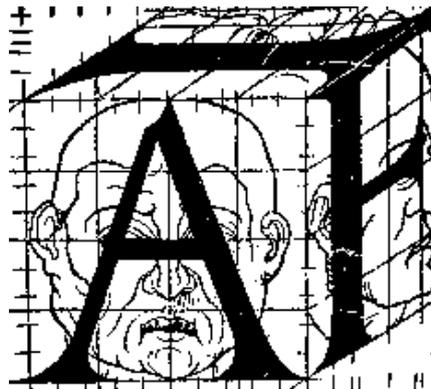


**KNOWLEDGE DISSEMINATION, ETHICS AND  
IDEOLOGY IN SPECIALISED COMMUNICATION:  
LINGUISTIC AND DISCURSIVE PERSPECTIVES  
CLAVIER 18**



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

**Thursday 29 November 2018**  
**Università degli Studi di Milano, Polo di Mediazione Interculturale**  
**Sesto San Giovanni (Milano)**

**Friday 30 November – Saturday 1 December 2018**  
**Università IULM, Milano**

**Scientific Committee**

Giuliana Garzone, James Archibald, Marina Bondi, Nicholas Brownlees,  
Paola Catenaccio, Belinda Crawford, Maurizio Gotti, Denise Milizia,  
Giuseppe Palumbo, Martin Reisigl, Rita Salvi, Francesca Santulli, Srikant  
Sarangi

**Organizing Committee**

Emanuele Brambilla, Roxanne Doerr, Cinzia Giglioni, Kim Grego,  
Dermot Heaney, Mara Logaldo, Jekaterina Nikitina, Maria Cristina  
Paganoni, Giorgia Riboni

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# Conference Programme

**THURSDAY 29 November 2018**

**Polo di Comunicazione e Mediazione Interculturale, Sesto San Giovanni (Milano)**

## **09.00-09.45 Registration**

## **09.45-10.00 Opening (Room T11)**

**Gianni Turchetta, Director, Department of Studies in Language Mediation and Intercultural Communication: *Welcome to UNIMI***

## **10.00-11.30 Parallel Sessions**

### **Medical (Room T11, ground floor) Chair: Belinda Crawford**

10.00 Jekaterina Nikitina (Milan), *Manufacturing a New Human Species? Representation of Gene Editing in Newspapers: A Cross-cultural Perspective*

10.30 Elisa Mattiello (Pisa), *“Designer Babies” and “Playing God”: Metaphor, Genome Editing, and Bioethics in Popular Science Texts*

11.00 Salomi Boukala, Eirini Tountasaki (Athens, Panteion University), *The Discursive Construction of Motherhood in Times of Assisted Reproductive Technology and Digital Communication*

### **Interpreting/Translation (Room T8, ground floor) Chair: Giuliana Garzone**

10.00 Melanie Metzger, Danielle I. J. Hunt (Washington DC; Gallaudet University), *Ideology in Signed Language Interpretation Research and Practice: Identity and Alignment*

10.30 Michela Sopranzi (Modena e Reggio Emilia), *The Conveyance of Medical Information through Empathy in Bilingual Interactions Interpreted by Family Members vs. Professional Mediators*

11.00 Mette Rudvin (Bologna), *Knowledge Dissemination and Ethics through the Perspective of Philosophy*

## **11.30-12.00 COFFEE BREAK (Meeting Room, 1<sup>st</sup> floor)**

## **12.00-13.30 Parallel Sessions**

### **Environment (Room T11, ground floor) Chair: Martin Reisigl**

12.00 Emanuele Brambilla (IULM, Milan), *Environmental Activist Culture and Knowledge Dissemination in Greenpeace’s Canned Tuna Guides*

12.30 Paola Catenaccio (Milan), *Fashioning the Ethical Self: Corporate Agrobiotech on the Web*

13.00 Mara Logaldo (IULM, Milan), *Awareness-Raising Measures on Single-Use Plastics: Comparing Communicative Strategies in EC Websites and Social Media*

### **Medical (Room T8, ground floor) Chair: Elisa Mattiello**

12.00 Francesca Santulli (IULM, Milan), *The Concepts of Norm and Disease in Psychiatry: The Emergence of a New Person-centred Paradigm in Research and Dissemination Contexts*

12.30 Giorgia Riboni (Milan), *Media and Public Perception of Opioids Use: A Cross-Cultural and Cross-Linguistic Analysis*

13.00 Elena Bekisheva, Tamara Rozhkova (Samara State University, Russia), *Euphemisms and Dysphemisms in the Language of Medicine*

## **13.30-14.30 LUNCH (Meeting Room, 1<sup>st</sup> floor)**

### **14.30-15.30 Plenary Session (Room T11, ground floor) Chair: Maurizio Gotti**

14.30 James Archibald (McGill, Montréal), *Politemes and Ideologemes in the Public Discourse of Healthcare Professionals Concerned with the Implementation of Medical Assistance in Dying Legislation*

## **15.30-16.00 COFFEE BREAK (Meeting Room, 1<sup>st</sup> floor)**

## **16.00-18.30 Parallel Sessions**

### **Corporate (Room T11, ground floor) Chair: Franca Poppi**

16.00 Fanny Domenech (Sorbonne), *Corporate Ethics as “the New Specialized”? Disseminating Ethics and Ideology in Corporate Communication*

16.30 Cinzia Giglioni (Milano Bicocca), *The Language of Corporate Codes of Ethics: An Industry-related Perspective*

17.00 Walter Giordano (Napoli “Federico II”), *“Dear Readers, Dear Fellow Shareholders”: De-specialization in CEO’S Letters to Shareholders*

17.30 Glen Michael Alessi (Modena e Reggio Emilia), *Scholarly vs. Popularized Buscom Writings: Two Sides of the Same Elephant?*

18.00 Maria Cristina Gatti (Milano Bicocca), Erika Darics (Aston, Birmingham), *“I’ll Keep Spark Close to My Heart Those Days”: ‘Ethical’ Challenges in the Discourse of Virtual Work*

### **Legal / Political / Institutional (Room T8, ground floor) Chair: Girolamo Tessuto**

16.00 Chiara Degano (Roma 3), Annalisa Sandrelli (UNINT), *Ethically Sensitive Issues from EU Directives to the National Press in English and Italian*

16.30 Silvia Ferreri (Turin), *Anglicisms in Statutes: Do they Improve Citizens’ Access to Law?*

- 17.00 Katia Peruzzo (Venice), *Mafia, Mafiosi, Pentiti: A Study on Italian Mafia-related Loan Words in ECtHR Judgments*  
17.30 Federico Giulio Sicurella (Milan), *The Eye of the Swarm: A Critical Approach to Public Intellectual Discourse*  
18.00 Denise Milizia (Bari), Cinzia Spinzi (Palermo), *When a Relationship Ends "There Can Be no Turning Back": Ethical and Ideological Issues in the Figurative Scenarios of British Political Communication*

**18.30 WELCOME DRINKS (Meeting Room, 1<sup>st</sup> floor)**

**FRIDAY 30 November 2018**

**Libera Università IULM, Milano**

**09.00-09.45 Registration**

**09.45-10.00 Opening (Room Sala dei 146, IULM 6, ground floor)**

**Gianni Canova, Rector, Università IULM: Welcome to IULM**

**10.00-11.00 Plenary Session (Room Sala dei 146, IULM 6, ground floor) Chair: Giuliana Garzone**

10.00 Srikant Sarangi (Aalborg, Denmark; Cardiff, UK), *Towards a Framework of 'Communication Ethics' in Professional Discourse Studies: 'Communication Ethics' in Professional Discourse Studies*

**11.00-11.30 COFFEE BREAK (Room Piramide, IULM 1, 6<sup>th</sup> floor)**

**11.30-13.30 Parallel Sessions**

**Legal (Room Sala dei 146, IULM 6, ground floor) Chair: Katia Peruzzo**

11.30 Michele Sala (Bergamo), *Knowledge Dissemination and Ideology-framing in Digital Communication: The Case of Law Journal Abstracts*

12.00 Luisa Caiazzo (Basilicata), Emilia Di Martino (Suor Orsola Benincasa, Napoli), *Sexual Harassment: Swirling between Legal Definitions, Gender Framing and Media Discourse*

12.30 Chiara Prosperi Porta (Roma Sapienza), *Knowledge Dissemination and Ideology in the Discourse of Securitisation and Control*

13.00 Judith Turnbull (Roma Sapienza), *Facts and Feelings in the Discursive Construction of the "Best Interests of a Child"*

**Panel Knowledge Dissemination: Continuity and Change in Discourse Strategies, Ideologies and Epistemologies. Project Status Overview (Room 113, IULM 1, 1<sup>st</sup> floor)**

11.30-13.30 Convened by Marina Bondi

Marina Bondi (Modena e Reggio Emilia), *Knowledge Dissemination in Web-Based Genres*

Nicholas Brownlees (Florence), *Knowledge Dissemination across Genres: A Diachronic Perspective*

Belinda Crawford Camiciottoli (Pisa), *Knowledge Dissemination and Ideological Stance in ESP Settings*

Giuliana Garzone (IULM, Milan), *Knowledge Dissemination on Sensitive Issues: Investigating Ethical and Ideological Aspects*

Maurizio Gotti (Bergamo), *Knowledge Dissemination in Academic Contexts: Ethical and Ideological Implications*

Rita Salvi (Roma Sapienza), *The Process of Knowledge Dissemination*

**13.30-14.30 LUNCH (Room Piramide, IULM 1, 6<sup>th</sup> floor)**

**14.30-16.00 Parallel Sessions**

**Science & Technology (Room 135, IULM 1, 3<sup>rd</sup> floor) Chair: Michele Sala**

14.30 Franca Poppi, Cecilia Lazzeretti (Modena e Reggio Emilia), *Nanotechnologies: Where Should They Take Us?*

15.00 Maria Cristina Paganoni (Milan), *Algorithmic Ethics in Specialised and Popular Technodiscourse*

15.30 Annalisa Sezzi (Modena e Reggio Emilia), *"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*

**Culture (Room 151, IULM 1, 5<sup>th</sup> floor) Chair: Martin Solly**

14.30 Elena Manca (Salento), *Investigating the Language of Wine Labels across Cultures: Between Knowledge Dissemination and Marketing Strategies*

15.00 Dermot Heaney (Milan), *Geo-Bioethics: Doping - Russia vs. The Rest of the World*

15.30 Danni Yu, Yicong Yu (Beijin Foreign Studies University), *Knowledge Dissemination in Media Discourse: Analysis of Italian-Chinese/Chinese-Italian Parallel Newspaper Corpora*

**Medical (Room 158, IULM 1, 5<sup>th</sup> floor) Chair: Kim Grego**

14.30 Stefania Maria Maci (Bergamo), *Ideological Dynamics and Discourse Strategies of Fake News in Medical Science: The Case of the Anti-Vax Campaign*

15.00 Marella Magris, Francesco Tosi (Trieste), *Persuasion and Immunization in the Era of the Informed Patient: A Comparative Analysis of Online Institutional Campaigns for Vaccine Promotion*

15.30 Stefania Consonni (Bergamo), *Stigma and Statistics: Mapping HIV Discourse in the US, 1986-2006*

**16.00-16.30 COFFEE BREAK (Room Piramide, IULM 1, 6<sup>th</sup> floor)**

**16.30-18.30 Parallel Sessions**

**Academic & Popular (Room 135, IULM 1, 3<sup>rd</sup> floor) Chair: Maurizio Gotti**

- 16.30 Girolamo Tessuto (Vanvitelli, Caserta), *Coming to Grips with Cases of Research and Publication Ethics: A Linguistic and Discursive Analysis*  
17.00 Ersilia Incelli (Rome Sapienza), *Variation in the Discoursal Representation of Inequality in English Academic Texts and the Press*  
17.30 Laura Delaloye (Lausanne), Daniel Perrin (Zurich), Marta Zampa (Zurich), Gilles Merminod (Lausanne), *Which Expertise for Applied Linguistics in a Communication Society?*  
18.00 Silvia Cacchiani (Modena e Reggio Emilia), *Negotiating Roles and Relationships on Tyler Cowen's Marginal Revolution Blog*

**Panel Ageing Issues, Ethics and Ideology: Discursive Reflections and Dissemination Strategies (Room 151, IULM 1, 5<sup>th</sup> floor)**

- 16.30-18.30 Convened by Alessandra Vicentini, Kim Grego, Daniel Russo  
Giulia Rovelli (Insubria), *"Young-Old", "Old-Old", "Oldest-Old": Changing Terminology and Discourse in the Representation of Older People in the UK and US Lay Press*  
Stefania Maria Maci (Bergamo), *"We're Three Old Guys": Ageist Discourse in Hollywood Movies – A Case Study*  
Laura Tommaso (Molise), *"I Have a Life": A Multimodal Critical Discourse Analysis of Over 50s Travel Insurance TV Adverts*  
Miriam Bait (Milan), *Blogs for Seniors: Investigating the Representation of Identities on AgeUK*  
Barbara Berti (Milan), *Ageing in the Digital Era: CouchSurfing for the Elderly*

**Medical (Room 158, IULM 1, 5<sup>th</sup> floor) Chair: Francesca Santulli**

- 16.30 Silvia Cavalieri (Roma Sapienza), Giuliana Diani (Modena e Reggio Emilia), *Exploring Health Literacy: Web-based Genres in Disseminating Specialised Knowledge to Caregivers: The Case of Paediatric Neurological Disorders*  
17.00 Sylvain Dieltjens, Priscilla Heynderickx (KU Leuven, Antwerp), *When Hard Things Need to Be Talked About...The Discourse on Childhood Cancer on the Websites of Dutch and Flemish Academic Hospitals*  
17.30 Feifei Zhou (Lingnan University, Hong Kong), *Lay Expertise, Therapeutic Pluralism, and Health Science Communication in the Digital Age: The Case of China*  
18.00 Sabrina Fusari (Bologna), *"But What Exactly Is Risk?": Further Corpus Investigations into the Discursive Construction of Meat Carcinogenicity*

**19.00 SOCIAL DINNER**

**SATURDAY 1 December 2018**

**Libera Università IULM, Milano**

**09.30-10.30 Plenary Session (Room Aula Mike Bongiorno, IULM 1, 4<sup>th</sup> floor) Chair: Marina Bondi**

- 09.30 Martin Reisigl (Vienna), *Discourse Ethics and the Mediatization of Scientific Knowledge: The Case of Climate Change*

**10.30-11.00 COFFEE BREAK (Room Piramide, IULM 1, 6<sup>th</sup> floor)**

**11.00-13.00 Parallel sessions**

**Panel Ageing Issues, Ethics and Ideology: Discursive Reflections and Dissemination Strategies, cont. (Room Aula Mike Bongiorno, IULM 1, 4<sup>th</sup> floor)**

- 11.00-13.00 Convened by Alessandra Vicentini, Kim Grego, Daniel Russo  
Annalisa Zanola (Brescia), *Elderly Patients Facing Informed Consent (IC): Issues Associated with Ageing*  
Sarah Bigi (Cattolica, Milan), *The Role of Caregivers in Dialogues between Doctors and Elderly Patients: A Qualitative Analysis of Dialogue Moves and Argumentative Sequences*  
Simone Bacchini (British Library), Peter Simcock (Birmingham City University, King's College, London), *The Silent Minority. Unheard and Unseen? Challenges and Opportunities in Research with Older People Ageing with Deafblindness*  
Alessandra Vicentini (Insubria), Kim Grego (Milan), Daniel Russo (Insubria), *Age.Vol.A. – Ageing, Volunteers, Assistants. Multilingual Tools for Assisting the Ageing*

**Military / Medical (Room 116, IULM 1, 1<sup>st</sup> floor) Chair: Paola Catenaccio**

- 11.00 Roxanne Barbara Doerr (Milan), *Ethical and Non-ethical Portrayals of Military Robotics from Civilian and Military News Perspectives*  
11.30 Fabrizio Gallai (Bologna), *The Ethics of Interpreters in Military and Humanitarian Settings*  
12.00 Marta Giallombardo (Milan), *Ten Years (2011-2021) of Foreign Fighters in News Discourse: Ethical Considerations on Their Representation*  
12.30 Vicent Montalt, Pilar Ezpeleta-Piorno (Jaume 1, Spain), *Ideology and Ethics at Work in Clinical Genres*

**13.00-13.30 FAREWELL LUNCH (Room Piramide, IULM 1, 6<sup>th</sup> floor)**