

**PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 EXPERIENCED GRANT LASTING 12 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE DEPARTMENT OF FOREIGN LANGUAGES, LITERATURES AND CULTURES (SC 10/L1 - ENGLISH AND ANGLO-AMERICAN LANGUAGES, LITERATURES AND CULTURES - SSD L-LIN/12 - LANGUAGE AND TRANSLATION - ENGLISH (PRIN PROJECT 2015) TYPE B**

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## **RESEARCH PROJECT**

### **Knowledge Dissemination across media in English: Practices and strategies of transmission and dissemination of specialized knowledge using new digital communicative channels and new web-mediated genres**

**Department of** Foreign languages, literatures and cultures

**SC 10/L1** - English and Anglo-American languages, literatures and cultures

**SSD L-LIN/12** - Language and translation - English

**Scientific Director:** Prof. Michele Sala

#### **1. Aim**

This study is part of the 2015 PRIN-funded research project “Knowledge Dissemination across Media in English: Continuity and Change in Discourse Strategies, Ideologies, and Epistemologies”, whose aim is to investigate the practices and strategies of transmission and dissemination of specialised knowledge employing the methodologies of genre and discourse analysis combined with corpus linguistics and multimedia studies. The focus of this study will be on professional associations as an academic context that so far has escaped scholarly attention. The aim is to analyse the ways in which professional associations use new digital communicative channels and new web-mediated genres to present and circulate specialised knowledge among both expert and non-expert audiences.

#### **2. Theoretical Framework**

In recent years the use of new digital communicative channels and new web-mediated genres has become ubiquitous in academic-pedagogical contexts. The online presence of individual academics and of professional entities, such as research groups, specialised journals and academic institutions, aims to make knowledge accessible to an ever-growing, but not always indefinite, globalised audience. Similarly, the emergence of a vast range of new web-mediated genres, among which the blog, the vlog and the webinar represent the most popular categories, together with the advent of interactive communicative channels such as Web 2.0 platforms (Twitter, Facebook, YouTube and others), that offer new opportunities for sharing contents, have transformed the ways in which specialised knowledge is transmitted and disseminated.

#### **3. Research Project Description**

##### **3.a Introduction**

The project will analyse the practices and strategies of specialised knowledge transmission and dissemination carried out in English through the medium of new digital communicative channels, as adopted by professional associations in an attempt to make knowledge accessible to an ever growing, but not always indefinite, globalised audience. Indeed, new channels of knowledge dissemination are becoming more and more instrumental, not only because they offer immediate

information access to potentially unlimited audiences, but also because they facilitate interaction between experts and non-experts by bringing them together in new digital communicative environments. Professional associations have embraced the opportunity to make use of a range of different digital channels, thus acknowledging their fundamental role in making state-of-the-art specialised knowledge accessible to a globalised audience.

The research activity will contribute to the study of knowledge dissemination practices in today's academic-pedagogical contexts, and will be aimed at the construction of a corpus of digital texts with specialised contents made available by professional associations, such as IATEFL and others, using new digital communicative channels. The project will investigate the linguistic, metadiscursive and semiotic features of such texts. The researcher will highlight the specificity of the mechanisms of specialised knowledge transmission and dissemination across a range of different types of digital texts by examining both their textual and their multimedia elements. The findings will be published in scientific journals and specialized volumes or disseminated through presentations at national and international conferences.

### **3.b Methodological Approach**

This study is based on a specialised corpus of comparable texts, which will show how specialised knowledge is disseminated through the medium of new digital communicative channels and with the help of new web-mediated genres. From the methodological point of view, it will combine genre and discourse analysis with corpus linguistics and multimedia studies.

### **Keywords**

knowledge dissemination, professional-academic discourse, digital communicative channels, web-mediated genres, pragmatic and communicative purposes

### **4. Timing and Calendar of activities**

The research will be organized in three different stages, over a 12-month period. In the first stage the texts to be investigated will be selected. In this stage, the planning of the analytical work will also be defined. In the second stage the corpus will be analysed. Finally, in the third and last stage, the outcomes of the previous phases will be disseminated in local, national and international contexts, and through specific publications.

### **5. Expected results**

Expected results include:

- a clearer definition of the nature of knowledge dissemination discourse in digital communicative environments
- a detailed and critical analysis of knowledge dissemination strategies across a range of multimedia text types
- an updated outline of the most representative web-mediated genres and digital channels used in academic and professional contexts