

XX International AELFE Conference

Communication in the academic, professional and political spheres during pandemic times

*Pisa- 14th & 15th September 2022
Centro Congressi Le Benedettine*



Day 1 – 14th September 2022		
JOINT SESSION Room A		
09:00 – 09:30	Opening	
09:30 – 10:15	<p>Maria Vittoria Calvi (Università degli Studi di Milano): <i>El discurso biomédico en los medios de comunicación durante la crisis sanitaria por COVID-19</i></p> <p>Chair: Elena Carpi</p>	
10:30 – 11:00	Coffee break	
	<p>Session 1 CORPUS LINGUISTICS Room A Chair: Purificación Sánchez Hernández</p>	<p>Session 1 bis TERMINOLOGY Room B Chair: Carmen Mata Pastor</p>
11:00 – 11:30	<p>Ruth Breeze (Universidad de Navarra): <i>Researching emotions in the self-presentation of multinational companies in Annual Reports and Corporate Social Responsibility Reports: Corpus Assisted Discourse Analysis supported by lexical and semantic tagging</i></p>	<p>María Ángeles Orts (Universidad de Murcia & Chelo Vargas-Sierra (Universidad de Alicante): <i>Critical discourse analysis and COVID-19: a contrastive study of political manipulation and persuasion in the English and Spanish during the first three waves of the pandemic</i></p>

11.30 – 12:00	Dario del Fante (Università di Padova): <i>Language, Politicians and Sanitary Crisis. Metaphorical patterns across political speeches in Italy and UK</i>	María Luisa Carrió-Pastor (Universitat Politècnica de València): <i>Pedro Sanchez and Boris Johnson on Twitter during COVID-19</i>
12.00 – 12:30	Francisco Miguel Ivorra-Pérez, & Rosa Giménez-Moreno (IULMA-Universitat de Valencia): <i>How sociocultural patterns influence pandemic communication: a cross-cultural study</i>	
	Session 2 TEACHING METHODOLOGY Room A Chair: Purificación Sánchez Hernández	
12.30 – 13:00	Edgar Bernad-Mechó & Miguel F. Ruiz-Garrido (Universitat Jaume I): <i>Fostering multimodal literacy in EME lecturers: A comparative analysis of metadiscourse as a multimodal guiding tool in English and in Spanish</i>	
13:00 – 14:30	Lunch	

	Session 3 INNOVATION AND DIGITAL TECHNOLOGY Room A Chair: Lourdes Pomposo Yanes	Session 3 bis GENRE AND DISCOURSE Room B Chair: Maria Vittoria Calvi
14.30 – 15:00	Carolina Girón-García & Inmaculada Fortanet-Gómez (Universitat Jaume I): <i>An effective use of YouTube videos in the ESP classroom: A multimodal discourse analysis</i>	Begoña Bellés-Fortuño (Universitat Jaume I, IULMA, GENTT research team): <i>Clinical communication: Analysing multicultural and multilingual health encounters</i>
15.00 – 15:30	Rebeca Company Almagro (Universidad de Sevilla, Leuphana Universität Lüneburg): <i>Service Recovery Online: A Study on Spanish Students of Tourism</i>	Ana-Isabel Martínez-Hernández & Lucía Bellés Calvera, (Universitat Jaume I / IULMA): <i>Teachers' use of emojis in digital academic contexts</i>
15.30 – 16:00	Alejandro Curado Fuentes (Universidad de Extremadura): <i>Tourism and professional communicative practices during the pandemic</i>	Carmen Sancho Guinda (Universidad Politécnica de Madrid): <i>Ad hoc COVID mission statements: Academic publishers' ethos over the pandemic</i>
16.00 – 16:30	Silvia Molina Plaza (Universidad Politécnica de Madrid): <i>The Multimodal Construction of Diversity and Self-representation in Engineering Corporate Websites</i>	Carmen Pérez-Llantada (Universidad de Zaragoza): <i>Exploring discursual uptake and recontextualization in a genre network online: A case study</i>

16.30 – 17:00	Miguel F. Ruiz-Garrido, Marina Pavan & Inmaculada Fortanet-Gómez (Universitat Jaume I): <i>H5P to make teaching more effective in English Medium Instruction: The case of online video materials in Macroeconomics</i>	Olga Dontcheva-Navratilova (Masaryk University): <i>Variation in the use of hedges across academic cultures, genres and levels of expertise</i>
17:00 – 17:30	Coffee break	
	Session 3 INNOVATION AND DIGITAL TECHNOLOGY Room A Chair: Alejandro Curado	Session 4 bis GENRE AND DISCOURSE Room B Chair: Begoña Bellés Fortuño
17.30 – 18:00	Lourdes Pomposo Yanes & Antonio Martínez-Sáez (Universidad Politécnica de Madrid): <i>Implementing telecollaborative activities to foster civic and entrepreneurship competences in ESP contexts</i>	Ana Cristina Vivas-Peraza (Universidad de Zaragoza): <i>Ethos, logos, and pathos in crowdfunding project videos of science: Multimodal persuasive strategies to involve citizen participation in research</i>
	Session 4 TRANSLATION AND INTERPRETATION Room A Chair: Alejandro Curado	
18.00 – 18:30	Sandra Ruiz Llamas (Universidad de Huelva): <i>Translation and interpretation: linguistic difficulties in Dante Medina's avant-garde literature</i>	

18.30 – 19:00	Burkšaitienė Nijolė (Vilnius University and Mykolas Romeris University): <i>Translation Students' Perceptions of Online Learning during the COVID-19 Pandemic: A Case Study</i>	
20:30	Dinner	

Day 2 – 15th September 2022

	Session 5 TEACHING METHODOLOGIES AND CLIL/EMI Room A Chair: María Luisa Carrió Pastor	Session 5 bis INNOVATION AND DIGITAL TECHNOLOGIES IN LSP Room B Chair: Monica Lupetti
09:00 – 09:30	<p>Elisabet Arnó-Macià & Marta Aguilar-Pérez (Universitat Politècnica de Catalunya):</p> <p><i>Between “presenting figures” and “discussing concepts”: Engineering students’ accounts of transdisciplinary boundaries in EMI</i></p>	<p><i>Panel: Il Discorso Specialistico web-mediated in portoghese tra divulgazione e comunicazione scientifica</i></p> <p>Gian Luigi De Rosa (Università Roma Tre): <i>Riflessioni sull’uso delle frasi marcate in una varietà di PB: strategie di topicalizzazione nel parlato trasmesso dei videoverbetes</i></p>
09:30 – 10:00	<p>Noelia Ruiz-Madrid & Vicent Beltrán-Palanques (Universitat Jaume I):</p> <p><i>A genre landscape study of EMI academic literacy: a pilot case-study in Business, Health Sciences and Engineering fields</i></p>	<p>Francesco Morleo (Università di Napoli l’Orientale):</p> <p><i>Costruzioni scisse e pseudoscisse nei video di (semi)divulgazione accademica in italiano e PB</i></p>
10:00 – 10:30	<p>Alberto Hernando García-Cervigón (Universidad Rey Juan Carlos):</p> <p><i>La configuración del discurso en los anuncios publicitarios de productos tecnológicos destinados a niños y adolescentes durante la Segunda República Española</i></p>	<p>Martina Desantis (Università Roma Tre): <i>Divulgazione e Discorso Specialistico: la funzione pragmatica dei marcatori discorsivi in un corpus di TEDx talk brasiliani</i></p>

10:30 – 11:00	<p>Vicent Beltrán-Palanques (Universitat Jaume I) & Mercedes Querol-Julián (Universidad Internacional de la Rioja): <i>Narratives of video games and PechaKucha presentations in an ESP learning context. From written to audiovisual genres</i></p>	<p style="text-align: center;">Session 6 TRANSLATION AND INTERPRETATION Room B Chair: Elena Carpi</p> <p>Enrique Cerezo Herrero (Universitat de València) & Carmen Pérez Sabater (Universitat Politècnica de València): <i>Pedagogical translation as a resource to promote written expression in the ESP classroom</i></p>
11:00 -- 11:30	Coffee break	
	<p>Session 7 TEACHING METHODOLOGIES AND CLIL/EMI Room A Chair: Inmaculada Fortanet-Gómez</p>	<p>Session 7 bis TERMINOLOGY TAVOLA ROTONDA LEXECON Room B</p>
11:30 – 12:00	<p>Marina Tzoannopoulou (Aristotle University of Thessaloniki): <i>Teaching with a MOOC: Student perceptions of an experiment in hybrid learning</i></p>	<p>Marco E. L. Guidi (Università di Pisa): Presentazione del progetto “LEXECON. <i>The Economic Teacher: A transnational and diachronic study of treatises and textbooks of economics (18th to 20th century)</i>” e illustrazione del corpus di testi in lingua italiana del progetto LexEcon</p> <p>Elisa Lupetti & Francesca Dal Degan (Università di Pisa): <i>Il corpus di testi in lingua francese del progetto LexEcon</i></p>

12:00 – 12:30	Xavier Martin-Rubió, Irati Diert-Boté & Balbina Moncada-Comas (Universitat de Lleida): <i>Teaching three different genres in Audiovisual Communication and Journalism: EMI, ESP and L1 genre-pedagogy and feedback</i>	Alice Martini (Università di Pisa): <i>Il corpus di testi in lingua inglese del progetto LexEcon</i> Elena Carpi & Marco E. L. Guidi (Università di Pisa): <i>Il corpus di testi in lingua spagnola del progetto LexEcon</i>
12:30 – 13:00	Elva Morales-Robles (Universidad de Salamanca), Luis Vicente Gómez García & Margarida Morgado (Instituto Politécnico de Castelo Branco) <i>Colaboración interdisciplinar docente para el diseño de materiales AICLE que integran enseñanza de género y de español: preparando al alumnado de educación superior para entornos laborales inclusivos y globales</i>	Carolina Flinz (Università degli Studi di Milano), Rita Luppi (Università degli Studi di Parma) & Ramona Pellegrino (Università degli Studi di Genova): <i>Il corpus di testi in lingua tedesca del progetto LexEcon</i> Monica Lupetti & Matteo Migliorelli (Università di Pisa): <i>Il corpus di testi in lingua portoghese del progetto LexEcon</i>
13:00 – 14:30	Lunch	
	Session 8 Teaching methodologies and CLIL/EMI Room A Chair: Elena Carpi	Session 8 bis Teaching methodologies and CLIL/EMI Room B Chair: Olga Dontcheva-Navratilova
14:30 – 15:00	Carmen Notari-Montoyo & Inmaculada Fortanet-Gómez (Universitat Jaume I): <i>Implementing plurilingual activities through technology in CLIL: The pre-service teacher perspective</i>	Ariel Sebastián Mercado (Université McGill McGill University): <i>Pedagogical methods behind teaching the practitioner-patient interview in French</i>

15:00 – 15:30	Brandi Fuglsby & Saveena (Chakrika) Veeramoothoo (University of Minnesota -- Twin Cities & University of Houston -- Downtown): <i>Communicative disruptions during virtual international collaborations: TAPP developments during the COVID-19 pandemic</i>	Marie Lahodová Vališová, (Masaryk University in Brno): <i>Frame markers in master's theses written by Czech university students in English (L2)</i>
15:30 – 16:00	Eduardo España Palop (Universitat de València): <i>Trabajar la multimodalidad en un curso de español de negocios: las comunicaciones de empresa en el S.XXI</i>	Giulia Ciaramita (Universitat Jaume I & Università degli Studi di Torino): <i>The integration of mediation, plurilingual and digital competencies in language learning tasks</i>
JOINT SESSION – Room A		
16:00 – 17:30	AELFE MEETING	
17:30 – 18:00	Coffee break	
18:00 – 19:00	Carmen Mata Pastor (Universidad de Málaga): <i>El estudio del color y su traducción aplicado a las lenguas para fines específicos</i> Chair: Yuya Pérez Vázquez	
19.00	Closure	



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