in society. The methodological approach combines quantitative and qualitative analyses, combining methods from Corpus Linguistics (CL) involving standard data retrieval techniques, and Critical Discourse Analysis, especially drawing on the discourse-historical approach which helps explain the socio-economic, cultural-historical changes in a population and in a period (Wodak 2001). In fact, in order to make valid interpretations of the results it is important to take into account external information (Gomez-Jimenez 2018), which is one of the most challenging aspects of diachronic analysis in the formation hypotheses that may be able to explain changes in language variation. CL is a particularly good tool here because it can chart the data and at the same time retrieve expanded texts from concordance lines, leading to critical qualitative analysis of the representative data.

The objective is to uncover changes in attitudes and ideology around *inequality*. Therefore, the main research questions are: Are there any changes in the discussion around *inequality*? If so, how and in what ways, in which genre and in which specific time periods do these occur? For example, initial results show that in the SIBOL corpus the word *inequality* has sharply risen over the period 1993 to 2013. However, the lemma *class* as a strong collocate of *inequality* has fallen; whereas *wealth inequality* has risen, alongside other concepts such as *technological inequality* and *psychological inequality*. There are also fewer instances of the lemma *poor* in the vicinity of *inequality*. Obviously, any hypothesis then needs to be tested and validated for a true and fair view of the whole picture. Equal frequencies are not the same as equal representation. For this reason, the work focuses on identifying the lexical semantic, grammatical patterns which depict *inequality* (as well as metaphorical patterns acting as framing devices, e.g. *waging a war on inequality*) to show how collocates and word phrases are constructed to represent evaluative and ideological stance in the discourse of inequality. Hence, the study aims to demonstrate how this type of diachronic linguistic analysis and a corpus-based critical discourse analytical approach may reveal interesting social phenomena and above all uncover changes which are otherwise imperceptible to the ordinary reader or society in general.

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Awareness-Raising Measures on Single-Use Plastics: Comparing Communicative Strategies in EC Websites and Social Media

Single-use plastics have been listed by the European Commission as the ten plastic products responsible for half of all marine litter. This form of pollution has proved highly detrimental, not only to the ecosystem but potentially, by entering the food chain, also to human health. In the “Proposal for a Directive of the European Parliament and of the Council on the reduction of the impact of certain plastic products on the environment” of 28 May 2018 new EU rules were introduced to ban single-use plastics or, when alternative solutions are not available, to regulate production, labelling requirements and collection targets. Among the directions, there is also the obligation for Member States to “raise consumers’ awareness about the environmental impact of littering of single-use plastics.”

The Proposal directly refers to “A European Strategy for Plastics in a Circular Economy” issued in January 2018, but also to a long series of previous EC decisions concerning waste management. The first Directive to set rules on the production, use and disposal of containers dates to 1985 (Directive 85/339/EEC), but national measures were harmonised among Member States in the “Directive concerning packaging and packaging waste” almost a decade later (94/62EC). Since then, several amendments (both derogations and extensions) have been adopted by the EC and the Council until the final Directive issued on 30 May 2018 (2018/852EC). There are some substantial differences between the first Directive and subsequent amendments. First, although the principle of a circular economy has firmly been maintained, the focus has gradually shifted from waste management and recycling to waste prevention. Second, the identification of key players has slowly veered from state and regional authorities within the EU to producers and consumers, thus implying the need to extend awareness-raising measures to a wider range of stakeholders. Third, the contextualization of the problem has progressively stepped beyond the borders of the European Union, stressing the need to act on a global basis to contrast plastic pollution. Directive 2018/852EC (subparagraph 29) also claims the importance of finding “an appropriate means of ensuring readability” in accordance with the Interinstitutional Agreement of 28 November 2001, since this would put an end to “the proliferation of isolated amending acts which often make legal acts difficult to understand.”

The Proposal of 28 May 2018 should be read against this composite legislative background. Not only because of the topic, since most of the above decisions refer to packaging and packaging waste in general “regardless of material” while this proposal specifically deals with single-use plastics, but because it is the outcome of the ideological, ethical and linguistic/discursive evolution undergone by the texts over the years. In fact, it highlights the existence of a wider audience of producers and consumers to be addressed than mere governmental ones and hence the necessity of encouraging awareness campaigns, with the aim of “better informing the consumers and making the producers financially responsible of the consequences on the environment.”

The aim of this study is to investigate linguistic and discursive practices used in the Proposal and related webpages designed to raise awareness on single-use plastics and the need to prevent plastic waste. The texts that will be analysed include the official brochure, the fact sheet and the linked press release. The goal is to verify whether these campaigns, aimed not only at a “coherent and comprehensive policy approach” at the institutional level but at affecting “individual behaviour and social trends” present points of contact with similar campaigns made through social media. Indeed, as reported by Caliendo and Magistro (2009: 176), “the informative material made available to the general public by the European Union […] notably draw from a variety of different genres and discursive practices to appeal to their audience.” The analysis will particularly deal with the language and infographics used on the EC webpages to explain the necessity of setting up a Directive by May 2019, while comparing them with pictures and captions posted on social networks (especially Instagram)to raise awareness on and find solutions to the impact of single-use plastics.

After some preliminary considerations on text-image relation from a multimodal perspective (Kress and Van Leeuwen, 2006, the study will be carried out with the tools of Systemic Functional Linguistics. Attention will be focussed on appraisal patterns, attitude, affect and judgment, particularly on the System of Engagement revealed by the ways that “position the speaker/writer with respect to the value position being advanced and with respect to potential responses to that value position” (Martin/ White 2005: 36). A relevant area of research will be the semantic fields involved in the construction of Appraisal Patterns explored with an ecolinguistic approach (Stibbe 2015), which may also shed light on how economic, political, environmental and social aspects are condensed in metonymical and metaphorical representations of the issue.

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Ideological Dynamics and Discourse Strategies of Fake News in Medical Science. The Case of the Anti-Vax Campaign

Anti-vaccine controversies have been ongoing for almost a century. As the debate has moved onto social media, the issue has further developed. For anti-vaccine campaigners the use of Twitter and Facebook means giving them a voice and massively amplifying their message. Yet, precisely because social media advertisements and news works on the basis of an algorithm that exposes users to the same kind of news they have read previously, anti-vax campaigners always tend to read and believe in the same type of news, be it fake (Tandoc/Lim/Ling 2017) or real. In other words, they cannot distinguish real from fake news (Balmas 2014), as they do not realize that fake scientific news is the result of the decontextualization of the medical sources.

Drawing on CDA (Fairclough 2014), this paper aims at analysing the ideological dynamics of fake news and the discourse strategies related to the anti-vax campaign to unveil cognitive, social and institutional constructs of misinformation and to create a possible linguistic framework for fake news detection across scientific genres and cultures.

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Persuasion and Immunization in the Era of the Informed Patient – A Comparative Analysis of Online Institutional Campaigns for Vaccine Promotion

Recent outbreaks of diseases such as measles in Germany and in Italy, alongside falling vaccination rates, have encouraged healthcare authorities to find new coping strategies to counter the growing vaccine hesitancy. This latter phenomenon originates from various concurring factors (Grignolio 2016), ranging from a reduced perceived danger of vaccine-preventable diseases to a sceptical attitude towards both the vaccinations themselves and the system that delivers them. In order to face this threat to public health, in 2017 the Italian government decided to reintroduce mandatory vaccinations for children as a school-entry requirement. Following this change of policy, part of the population accused the decision-makers of restricting individual freedom of choice, whereas a relevant percentage of Italian citizens appreciated the implementation of this measure. In Germany, on the contrary, parents are still allowed to make their own choices concerning the immunization of their children after a detailed informative talk with the general practitioner.

Given this background, the aim of our contribution is to shed light on the communication strategies implemented in Germany and in Italy by healthcare authorities on their websites. The analysis will focus on EpiCentro, the epidemiology portal of the Italian Public Health Institute, and on the internet page of the Italian Ministry of Health, specifically designed to inform about the compulsory vaccination programme. The observed communication strategies will be compared to those used by the Robert Koch Institute, the German institutional centre for the monitoring and prevention of infectious diseases, by the German Ministry of Health in the section dedicated to vaccines, and by the German Federal Centre for Health Education on the portal created to inform about the recommended vaccinations.

The theoretical framework for the analysis is based on recent research on health communication strategies (Fromm/Baumann/Lampert 2011) and health campaign design (Corcoran 2013). A key role was played by studies investigating the emerging figure of the informed patient in the shared decision-making process and the effectiveness of the social marketing approach to promote healthy behaviours. However, the core of the analysis is the study of persuasive and argumentative techniques implemented by the communicators in order to persuade the population to accept child vaccination programmes (Magris 2018). The structure of this paper reflects Aristotle's tripartition in *ethos, pathos* and *logos*, combining it with recent inputs from the field of health communication (Hurrelmann/Baumann 2014).

The first section focuses on *ethos,* namely on the strategies aimed at improving the communicator's public image in terms of believability, reliability, competence and likeability. The institutions try to increase the confidence of citizens by describing their own efforts to prevent possible conflicts of interest involving immunologists, by highlighting their expertise and by presenting the methods they use to draw up vaccine recommendations. The second section focuses on *pathos*, in other words on persuasive strategies referring mainly to emotions. A central role is played by fear appeals (Witte/Allen 2000), a technique which consists in increasing the level of perception of a threat in order to propose an effective and feasible solution to reduce or eliminate the potential harm. Appeals to other negative emotions or to positive ones have not been observed frequently in the texts. Targeted messages and inclusive language are only rarely used to evoke a sense of identification and to reduce the perceived distance between the communicators and their public, which could reduce the probability of defensive reactions to the message and result in an increased level of involvement. The third section deals with *logos,* the cognitive component of the persuasive process based on rational evaluation of the quality of arguments (Walton 2006). Epidemiological data and experts' opinions are the most widely used elements in support of a conclusion. Overall, the main argumentative strategy consists in pointing out which positive or negative consequences could affect both individuals and society in case of (non-) compliance with the recommended behaviour. At the same time, healthcare authorities attempt to undermine and refute the most frequently raised objections to vaccine efficacy and safety.

In conclusion, considering the multiple variables that could influence the persuasive process (Dillard/Shen 2013), healthcare authorities could advantageously combine various approaches in a target-oriented perspective, which should also foster a constructive dialogue with the citizens.

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Investigating the Language of Wine Labels across Cultures: between Knowledge Dissemination and Marketing Strategies

The aim of this paper is to uncover the specialized linguistic features of the language of wine labels in English and in Italian and to check how this specialized knowledge is manipulated by cultures to make it more interesting and attractive when it is disseminated in specialized websites.

The main function of this text type is undoubtedly informative because it provides potential customers and wine lovers with information on specific quality standards, grape varieties, alcohol content and volume of production, among others. However, in those sections of labels where the description of the taste or nose of wines is carried out, a major role is played by the vocative function hidden behind an apparently standard and specialized verbalization of basic concepts, which may have a significant impact on the perception of customers and tasters. Labels are, therefore, strategically elaborated in order to persuade potential customers, to change their thinking or behaviour or strengthen their belief (Virtanen/Halmari 2005). Indeed, a number of studies have identified that the information on the label directly influence people's perception of the quality and attributes of wine (Morgan/Tresidder 2016: 200), thus confirming the importance of the information reported on the front and back labels of wine. For this reason, even though wine labels seem to be structured according to general and universal features, similar concepts related to taste and nose may be differently communicated by different cultures.

In order to check the cultural bias inherent in the choice of words and concepts within the description of wines, three comparable corpora have been assembled by downloading wine labels, brochures and leaflets from Australian, American, and Italian winemakers' websites and analysed by means of AntConc. The quantitative analysis has been carried out by adopting the Corpus Linguistics methodology: wordlists, concordances and keywords of the three corpora have been analysed and compared in order to identify those recurring and systematic features which contribute to the promotional aim of the genre. Lexical, grammatical and semantic attractions have allowed us to carry out a systematic analysis of what is usual, normal and typical in the usage of the most frequent nouns, verbs and adjectives in the three corpora. In other words, results from concordances have been fundamental to the interpretation of the characteristic features of the American, the Italian, and the Australian persuasive strategies. The results of the analysis have also been interpreted from a cross-cultural perspective, by adopting a framework provided by cross-cultural studies (Hall 1984, 1989; Hofstede 2001; Hofstede and de Mooij 2010). The cultural interpretation of data has been carried out only as a final step to limit the risk of conducting a too subjective interpretation of results and to prevent existing theories and models from influencing concluding generalisations.

The analyses described in this paper may contribute to provide an overall description of the characteristics of this text type in Italian, American and Australian English, and to detect culture-influenced communicative differences with important implications in the process of translation and international marketing strategies.

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"Designer Babies" and "Playing God": Metaphor, Genome Editing, and Bioethics in Popular Science Texts[11]

This paper investigates the role of metaphor in web-based popular science texts on the genetic modification of human embryos (also called 'genome editing' or 'genetic engineering'). It analyses metaphor within the framework of Cognitive Linguistics Theory (Lakoff/Johnson 1980), based on conceptual mappings between source and target domains, where the former are generally less abstract (and therefore easier to access) than the latter. Although the popularisation of science cannot be regarded as a one-way process of simplification, or as translation for a public that is ignorant of scientific matters (Myers 2003), in popularisation discourse, metaphorical language can facilitate the transmission of scientific knowledge to non-experts, by associating highly specialised concepts to familiar and widely shared objects or facts.

Studies conducted thus far on popularisation discourse relating to the genome have shown that it is rich in metaphors, especially personifications of genes and DNA, or metaphors coming from the fields of communication (genome as a code, text, or book) or architecture (DNA as the genetic building blocks) (Hellsten 2002; Calsamiglia/van Dijk 2004; Pramling/Säljö 2007). However, when communicating about the modification (or manipulation) of the genome, authors of popularisation texts tend to focus not on the description of the process, but on the negative consequences that this process may have, both from the medical viewpoint and from the perspective of its effects on society at large.

By examining a corpus of online articles drawn from *Nature.com* and *TheGuardian.com*, this study investigates how popularisers use metaphor 1) to render scientific knowledge more intelligible to wide audiences and 2) to convey ideological and ethical messages concerning genome editing and its implications. Indeed, genetic modification has significant consequences which are generally highlighted by authors. First, there may be religious implications connected with the idea that, when manipulating our genes, scientists are substituting God. Second, there may be moral reasons connected with parents' choice to modify some traits of their children, not only those traits that are linked to disease immunity, but also physical traits linked to standards of beauty, such as eye or hair colour, height, or intelligence. Third, gene editing has also an impact on the economy, in that it starts up a profit-making business that only the wealthy can afford, thus widening the economic and social gap between the better-off and the poor. However, it may also have positive outcomes, such as the prevention of some genetically related illnesses, and other advancements in medical, biological, and scientific fields. The latter pros sometimes counterbalance the cons in popular science texts.

The study aims, on the one hand, to emphasise the communicative and informative function of metaphor, especially used to reduce the asymmetry between specialist scientists and non-specialist audiences. On the other hand, it aims to stress the persuasive function of metaphor in popular science texts, in which it is used to make the public aware of the bioethical implications of gene editing. As a more general goal, the study aims to show how gene editing has extended the genetic and genomic repertoire of metaphors, from central "grand" metaphors, such as the book, code/programme, map and blueprint metaphors (Nerlich/Hellsten 2004), to metaphors that are more connected with society's consumerism and pursuit of ideals of perfection, or even with the destructive effects that it produces on humanity.

The results of the analysis show that metaphors are especially used to associate (genetically modified) babies to *designer goods* and the researchers allowed to edit the DNA of human embryos to scientists who

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are *playing God* with our genes. In the corpus, there is also a focus on the commercialisation of modified babies, regarded as *products* to sell, and their parents as *consumers*. Still another set of metaphors are used to stress the progress that ‘gene editing’ involves. Researchers, indeed, describe it as *an unprecedented step* or as *a powerful new resource in the fight against disease*.

From this perspective, popular science texts on the web can be viewed as both effective tools of knowledge dissemination to non-specialists as well as means of conveying messages on bioethics and ontology.

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Ideology in Signed Language Interpretation Research and Practice: Identity and Alignment

Research in recent decades has examined interpreter’s performance and ownership of discourse within interpreted interaction (Wadensjö 1998, Metzger 1999). This strand of research shows that interpreters generate their own discourse while engaged in interpretation, for a variety of purposes, and depending, in part, on the specialized settings and professional discourse of the interaction. For example, research shows that interpreter utterances in interpreted healthcare interaction may serve to clarify their understanding of primary participants (Metzger 1999, Major 2014). This study combines phenomenological and sociolinguistic frameworks to address ideology in American Sign Language (ASL)-English interpretation in the specialized healthcare domain, examining knowledge dissemination in professional discourse by investigating interpreter identity, how it affects the transmission of knowledge, and how the two research methodologies combined enhance the investigation of ideology. The study looks at signed language interpreters’ presentations of self and their identity through how they manage interpretations to show alignment with deaf communities.

The phenomenological portion is based on video recorded photo-elicitation interviews, phenomenological interviews and emergent theme identification. Phenomenology is a qualitative human science design with its origins in philosophy focusing on the individual lived experiences in the lifeworld –

everyday existence. The goal of this approach is to describe the essential meaning of an experience and interpret that meaning, in this instance professional identity and community involvement. Using in vivo coding, the researchers developed three levels of analysis: threads, sub-themes, and superordinate themes. Patterns of ethics, power, and ideology appeared at each level.

The sociolinguistic data consists of topic and footing analysis of interpreter-renditions in two videotaped, interpreted medical encounters. Sociolinguistics as a mixed method research approach has its origins in anthropology, sociology, and linguistics. Based on a recorded interaction, which is then transcribed, research applies an analysis of language use as it relates to the construction and negotiation of meaning.

Atwood and Gray (1985) suggest, “the inability to eliminate themselves from their work causes some interpreters to doubt their competence as professionals” (81). In contrast, this inability to separate the professional self from the work lies at the heart of this study, building on Hunt (in press) and investigating how the sense of self manifests in actual interpreted encounters.

The interactional sociolinguistic analysis of topic and footing empirically support the phenomenological findings, based on linguistic evidence in which the interpreter aligns or distances herself from topics naïve to the minority (Deaf) community. These results suggest ownership of target utterances on the part of the interpreter, as well as identity-allegiance to the minority language community. The combined phenomenological and sociolinguistic methods raise a clear example of how ideology affects knowledge dissemination in interpreting in a specialised domain. This in turn opens a discussion of ethics in interpreting practice. Further, the fusion of two methodologies contribute to the understanding of ethics and ideology in research on specialised and professional discourse.

Through phenomenological analysis, we find interpreters’ allegiance to minority language communities – “The deaf community feels like a part of the fabric of who I am”. Through sociolinguistic analysis, we find behavioral evidence of this allegiance. Thus, combining methods provides empirical discursive evidence in support of self-reports on identity. These data reflect ideologies that are not often discussed by lay practitioners, but manifest in subtle ways in our daily work.

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When a Relationship Ends "There Can Be no Turning Back". Ethical and Ideological Issues in the Figurative Scenarios of British Political Communication

After recent political events, trusting the text and relying on the corpus, it appears that politicians' agenda is a fear-driven agenda, in particular a fear of strangers, of losing control, of disappearance of territorial sovereignty, a fear of the EU, of "an ever closer union among the peoples of Europe", a fear of the 'Other', of the outsider, of the foreigner, of what Wodak (2015) calls the "post-modern stranger", i.e. of immigration. The ISSUE of immigration, the PLAGUE of immigration, the THREAT of immigration, theSCOURGE of immigration (Semino 2008) is regarded by many as the principal cause that pushed Britain towards Brexit, as well as the principal reason that pushed America to vote for Donald Trump (Milizia 2018). Brexit and Donald Trump's victory are the clearest recent manifestations of the populist surge that is haunting the Western world in general (see Bauman 2016): what unites their policies is the promise to break free of constraints, and the tendencies of "drawing up the drawbridge" and creating new borders, even walls (Wodak 2015).

Starting from the assumption that it is not the side with 'the most' or 'best' facts that wins but the one that provides the most plausible and reliable scenarios (Musolff 2018), this research intends to explore the figurative scenarios used in British politics to influence citizens when justifying political actions. We also adopt the perspective that semantic domains that are considered as source domains for metaphors represent cognitive guides for policy makers and are tools for making the world (see Spinzi 2017).

Thus, in the post-truth era, we shall look at metaphors as devices for knowledge dissemination, which by definition involves transfer and transformation. Furthermore, manipulative language is essential in politics if citizens are to be persuaded o vote or support one course rather than another (Strauss and Feiz 2014). We shall analyse the metaphorical strategies used by politicians, in particular the key-metaphors that have dominated the British debates above all in the post-referendum era with a focus on their ideological and ethical implications.

The research relies on a spoken corpus of British politicians, whose data are retrieved from the British institutional website, number10.gov.uk, that at the time of writing includes 5 million words.

An ad-hoc News Corpus has also been assembled using the online searchable archive Lexis Nexis. The articles included come from a large range of British, American and Italian newspapers that have commented on the tangled relationship between the EU and the UK after their 'divorce' (Đurović *et al*. 2018).

From a methodological perspective, quantitative analysis, carried out through *WordSmith Tools* 7.0 (Scott 2017), was combined with discourse analysis (Corpus-assisted Discourse Studies, Partington *et al.* 2013), in order to unearth otherwise undetectable meanings to the naked eye. The data were also discussed in the light of Musolff's concept of metaphor scenario. Thus, for example the metaphorical scenario of divorce represents a further development of the metaphor of marriage and corroborates Musolff's claim regarding the threatened UK-EU relationship.

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Ideology and Ethics at Work in Clinical Genres

The GENTT Group (http://www.gentt.uji.es) research focuses on translation and communication in specialized fields (mainly medical and legal) using both corpus analysis techniques and the methodological principles of action-research. Since 2000 we have based our research on the concept of genre in its threefold dimension: formal, communicative and cognitive. We are now taking one step further and are approachingthe study of genre in its ethical and ideological dimensions.

In this paper, we will address the communicative interaction between healthcare professionals and patients in two genres: the informed consent and the medical consultation. In both genres, the right to autonomy of the patients is of critical importance. We start from the hypothesis that in actual practice these genres do not always fulfil their function, not only due to the fact that the information given (orally or in writing) is not always comprehensible, but also because the socio-emotional satisfaction of the patient is not always achieved. In its ideological dimension, this involves an asymmetrical structure of roles, a superior social status of the physicians, and the preservation of hierarchical components of authority, power and prestige. As a consequence, the ethical principles of patient rights and autonomy are diminished and/or not respected.

Our aim is to improve the doctor-patient communication through the training of health professionals and medical translators by means of innovative methods, such as the use of dramaturgical techniques, which have proved to be useful when considering the interactional perspective of role performance (doctor-patient) in healthcare encounters.

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Manufacturing a New Human Species? Representation of Gene Editing in Newspapers: a Cross-cultural Perspective

New technologies in the biomedical field along with recent discoveries concerning the modification of the human genome have paved the way to new and hitherto unknown possibilities. On the one hand, human gene editing opens positive perspectives for treatment and cure of diseases, but on the other hand it also raises concerns about possible misuses and abuses aimed to intervene on and to control genetic characteristics of human beings, as well as to influence the inheritable genes (germline editing) leading to the creation of individuals endowed with particular qualities.

The fundamental questions raised by the developments of biology and medicine should be the subject of appropriate public discussion as they concern the core issues of humanity, such as tampering with the genetic code of humankind. Various media are frequently used "as a source of health information(and misinformation)" (King/Watson 2005: 1), and the case of the dissemination of relatively new information, such as the possibilities of gene editing, is no exception. The power of mass media communication to reach vast audiences leaves an inevitable impact on the construction of their understanding of reality. The media discourse on gene editing can be considered a privileged place for the analysis of power and ideologies (Fairclough 1995), in light of the tendency of mass media to provide an interpretation of the news covered and on account of strong public reactions elicited by this bioethical topic.

This paper looks at the linguistic representation of genetic manipulations in mass media and, specifically, in newspapers, relying on Hall's (1997: 61) conceptualization of representation as the use of language in a specific culture to produce meaning. The choice of particular linguistic codifications is never neutral (Fairclough 1995: 25) and may be charged with interpretation suggestions, bias, slant or even ideological manipulations (van Dijk 1998; Fairclough 2014).The analysis is carried out on two corpora of newspaper articles, in English and in Italian. The basic assumption behind the choice of two languages is that representations of sensitive knowledge tend to reflect cultural assumptions and to coincide with the expectations of the audiences. Consequently, this paper investigates the phenomenon of knowledge dissemination comparing the representation of gene editing in the popularised (Calsamiglia/van Dijk 2004)genre of the newspaper article across the two corpora. The study thus pursues a twofold goal: to analyse patterns of gene editing representation in newspapers in each of the languages concerned and to compare whether there are convergent and divergent tendencies from a cross-cultural perspective.

The basic methodological framework is that of Corpus-Assisted Discourse Analysis(Baker *et al*. 2008; Partington *et al*. 2013), which combines Critical Discourse Analysis (van Dijk 1993; Fairclough 1995, 2014) and corpus-linguistic methodology. Methods of corpus linguistics are used to uncover the distributional patterns of recurrent phraseological and lexical units across the corpora, analyzing the typicality of frequencies and patterning, as well as quantity and quality of linguistic variation. TermoStat 3.0 and WordSmith Tools 6.0 are employed for term extraction, lexical analysis and text search. Discourse analysis and, more specifically, critical analysis of media discourse (Fairclough 1995)is used for the in-depth analysis of concordance lines, clusters and whole texts.

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Algorithmic Ethics in Specialised and Popular Technodiscourse

The question of whether intelligent decision-making algorithms – such as, but not exclusively, politics, healthcare, business, labour and journalism – produce unbiased results across big data contexts is widely debated by researchers and practitioners worldwide (Boellstorff 2013; Gowling WGL 2016; de Sousa 2018). In particular, it has been pointed out that "gaps between the design and operation of algorithms and our understanding of their ethical implications can have severe consequences affecting individuals as well as groups and whole societies" (Mittelstadt *et al*. 2016: 1). Since algorithms self-learn from correlating data, their predictive models may embed bias, lead to self-fulfilling prophecies that reinforce the flaw in their design, i.e. racial, gender, age and disability stereotypes, and thus affect fundamental rights. Central to the commercial success of online platforms, algorithms can recognise patterns in data, predict consumer behaviour on the basis of their previous purchases, and thus provide customised suggestions. In several key societal domains like finance, algorithms power machine learning and make decisions instead of people. For all these reasons, algorithms have currently come under scrutiny, while the emerging field of critical algorithmic studies invokes an anthropological and ethnographic approach to data science in order to make sense of cultural and social variables (Arora 2016; Seaver 2017; Ames 2018).

This paper has a twofold goal. First, it intends to highlight the most sensitive ethical issues in the current debate about big data and algorithmic bias, as argued by experts in the social sciences and the humanities. Second, it aims to observe the degree of awareness with which these issues, or some aspects thereof, are woven into public discussions and reformulated in popular technodiscourse, "highlighting the novelty and value of the area investigated, its relevance to the everyday life of readers/listeners, or to their communities and identities" (Bondi/Cacchiani/Mazzi 2015: 5).

To this purpose two corpora were created, drawing from prior research that has mapped the current construction of big data discourse in the news media (Paganoni 2018). The former is composed of very recent academic research articles on algorithms and information ethics in scholarly journals, in particular Sage's *Big Data & Society*. The latter is made up of parallel reports and stories in popular science magazines and blogs and in the news media, given their role as knowledge brokers in the dissemination of scientific and technical innovation (Greco Morasso /Morasso 2014).

Both datasets are interrogated through the tools of Corpus-Assisted Discourse Studies, placing a focus on all *ethic** lemmas in order to identify the main arguments that are raised and the actors, contexts and settings that are chosen to make examples of ethical failings in algorithmic governance. The linguistic phenomena under analysis include not just lexical occurrences and their modifiers but also the strategies and possible meanings of future-oriented discourse, as it permeates the big data debate. The intention is to ground the emergence of ethical discussions about big data in recognisable linguistic and discursive patterns and to illustrate what is captured and emphasised, but also what is eventually left out in the popularisation of technoscience.

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Mafia, *Mafiosi*, *Pentiti*: a Study on Italian Mafia-related Loan Words in ECtHR Judgments

The European Court of Human Rights (ECtHR) is a regional international court based in Strasbourg, France. It was set up in 1959 to rule on individual or State applications alleging violations of the civil and political rights set out in the European Convention on Human Rights (ECHR). One of its core objectives is to improve the understanding of leading Convention principles and standards with a view to ensuring their dissemination and facilitating their implementation in the 47 Contracting States. This objective can also be achieved through the drafting of case law that is clear and intelligible to a wide range of possible end users.

Within the ECtHR, judges work in different judicial formations with different functions, namely single judges, committees, chambers, and the Grand Chamber. Although the ECHR has 47 Contracting States with a wide range of official languages, the linguistic regime adopted by the Strasbourg Court is significantly different from other European supranational bodies, such as the institutions of the EU, where full multilingualism is applied. Indeed, the ECtHR has only two official languages, i.e. French and English, and its judgments are published in either one or both official languages, mainly depending on the relevance of the case at stake.

The paper presents a terminological analysis of a corpus of ten judgments selected on the basis of the following criteria: they are available in English, they were delivered by either a Chamber or the Grand Chamber of the ECtHR in the last two decades, and the respondent State is Italy. The focus of the analysis is on "terms designating culture-bound or system-specific concepts to be identified as such in the international context", one of the three categories of terminology used in the context of international rulemaking identified by Prieto Ramos (2014: 128-129). In particular, the paper aims to investigate the use of the term *mafia*, which is considered a "semantically complex and culture bound term" (Whithorn 2014: 157).What emerges from the study is that in ECtHR judgments the term *mafia* in some cases refers to a specific organised criminal organisation (and it is generally capitalised), while in other cases it is used as a modifier, such as in *mafia clans* and *mafia-type criminal organisations*, where the term *mafia* does not necessarily relate to *the Mafia*, but may also refer to other illegal organisations. Despite this possible ambiguity for a non-expert reader, the term is usually used with no further specification.

In Italy, mafia-type organisations have developed their own dialectal jargons (for the Mafia, see Di Piazza 2010 and Paternostro 2017) and some of their words have entered the Italian language, such as *pizzo*, i.e. the protection money paid in exchange for the prevention of violence or other types of criminal offences. However, the analysis of the corpus did not reveal the presence of words closely related to these jargons. In fact, other mafia-related Italian loan words were identified, such as *mafioso* and *pentito*. Unlike the word *mafia*, the meaning of these words has not crossed the Italian borders and remain embedded in the Italian culture and legal system. Consequently, their meaning may be perceived as more obscure compared to the main concept they relate to, which explains why these loan words are generally accompanied by a brief denotative paraphrase.

The fact that the ECtHR borrows national terminology does not imply the import of a new legal concept or institution (legal transplant) together with the words designating it, a phenomenon that is frequently described by law scholars (e.g. Kischel 2009: 12). On the contrary, it supports the argument that comparative lawyers prefer using the original term rather than an equivalent in the target language (Gémar 1995: 146). Indeed, ECtHR judges and comparative lawyers (as well as legal translators) face similar linguistic issues when working interlingually and use similar drafting and translation strategies. Although it must be borne in mind that "[o]nce a word or expression is borrowed into a language, we cannot predict or control its development or the additional meanings it might or might not take on" (Baker 1992: 25), in the case of the ECtHR the use of borrowings accompanied by explanations is seen as a possible strategy for the dissemination of legal knowledge beyond national boundaries.

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Nanotechnologies: Where Should They Take Us?

In view of the widespread developments in technology, nowadays scientific communication is available to an ever-growing number of stakeholders. However, contrasting information provided by different sources can sometimes challenge public understanding, as in the case of the controversial science of nanotechnology, which is only recently beginning to infiltrate mainstream public consciousness (Fisk et al. 2014).

The present study will investigate a set of EU webpages dedicated to nanotechnologies and documents released by the Association Friends of the Earth, with a view to assessing the quality of the information provided, resulting from the transfer of specialized notions to lay audiences (Poppi 2012).

In particular, the texts will be analyzed with the twofold objective of establishing which elements are used to improve comprehension for the general public, as well as the degree of accuracy, alteration or bias of the information provided. Accordingly, the study will investigate how meaning is conveyed, the role of background knowledge (Poppi 2011), the choice of transparent lexical items and the provision of explanations for specialized lexis. In particular, the analysis will focus on the adoption of popularization strategies, as well Hyland's study on metadiscourse (2005).

Both typologies of texts under scrutiny - EU webpages and environmentalist documents - show a primary concern, at the lexical level, with the use of nanotechnologies: USE is the second most frequent lemma in the corpus of EU webpages, after NANO, and the third in the corpus of environmentalist documents, after NANO and FOOD; 'the use of' is the first most frequent three-word cluster around NANO in both sub-corpora. Beyond the emphasis on the use of nanotechnologies, environmentalist texts also reveal the association of NANO with highly emotional topics, i.e. babies and food. Indeed, the language points to something more than a mere association. The frequent construct 'in + baby (formula)' and 'in + food', highlights the pervasiveness of NANO components that are already found everywhere and are possibly contaminating our environment. Conversely, EU webpages underline a more beneficial view of nanotechnologies, as in the case of those used 'in medicine', 'in the workplace', 'in manufacturing', or already present 'in nature' ('natural nanomaterials').

Turning to the strategies adopted in the texts for the purpose of popularizing discourse "to manage its means so as to enable understanding and learning" (Calsamiglia/Van Dijk 2004: 17), the corpus of environmentalist documents shows that NANO-related terms are widely contextualised and explained, while code-glosses related to other scientific terms applied in the NANO discourse are very few. For instance, very frequently used technical terms, such as 'titanium dioxyde', 'hydroxapatite', 'antimicrobial', 'triclosan', or 'in vivo' are never defined in the corpus, suggesting that previous knowledge on the part of the reader of the fields of chemistry and biology is taken for granted. On the contrary, texts in the EU section are characterized by plain language that intentionally avoids technicalities and obscure terminology; technical terms are rare and, when present, generally explained by means of glosses or exemplification.

In order to facilitate understanding of the complexities of the NANO-world, forms of easification and metaphorization are adopted in both sub-corpora, such as the comparison between a tennis ball and planet Earth - "One way to understand how incredibly tiny these particles are is to consider a tennis ball in comparison with planet Earth. On scale, a tennis ball is the same size in relation to Earth as a nanoparticle is to a tennis ball" – or the apple simile: "One nanometre is to an apple what an apple is to the Earth".

Moreover, the interactional resources of metadiscourse, i.e. hedges, boosters, attitude markers, engagement markers and self-mentions are often called upon, as they are strictly connected with the classical rhetorical persuasive proofs of ethos and pathos, which in turn support the writers' credibility and affective appeals and contribute to making the texts more appealing and persuasive.

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Knowledge Dissemination and Ideology in the Discourse of Securitisation and Control

The focus of this contribution is the analysis of Europol's Annual Reports, published over a time span of ten years (2008-2017). Europol is the European police office which since 2009 has provided permanent expertise and support to EU countries and institutions in achieving defence and security in the multiple domains of contemporary society.

Europol's reports are documents issued by designated experts and aim at providing legislative advice and the development of safe and effective law-enforcement surveillance techniques for use against serious and organised crime and terrorism in Europe (Baker-Beall 2016). They communicate knowledge about strategic progress and provide coordination for investigations to authorities through the exchange and analysis of criminal intelligence information. Discourse is targeted either at operators in the field or the lay public. Reports are submitted to the Council of the European Union for endorsement and the Council forwards them to the European Parliament.

In the release of these documents, which are institutionally-endorsed and implement the policies promoted by the agency, ideology may be crucial in engaging national and supranational relations, and be legitimised through the voice of institutional experience and expertise (van Dijk 2000; Verschueren 2011). In this way, the communication of European securitisation (Waever 1995) derives from internal and external power-relationships and is dissimilarly received and perceived by the varied readership.

According to Dillon and Reed (2004) ideology, power and security are the three factors that are at the basis of the administration of citizens' security, although the positive reception of supranational discourse, its legitimation and implementation is not always an easy goal to achieve. In fact, the discursive acceptance of security policies by national audiences can be problematic, because in such heterogeneous contexts the interpretation is filtered through dissimilar national perceptions of danger and may also not correspond to a single European political identity. However, the role that discourse plays in the reproduction of ideology and power becomes social practice (Fairclough 1992) in the interactional engagement between the law-enforcement agency and the readership. Therefore, policies may be successfully conveyed by a strong sense of insecurity and uncertainty, by a negative representation of 'otherness' considered as a threat to EU security, by positive self-representation or by shaping the discourse of the control of and the fight against crime to legitimate strict measures. This framework of analysis can be applied to the construction of law-enforcement discourse and the exploration of the most used strategies in Europol's annual reports.

The quantitative approach has displayed the lexical salience of words that are meaningful in terms of content or context-related forms eliciting institutional ideology. Quantitative data also suggest how ideologically-oriented discourse is lexically extricated by the frequent use of collocations and evaluative patterns indexing institutional effort and commitment, as well as emphasizing success and the idea of strength. In addition, data signal how in very difficult times the overwhelming increase of terrorist attacks has impacted on the discursive projection of supranational intelligence.

The qualitative analysis instead aims to explore the discursive strategies that sustain ideology and institutional identity, such as anticipative or defensive strategies (Hansson 2017), as well as the legitimation techniques developed by the institution to build or maintain institutional credibility and avoid blame. The reports not only disseminate information about sophisticated defence and control practices aimed at safeguarding the values on which the EU is founded (Jocak/Kochenov 2017) and at protecting the freedom of its citizens; they also throw a light on the paramount institutional need for rationalising legitimation, in order to successfully persuade the recipients. In this way, institutional action can be justified through positive group polarisation and its activities can be ideologically elicited because they are deemed as inescapable for the common good of people.

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Media and Public Perception of Opioids Use: A Cross-Cultural and Cross-Linguistic Analysis

The ample use of drugs containing opium and the addiction problems often correlated to it have been an issue in the United States for some time, to the point that the expression "opioid epidemics" has been introduced to designate it. In October 2017, urged by the White House panel responsible for investigating the question, President Trump declared the opioid crisis a national public emergency. Rather expectedly, this circumstance aroused the interest of the media, both in the US and abroad, thus sparking a lively debate about opioids also in countries where medical protocols guidelines are very different, constraining rather than favoring access to this type of drugs. Italy belongs to the latter group of nations, as local doctors typically treat pain with other categories of medicines (namely Non-Steroidal Anti-Inflammatory Drugs or

NSAIDs) while opioids use is restricted to a very limited number of situations. As a consequence, criticisms have been leveraged concerning what some consider an underuse of opioids and the possibly inadequate handling of severe acute pain in Italy.

Against this backdrop, this presentation sets out to provide a cross-cultural and cross-linguistic analysis of the representation of opioid use in American and Italian newspapers. More specifically, it aims at identifying and comparing the discursive constructions of the causes of possible over- or underuse of this type of drugs. Starting from the theoretical premise that news is discursively as well as socially and therefore culturally constructed (cf., among others, Fowler 1991; Fairclough 1995; Jäger 2001), the study adopts a critical-discourse analytical approach combined with the methodical tools of Corpus Linguistics (c.f. among others, Hardt-Mautner 1995; Garzone and Santulli 2004; Baker et al. 2008; O'Halloran 2010; Baker and Levon 2015) to explore to what degree the different economic, cultural and health systems may affect the different, almost antithetical situations of the two countries as far as the prescription and consumption of opioids is concerned. In order to investigate the issue two comparable *corpora* consisting of news articles published in American and in Italian mainstream newspapers have been collected and analyzed with the aid of automatic interrogation routines.

Preliminary results indicate significantly deeper concern for the problem in the United States, as the number of news articles published in the country far exceeds that of those published in Italy. In this respect, it is to be noted that a substantial amount of the latter does not provide a description of the local situation but offers the Italian readership an account of the opioid emergency in America.

Another finding deserving mention is that the occurrence of the lemmas "opioid"/"*oppioidi*" and "pain"/"*dolore*" reveals a radically different approach to the question. Whereas US journalists are mainly interested in foregrounding the problematic use of opioids as well as the individual and collective consequences it brings about, Italian newspapers are primarily preoccupied with the issue of chronic pain management (opioid prescription only being one aspect of it). Moreover, the debate surrounding the consumption of this kind of drug in America encompasses both (media) medical discourse and economic discourse, as pharmaceutical companies are often accused of contributing to the current crisis by promoting opioid use to increase their profits. Conversely, Italian newspapers do not focus their audience's attention on corporations' possible involvement, but typically juxtapose the benefits and dangers of opioids and NSAIDs, highlighting the potential harmfulness of the latter, too.

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Knowledge Dissemination and Ethics through the Perspective of Philosophy

This paper examines how the knowledge inherent in an interpreted or translated text is disseminated and how the inevitable change embodied in the language transfer process is ethically managed. It examines the ethical considerations surrounding language transfer by contextualizing it historically and inter-disciplinarily in philosophy, specifically moral and political philosophy.

The paper argues that the approaches to ethics embodied in Translation and Interpreting Studies (which have undergone various mutations through the centuries and more specifically the last half century since the 'cultural turn') are a reflection and result of a broader historical and disciplinary trajectory that has been developed through such notions as accurate representation, responsibility (to author and to community), honouring a contract, professionality, and truth value. By contextualising these ethical values in a broader domain articulated in philosophy, we can shed light on the dynamics through which texts are in actual fact re-fashioned (manipulated) and the 'guidelines' the text producers are adopting as they refashion texts and disseminate knowledge. This can help increase awareness on the ideological nature of language transfer and the decisions made by translators and interpreters.

Examples of interpreting dilemmas will be provided, leading to a discussion on how interpreters (attempt to) solve them according to those professional values that have been passed down in academia as well as in popular discourse and articulated in moral and political philosophical discourse. Since the frameworks of such practices have been examined minutely in philosophy, they are also constitutive of modern ethical practices and an excellent point of departure for further reflection.

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Knowledge Dissemination and Ideology-framing in Digital Communication. The Case of Law Journal Abstracts

Over the course of the last decades, digital communication has contributed significantly to the dissemination of scientific knowledge, thus allowing lay readers access to material primarily intended for expert audiences. This change has also affected domains like legal research, which are traditionally and explicitly targeted at 'insiders', and particularly the *esoteric* community (i.e. experts working on similar cases/issues, rather than the *exoteric* scientific community at large, cf. Myers 1990) and, as a consequence, relatively unappealing to non-expert readers, who may not have the necessary epistemological or even the domain-specific linguistic competence which is required to fully comprehend disciplinary meanings. For the products of legal research to become 'usable' for these new audiences – rather than simply easily retrievable via the Internet – two related issues have to be dealt with. On the one hand, some changes in the representation of the content become necessary, in order to make it operationally and cognitively manageable (i.e. easily located through Web-searches and appropriately processed and understood). On the other hand, and quite significantly, also the meta-representation of the texts introducing such materials needs to be strategically controlled in order for these texts to be recognized as authoritative sources and for readers to know where to find relevant contents and their discussion. This is all the more true in the case of legal studies, where the spectrum of thematic areas is particularly diverse – ranging from administrative and constitutional law, foreign affairs, national security and financial regulations to economics and laws and issues concerning privacy, intellectual property or civil rights. Each of these topics is of interest to a specific portion of the reading public, hence its

textual representation needs to be adjusted to readers' competence, background knowledge, motivation, needs, and, at the same time, be tailored with respect to its possible use (i.e. speculative purposes vs practical application). All these concerns are embodied in abstracts, a specific genre which is meant to anticipate the main information contained in the associated research article (RA) in a way that is clear, comprehensible and cognitively appealing, so as to encourage readers to read the ensuing text in full (Swales / Feak 2009, Bondi/ Lorés Sans 2014).

On this basis, this presentation analyses abstracts in online legal publications in order to find out, firstly, how they lexicalize references to the ensuing RA (i.e. whether through labels such as *article, essay, comment*, etc., or by introducing the writer's authorial persona through first person pronouns, cf. Hyland 2005) and, secondly, how they anticipate the type of scientific activity to be found in the RA (i.e. whether in terms of research, observation, argumentation, discussion, etc., (Thompson/Ye 1991; Hyland 2002).The assumption guiding this study is that different contents are likely to be 'abstracted' in different ways in order to be appealing to (given portions of) the reading public, and the hypothesis is that such a differentiation is textually realized by the possible combinatory dynamics between 1) metatextual references to the research being carried out and 2) the verbs used to lexicalize it: as a matter of fact, depersonalized vs personal markers and specific verbal choices presuppose different degrees of reader involvement in the process of meaning negotiation, different roles for writers and readers, and different functions for the discussion/presentation of disciplinary contents, as well as a specific ideological stance. The corpus of the present analysis consists of 100 abstracts (covering the period 2006-2018) found in the online version of the *Harvard Law Review* (https://harvardlawreview.org/issues/).

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The Concepts of Norm and Disease in Psychiatry: the Emergence of a New Person-centred Paradigm in Research and Dissemination Contexts

The ideological implications of the concepts of norm and disease are particularly evident in the area of mental and behavioural conditions. In a historical perspective, the adoption of a statistical model has made it possible to identify normal behaviour on a quantitative basis, marking at the same time as ab-/sub-normal any deviance from this recognised standard (American Psychiatric Association 2013). This social construal has produced a system of classification of diseases relying on numerical description while barely taking into account individuals' characters. On the other hand, the uniqueness of each person, genetically recognised, has also emerged in neurobiological studies, through the identification of the pattern of connections (connectome) characterising each individual. In line with these scientific results, the psychiatric community has laid new emphasis on concepts as personal identity, development as opposed to growth, care vs cure, illness vs disease, etc. (Ruggerini et al 2013, 2017). This new approach has important ethical implications as well as interesting discursive representations both in research studies and in diagnostic and clinical tools (Eliott/ Grigorenko 2014). This presentation will focus on the area of Disorders of Neurodevelopment, analysing in a discourse analytical perspective the innovations included in the V edition of DSM (2013) and their implications for the foundation of a new scientific paradigm centred on personal rather than on clinical outcomes. It will also examine a few examples of dissemination/popularization of knowledge, showing the contrast between this complex and revolutionary scientific debate and the standardised presentation of individual disorders in the context of web-mediated communication.

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"Each and Every One of Us Can Make a Difference, and Here Are Some Things You Can Do to Help!": Sensitive Issues and Gender-Stereotypes in Science Websites for Children

The goal of this paper is twofold. First, the paper attempts to investigate how sensitive scientific-related issues are faced in science websites for children. In particular, the website sections on issues such as climate change and pollution will be analysed in order to observe how they communicate scientific knowledge and, simultaneously, how they raise children's awareness. Secondly, the study attempts to identify gender stereotypes and counter-stereotypes (science is for men, not for women) in these educational materials.

In particular, websites aimed at youngster provide a direct and fun access to science. They are one of the privileged channels for popularizing expert discourse to an audience that is not only deficient in specialized knowledge but has also a limited knowledge of the world due to children's early phase of cognitive development (Myers 1989). However, popularization for youngsters is far from being a process of simplification: even in this context, it entails a reconceptualization and a recontextualization (Calsamiglia/ van Dijk, 2004: 37) that meets the needs, tastes and background encyclopedia of lay readers.

In order to popularize expert knowledge among children, web-based educational environments (Baldry/ Thibault 2006; Maier 2008; Djonov 2008) merge education and entertainment (Buckingham/ Scanlon 2001) so that the expression "edutainment" is commonly used to define them (Buckingham/ Scanlon 2001; Djonov 2008). In particular, scientific knowledge dissemination is therein characterized by the combination of different semiotic codes (Djonov 2008): the verbal strategies of popularization (Calsamiglia/ van Dijk 2004) and the different kinds of visual materials, partially similar to those of science books (Kress/ van Leeuwen 1996; Lemke 1998; Unsworth 2004), combine to communicate knowledge in an appealing way so as to favour children's involvement and comprehension.

In these education materials, sensitive-related themes often occur and scientific websites aimed at children confront a wide range of topics, from global warming to health issues. The interplay of images and words play a fundamental role in making them accessible and in increasing children's sense of responsibility. Therefore, the analysis of a comparable corpus of scientific websites for children in English and in Italian aims at identifying how knowledge on sensitive themes is disseminated among children, using Calsamiglia and van Dijk's classification of five "types of explanation" (2004: 372), and how children are persuaded to take action thanks to knowledge transmission. Attention will be also paid to images (Kress/ van Leeuwen 1996) as they play a key role in science dissemination and, especially, in fostering children's awareness, but also in reinforcing or fighting gender-stereotypes (Kerkhoven Land-Zandstra/Saxena/Rodenburg 2016).

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The Eye of the Swarm: a Critical Approach to Public Intellectual Discourse

In the present age, in which seemingly unrestricted access to information appears to go hand-in-hand with growing distrust of expert and scientific authority, the question of the social role of intellectuals has become ever more important and cogent. The proliferation of voices enabled by digital media, in particular, appears to threaten traditional forms of intellectual authority (Keren & Hawkins 2015). What some celebrate as a polyphony that embodies the promise of collective intelligence and power-free knowledge, others reject as a cacophony, a dissonant hum in which information becomes ambiguous and opinions suspicious. Either way, intellectuals seem condemned to irrelevance.

In this paper, I wish to reinstate the primacy of the intellectual by proposing a way to reconcile it with the virtuous plurality of the public. Inspired by the metaphor of the contemporary intellectual as the *eye of the swarm* – which is derived from artificial intelligence studies (Foster 2015) – I will defend the idea that public intellectuals retain their unique power to make sense of our world by defining problems, imparting vision, and nurturing a sense of common identity. Building on the concept of the intellectual as a *social spokesperson* (Pels 2000), I will then outline a critical and interdisciplinary discourse-based approach (Wodak & Meyer 2015) to the analysis of public intellectual discourse. The approach focuses on the ambivalent interplay between the intellectuals' need for self-legitimation and their intrinsic aspiration to speak for 'us' which, I claim, lies at the core of intellectual activity as such.

The empirical applicability of this approach will be demonstrated by considering the specific role of public intellectuals as *nation-makers* (Suny/Kennedy 1999), with a focus on the post-Yugoslav transitional context. The evidence consists of editorials and opinion pieces published in the national press in the aftermaths of Kosovo's declaration of independence from Serbia in 2008, Croatia's accession into the European Union in 2013, and the upsurge of anti-government protests and popular plenums in Bosnia-Herzegovina in 2014, three events that reflect and embody key challenges of post-socialism, post-conflict reconciliation, democratisation and European integration. The analysis of salient strategies of *construction of the intellectual self* and of *spokespersonship for the nation* highlights commonalities and differences in how local intellectuals framed their individual engagement with these issues, while at the same time redefining the contours and significance of the nation as a source of collective identity (Wodak *et al*. 2009). Based on the findings, I propose a typology of three broad roles for the public intellectual vis-à-vis the national community: i) the intellectual as a political guide for the nation; ii) the intellectual as educator/emancipator of the nation; iii) the intellectual as promoter/defender of national values and distinctiveness. The paper concludes that the discursive making and re-making of the nation, apart from sustaining a sense of national identity among the people, also provides a versatile platform for intellectuals to publicly assert their authority and achieve legitimacy in contemporary societies.

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The Conveyance of Medical Information through Empathy in Bilingual Interactions Interpreted by Family Members vs. Professional Mediators

Because of the growing number of migrant patients speaking little or no language of the host country, interpreting assistance is becoming an increasingly important issue in European healthcare. While Public Service Interpreting has been implemented in some countries, mainly those with a long history of migration, countries where the influx of people has been large, sudden and a relatively new phenomenon have adopted different solutions. Therefore, healthcare services as well as hiring cultural-linguistic mediators, also use the linguistic support provided by an ad hoc interpreter, who is usually a bilingual relative. Despite an increasing interest in the ways in which doctor, patient and interpreter coordinate their turns during an interaction (Wadensjö 1998, Davidson 2002), with notable exceptions (Bührig and Meyer, 2004) the interest in so-called ad hoc interpreting, has received less attention in the literature. However, due to the high number of immigrants who have moved to Italy during the last decades, a central role has inevitably been played by such bilingual "helpers".

While the literature has discussed the characteristics of both cultural-linguistic mediation (Gavioli, 2009) and ad hoc interpreting (Meyer 2012), a comparison between the two forms of interaction has not, to the best of my knowledge, been carried out yet. This work provides a preliminary attempt in this direction. I discuss a case-study comparing two long sequences of interpreter-mediated interaction, one with a language-cultural mediator providing interpreting service, the other where the 'interpreter' is the husband of the patient. The two interactions were collected in similar settings: the maternity and pre-natal screening service of a big hospital located in an industrial area in the North of Italy. Therefore, the participants include an Italian midwife, an English-speaking patient from Western Africa and a bilingual mediator or ad hoc interpreter. While the patients speak very little Italian and do so only occasionally, the husband, cultural mediator and doctor use both Italian and lingua franca English to speak with each other and to the patients.

The results indicate that empathy is a central element for the transmission of medical instructions and suggestions, even though it is employed differently, depending on the type of interaction. I suggest that while from an interpreting point of view, the ad hoc interaction is not impeccable, the very attempts of the participants to construct understanding through language shifting and mixing display their collaboration, desire to help and even affection. Within the cultural-linguistic mediated interaction, instead, the mediator also shows empathy towards the patient, but her actions, including the construction of empathy, are clearly oriented to the institutional goal (projected by the doctor) of collecting details suitable for diagnosis. The doctor, on her part, employs empathy by choosing colloquial terms while laughing in order to more effectively express complex medical concepts and to comment on clinical documentation.

Therefore the different ways in which empathy is displayed in ad hoc interpreting and cultural-linguistic mediation, as well as the different ways the dissemination of medical knowledge and clinical information are conveyed through empathy during the encounters, provide food for thought about the scope for healthcare services to use different interpreting resources to carry out different types of tasks.

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Coming to Grips with Cases of Research and Publication Ethics: a Linguistic and Discursive Analysis

As science evolves and violations of scientific research are ramping up across the board, ethics is increasingly being pushed to the back of the research and publication stage with a myriad of misconduct cases dealing with authorship criteria failure, ghost authorship, fabrication of data, or other issues, recorded on research ethics websites as well as in the media. As a result, there is due recognition that the overall integrity of scientific research practices and ethical principles are fundamentally flawed, and that the "trust" (Luhmann 1979) between researchers themselves and the larger society is ultimately compromised.

In this context, one influential, ethicist approach (Steneck 2006) to research integrity and misconduct has focused on *responsible conduct of research* as a cover term for *research ethics,* meaning "research behaviour viewed from the perspective of moral principles", such as those "associated with or that arise in the course of pursuing research", and *research integrity*, meaning "research behaviour viewed from the perspective of professional standards", such as those of "professional organisations" or "research institutions" (Steneck 2006: 56).The discourse surrounding scientific integrity and misconduct thus suggests that it is central to most accounts of "professionalism", as "normative value system" or "ideology" (Evetts 2011) where professionals are governed by several defining aspects of a profession such as codes of ethics, collegial authority, identity, competence, trust and confidence within their expert domain.

But the way ethical principles link with professional standards in social environments of research publishing also implies that there are other frameworks from which individual researchers and research institutions interact with each other and make choices. These interaction frameworks bring into focus responsibility/accountability for scientific misconduct, meaning that "[m]oral responsibility assumes a capacity for making rational decisions, which in turn justifies holding moral agents accountable for their actions" (Barrett 2004) and worthy of "blame" (Hieronymi 2004), as a result of their functional or "role-given responsibilities" (Barrett 2004). At its simplest, accountability here holds within a moral logic which inscribes autonomous practices of research within self-regulating decisions, and makes it appropriate for researchers or institutions to be responsible as well as accountable for the consequences of certain blameworthy actions. The upshot is that this 'responsibility as accountability' model bears significantly on the essential standards of professional integrity and fiduciary trust within the research community and society at large. However, "risk always involves the question of responsibility" (Beck 2000: 8) in social life in the same way as "risk is always discoursally and dialogically constructed" across diverse professional fields (Sarangi/Candlin 2003: 119). So, the discourse of scientific integrity and misconduct also provides the framework from which professional organisations think their way through the complex issues of accountability and blame for risky conduct and balance responsibilities between individual researchers and research institutions.

In this presentation, I explore how research and publication ethics is constructed in a corpus of online cases created and maintained by the Committee on Publication Ethics as the largest ethics-related organisation in the world. I use a combined framework of methodological perspectives from rhetorical move structure analysis of genre theory (Bhatia 2004), evaluation (Hunston/Thompson 2000), and stance-taking (Biber et al. 1999; Hyland 2005) along with other approaches to language. The aim of these analytical approaches to discourse organisational structure of text and lexical/grammatical use is to unveil the "social effects of texts" (Fairclough 2003: 8) in the cases under scrutiny where "signs of social identities, institutions, and norms [...] are established, negotiated, enacted, and changed through communicative practice" (Bazerman/Prior 2004: 3).Linguistic and rhetorical choices made on discursive features of text reveal how cases set the tone for accountability and blame between the parties affected by competing professional values or interests in matters of research ethics, and how they allow the organisation to offer a professional voice in those matters through a balance-adjustment approach to accountabilities and blame.Attending to both linguistic and discursive features, the case genre authenticates the institutional identity and role of the organisation to create conditions for ethical principles and professional standards essential for a range of responsible practices of research, and re-aligns the professional and institutional actions of the organisation with social norms when legitimising its commitment to preserve the integrity principles and practices of the research record in this specialised form of communication over the Web.

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Facts and Feelings in the Discursive Construction of the "Best Interests of a Child"

The study investigates how the ethical issues of the "best interests" of a child, end-of-life care and parental responsibility were presented and discursively constructed in the recent cases of Charlie Gard and Alfie Evans in the UK (Wilkinson/Savulescu 2017). Charlie and Alfie were both very young children affected by rare degenerative diseases with no known cure. The stories of their parents' legal battles against doctors' decisions to withdraw treatment hit the headlines, arousing strong, emotional reactions among the public. The case of Alfie Evans followed hard on the heels of Charlie Gard with a crescendo in the intensity of public reaction which, at times, resulted in violent outbreaks outside the hospital in Liverpool.

Given the overwhelming publicity of these cases, I decided it would be interesting to investigate the linguistic resources adopted in the presentation of the various arguments of the parties involved. The corpus is therefore made up of two subcorpora, one covering the institutional, specialist discourse of the hospitals and law courts, the other composed of articles published in British quality and popular newspapers. The medical texts comprise information about the cases posted on the hospital websites, including FAQs and related links, and statements from the hospitals involved which were presented during the court proceedings and postings from medical associations. The legal texts are the judgments and decisions of the three levels of English courts (High, Appeal and Supreme Court) which heard the cases and the European Court of Human Rights. The newspaper articles have been taken from the Guardian, the Daily Telegraph, the Daily Mail and the Daily Mirror. Both subcorpora include texts from the opening of the cases through the various stages in the legal dispute.

Bearing in mind the heterogeneous nature of the sources, the study primarily adopts a qualitative discourse analysis approach, and in particular the Appraisal Theory which offers a wide and flexible range of instruments to find the key to the reading of a text. In fact, it works on three main domains: ATTITUDE, which is in turn subdivided into AFFECT,JUDGEMENT, and APPRECIATION; ENGAGEMENT**,** which views the alternative positions and voices expressed in the text in what Martin and White(2005) call dialogic expansion and contraction, and lastly, GRADUATION which considers the adjustments of attitude and engagement in terms of strength, the up-scaling and down-scaling of expressions. In view of the breadth of the instruments available, the analysis can capture the nuances in the texts. For example, all parties involved in the dispute (hospitals, doctors, medical staff, judges and lawyers) acknowledged the highly sensitive and emotional content of the cases and expressed their feelings of regret and sadness. They did so often through the use of APPRECIATION, in contrast with the newspapers that used AFFECT more frequently to express emotions (Page 2003).The analysis is supported by a quantitative analysis using the UAM Corpus Tool (O'Donnell 2012). This type of text analyser is helpful in mitigating, at least to some extent, the inevitably subjective element inherent in the application of the Appraisal theory.

The analysis starts with the medical and legal texts which presumably provide an objective and rational assessment of the facts and then goes on to examine how the newspapers reported and commented the events, either aligning themselves with the position of the parents or hospitals or maintaining a more neutral and objective stance (van Dijk 1998). Although a more emotional and subjective language is to be expected in the press, often subtler strategies using linguistic resources such as dialogic positioning, intensification and evoked evaluation are adopted to 'explain' the situation and advance their argument.

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Knowledge Dissemination in Media Discourse: Analysis of Italian-Chinese/Chinese-Italian Parallel Newspaper Corpora

With the increasing exchanges in terms of culture, economics and politics between China and Italy, the news media are playing a significant role in knowledge dissemination and understanding enhancement between the two countries. In this context, news translation is a topic that is not to be overlooked. With the increasing interest worldwide in the examination of exchange and transfer processes in the media (e.g., Bielsa/ Bassnett 2011: 10), research into the strategies of news translation is still relatively underdeveloped.

Drawing on theories developed in genre studies (Swales 1990; Bhatia 1993, 2004, 2017) and translation studies (Bielsa/ Bassnett 2011), this paper examines the translation of news discourse in Italian and Chinese. The analysis is based on two parallel corpora: one comprised of Italian news texts and their translated versions in Chinese published by *Corriere della Sera* from February 2017 to January 2018 (98154 tokens in total, 38799 in Chinese and 59355 in Italian); the other is composed of Chinese news texts as well as their translated versions retrieved from China Radio International (CRI) from July 2014 to December 2017 (177891 tokens in total, 70026 in Chinese and 107865 in Italian). Each source language text is aligned with the translated version at sentence level, and all the translation omissions and information non-equivalences are annotated. The primary focus of the analysis is on the choices of news genre types and translation, in order to explore the discourse strategies in terms of cultural knowledge dissemination.

The findings suggest that *Corriere della Sera* is more interested in translating social news, while CRI attaches greater importance to translating news regarding economic and cultural activities involving both China and Italy. Such choices are possibly related to the different features and patronage (Lefevere 1992) of the two news outlets: *Corriere della Sera* is an independent daily newspaper, while CRI is a state-owned agency. In addition, "[...] news translation can entail the thoroughgoing transformation of the source text and the production of a new one designed to suit specific audiences according to the journalistic norms of the region" (Bielsa/ Bassnett 2011: 84). The data from the annotated corpus show that there is a greater proportion of rhetorical units which is not translated in the news texts of *Corriere della Sera* (6,19%) than in the news texts of CRI (2,01%), which could be attributed to lower interest among the Chinese audience in details of Italian social events. However, both tend to omit the translation of the headlines and subheadlines of news texts: around two fifth of titles of CRI news are omitted, and a considerable number of subtitles of *Corriere della Sera* news are not translated into Chinese. Besides, CRI is more inclined to add additional information in Chinese-Italian news translation. Another distinction is revealed at sentence level: *Corriere della Sera* has a higher percentage of many-to-one alignment (3,63%, CRI 1,67%), which means two or more sentences in the source text are translated into one single sentence in the target text. In other words, *Corriere della Sera* focuses on reporting the basic information of the news while leaving out a noticeable quantity of secondary information. The translation of CRI, on the other hand, favours transforming one sentence into two or more sentences (4,90%), while this strategy is less present in *Corriere della Sera* (1,10%). In other words, CRI tends to split and reorganize sentences in order to make communication more effective, especially when it comes to traditional Chinese concepts. This could communicative strategy possibly reflects CRI's mission to promote Chinese culture.

In conclusion, the analysis brings to light different levels of transformation in news genre type selection and news translation of two major news sources in China and Italy. This can provide interesting insights into the cross-cultural discourse strategies of knowledge dissemination in media discourse. It should be noted that the present data is based on rather limited corpora and requires further examination using drawing on more extensive data.

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Lay Expertise, Therapeutic Pluralism, and Health Science Communication in the Digital Age: the Case of China

This paper aims to address a lacuna in current scholarship by studying lay experts' communicating health science and medical knowledge to other patients through on-line platforms. While science communication in the form of popular journalism is being studied within a diversity of disciplines (Lewenstein 1995; Friedman et al 1999; Moirand 2003; Bednarek/ Caple 2010; Molek-Kozakowska 2017), lay experts' science communication, which constitute important routes in shaping patients' perception and understanding of science, needs more scholarly attention. With its increasing digitization of medical information and services affecting a large population, wide-spread practices of therapeutic pluralism, including both Western Scientific Medicine (WSM) and Traditional Chinese Medicine (TCM), and its on-going project of promoting and popularizing science as a central task in the country's modernization endeavours, China presents a particularly rich context for investigation of ethical and ideological dimensions in communicating health science and knowledge to the lay patients. Increasingly, a discursive outlook on expertise and expertise discourse, which shifts from the traditional, role-based appraisal of expertise to an understanding of expertise as locally-observable, emergent from interactions has been applied (see Candlin/Candlin 2002; Buttny 2009; Sprain 2015). Also various discourse moves have been identified as marking a general form of expertise discourse. Following this constructionist line of thought and analysis, in this paper I will, in particular, highlight the use of emotion discourses (Edwards 1999) and appraisal language (Martin and White 2005) in construing lay expertise.

My data are blogs collected from a major on-line cancer support group (*Sina Cancer Patient-Friend Group*) during a two-year ethnographical study. It is observed that in this closely-knit support group, the lay expert, who is perceived as a knowledgeable patient, performs the role of educator in facilitating its members' understanding of cancer, interpreting of their experiences, learning to tell true information from the false, and most importantly, to adopt a critical attitude towards various sources of information. Drawing on one lay expert's 100 blog articles, I examine and analyse the discursive and rhetorical strategies employed in 'translating' and 'transforming' medical knowledge on cancer, which is often based on western sources, to other group members. Based on detailed data analysis, I will demonstrate that emotion discourse and appraisal language constitute an important form of discursive resources that lay experts utilize in constructing their special form of expertise and identity, which encompasses a variety of positionings (a carer, an educator, a scientist, and a fellow patient). In addition, these discursive resources also contribute to the moral positioning of promoting science as 'just' and spreading non-science as 'immoral', with regard to cancer treatment.

Furthermore, other members' comments on the blog articles and the lay expert's responses will be analysed with a view to capturing how different parties discursively position themselves in negotiating the relevance of ‘science’ to cancer treatment, the right attitude towards science and their individual social identities. Finally, contextualizing science communication and knowledge dissemination in China within its cultural, political and historical circumstances, I will discuss the ideological implications of promoting western medical science in China, in particular concerning the case of cancer.

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