



PROGRAMME

CLAVIER 2019

***Knowledge Dissemination and Multimodal Literacy:
Research Perspectives on ESP in a Digital Age***

**University of Pisa
Centro Congressuale “Le Benedettine”
Piazza San Paolo a Ripa d’Arno, 16 – Pisa**



THURSDAY, 28 NOVEMBER 2019

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| 9:00 – 17:00 | Registration | |
| 9:45 – 10:00 | Conference Opening: Roberta Ferrari , Vice Chair, Department of Philology, Literature and Linguistics, University of Pisa (Auditorium) Silvia Bruti , Director, University Language Centre, University of Pisa | |
| 10:00 – 11:00 | Plenary – Dawn Knight (Cardiff University) – Auditorium <i>Multimodal Corpus Linguistics: Looking back and thinking forward</i> Chair: Belinda Crawford | |
| 11:00 – 11:30 | Coffee break | |
| | Parallel sessions | |
| | Auditorium | Sala B |
| | Panel - Popularising texts for children: A survey across genres and domains | Innovative multimodal ESP materials/methodologies for professional and linguistic development |
| | Convenor: Silvia Bruti | Chair: Amanda Murphy |
| 11:30 – 13:30 | Giuliana Diani (University of Modena and Reggio Emilia) Annalisa Sezzi (University of Modena and Reggio Emilia) "Each and every one of us can make a difference, and here are some things you can do to help!": Sensitive issues in science websites for children across languages | Isabel Herrando (University of Zaragoza) Rosa Lorés (University of Zaragoza) Emerging trends in teaching professional communication practices: Using online resources for the design and implementation of seminars for trainee doctors |
| | Francesca Bianchi (University of Salento) Elena Manca (University of Salento) Rewriting novels for a young audience: A corpus-assisted comparison between two versions of <i>The Da Vinci Code</i> by Dan Brown | Inesa Sahakyan (University of Grenoble Alpes) Designing multimodal learning environments: The use of serious games in teaching ESP |
| | Silvia Masi (University of Pisa) Disseminating knowledge through TED Talks for children | Daniele Franceschi (University of Roma Tre) Teaching ESP multimodally: The case of lawyer-client interactions |
| | Silvia Bruti (University of Pisa) Ecology for children across ages and languages | Elisa Mattiello (University of Pisa) Using Google Talks in ESP educational settings: A multimodal approach |
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| 13:30 – 14:30 | Lunch | |
| 14:30 – 15:30 | Plenary – Kay O'Halloran (University of Liverpool) – Auditorium <i>Multimodal digital approaches to specialised discourse domains</i> Chair: Marina Bondi | |

| | | Parallel sessions | |
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| | | Auditorium | Sala B |
| 15:30 – 17:00 | | Multimodality and critical approaches for ESP | Corpus-assisted approaches to multimodal discourse analysis for ESP (I) |
| | | Chair: Silvia Masi | Chair: Gloria Cappelli |
| | | Maria Grazia Sindoni (University of Messina) Towards multimodal deixis? Some examples from health discourse and communication | Stefania Maci (University of Bergamo) Multimodal analysis of medical posters. A corpus-driven study |
| | | Veronica Bonsignori (University of Pisa) Denise Filmer (University of Pisa) “As my Right Honourable Lady knows...”: A multimodal critical discourse analysis of Prime Minister’s Question Time comparing Margaret Thatcher and Theresa May | Francesca Coccetta (Ca’ Foscari University of Venice) How video abstracts are constructed: A corpus-based approach |
| | Giuliana Garzone (IULM University, Milan) Paola Catenaccio (University of Milan) The role of multimodal resources in building linguistic and discursive competence in specialised domains: The case of biotechnology | Anthony Baldry (University of Messina) Deirdre Kantz (University of Pavia) What videos tell us about the evolution of healthcare services: Student-oriented exercise in the application of multimodal corpus studies to ESP | |
| 17:00 – 17:30 | Coffee break | | |
| 17:30 – 18:30 | | Auditorium | Sala B |
| | | Fostering multimodal literacy in ESP | Corpus-assisted approaches to multimodal discourse analysis for ESP (II) |
| | | Chair: Elena Manca | Chair: Francesca Bianchi |
| | Olga Denti (University of Cagliari) Teaching Functional Linguistics through ESP: Tourism discourse | Ersilia Incelli (Sapienza University of Rome) A comparative multimodal analysis of government debates | |
| | Claudia Burger (Goethe University, Frankfurt) Polina Shvanyukova (University of Bergamo) Fostering the development of digital literacies through (international) collaborative research-oriented teaching and learning | Cristina Arizzi (University of Messina) Narrative functions of the interplay of hand movements and oral discourse. A corpus-assisted analysis of the TV series <i>House, MD</i> | |
| 17:30 – 18:30 | CLAVIER Board meeting (Sala C) | | |
| 20:30 | Social dinner | | |

FRIDAY, 29 NOVEMBER 2019

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| 08:30 – 10:30 | Registration | |
| 09:00 – 10:00 | <p align="center">Plenary – John Bateman (Bremen University) – Auditorium <i>Developing stronger methodologies for multimodal research into knowledge dissemination: The material challenge and the challenge of materials</i> Chair: Giuseppe Palumbo</p> | |
| 10:00 – 10:30 | Coffee break | |
| 10:30 – 13:00 | Auditorium | Sala B |
| | Research-informed analyses of multimodal/multimedia genres for ESP | Multimodality and innovative learning for ESP |
| | Chair: Giuliana Diani | Chair: Maria Grazia Sindoni |
| | Laura Trandafir (Universitat Jaume I) Julia Valeiras-Jurado (Ghent University) Breaking the ice after moments of silence in Virtual Meetings | Elisa Ghia (University for Foreigners, Siena) Maria Pavesi (University of Pavia) Informal contact with English: A survey of Italian university students and the media |
| | Vicent Beltrán-Palanques (Universitat Jaume I) Mercedes Querol-Julián (International University of La Rioja, Spain) Pecha Kucha presentations in professional contexts: A genre to enhance multimodal literacy in ESP teaching | Inmaculada Fortanet-Gómez (Universitat Jaume I) Nuria Edo-Marzá (Universitat Jaume I) New genres and new approaches: Teaching product pitches from a multimodal perspective in the ESP classroom |
| | Veronica Bonsignori (University of Pisa) Gloria Cappelli (University of Pisa) Developing accessibility strategies through multimodal literacy in the English for Tourism classroom | Elizabeth Ruth Long (University of Modena and Reggio Emilia) Franca Poppi (University of Modena and Reggio Emilia) Sara Radighieri (University of Modena and Reggio Emilia) Multimodality and task authenticity in EMI courses |
| | Costanza Cucchi (Università Cattolica del Sacro Cuore of Milan) Francesca Seracini (Università Cattolica del Sacro Cuore of Milan) Representations of the ideal workplace on corporate websites: Values and linguistic strategies | Valeria Franceschi (University of Verona) Sharon Hartle (University of Verona) Roberta Facchinetti (University of Verona) Teaching communication strategies for the workplace through blended learning: A multimodal framework |
| | Jekaterina Nikitina (University of Milan) Exploring multimodal discourse of PowerPoint conference presentations on human genome editing: Linking iconic and verbal representations of knowledge | Pierfranca Forchini (Università Cattolica del Sacro Cuore of Milan) Amanda Murphy (Università Cattolica del Sacro Cuore of Milan) The status of spoken grammar: A challenge to ESP |
| 13:00 – 13:15 | Conference Closing (Auditorium): Marina Bondi , Founding Director of CLAVIER, University of Modena and Reggio Emilia | |
| 13:15 – 14:15 | Farewell Lunch | |

