GENRES AND LANGUAGES IN DIGITAL ENVIRONMENTS: Trends and new directions
Conference programme

DAY 1. Wednesday 28th June
Registration opens: 9:30h

Pre-conference workshops (sponsored by GENCI 2.0 group)

	Salón Aragón	Sala Pirineos
11.00-12.00	Workshop 1: Integrating new digital academic genres into the writing classroom **Christine Tardy** (University of Arizona, US)	Workshop 2: Qualitative methods for investigating academic literacy development **Laura-Mihaela Muresan** (Bucharest University of Economic Studies)
12.00-13-00	Workshop 3: Writing for beyond the ivory tower **Christine Feak** (University of Michigan, US)	Workshop 4: Compiling and annotating professional spoken corpora **Eric Friginal** (The Hong Kong Polytechnic University)

Conference starts at 14.30h

	Salón Aragón	Sala Pirineos	Sala Alcarria
14.30	Opening / Chair: Carmen Pérez-Llantada		
15.00-16.00	Chair: Alejandro Curado Plenary talk: LSP education and research: Evolving priorities and quality dimensions **Laura-Mihaela Muresan** (Bucharest University of Economic Studies)		
16.00-17.00	Chair: Sofía Albero Thematic panel: ***Digital Science: Sustainable, transformative, transversal*** Digital science communication practices: Results from a survey of French researchers **Susan Birch-Becaas** (University of Bordeaux) / **Dacia Dressen-Hammouda** (Université Clermont Auvergne) Adapting LSP genre-based pedagogies to the digitally-mediated workplace: Supporting the emergence of professional video-based genre design competence **Dacia Dressen-Hammouda** (Université Clermont Auvergne) An investigation into the impacts of a multimodal project on assessment validity and skills transferability in English communication course in a Hong Kong HEI **Piotr Zychowicz / Maisie Glofcheski** (The Hong Kong University of Science and Technology)	Chair: Marian Velilla Learners' acquisition of disciplinary literacy in EME business programmes: Triangulating learner and expert corpora in business case studies **Pascual Pérez-Paredes / Pilar Aguado-Jiménez** (Universidad de Murcia) An experimental approach to multi-word unit usage in a business English learner corpus **Mª José Marín Pérez / Pilar Aguado-Jiménez** (Universidad de Murcia) Bienvenido, Mr. PERTE. Análisis del lenguaje claro a partir de las palabras clave de las memorias técnicas de dos documentos relacionados con los fondos europeos para los daños causados por el COVID-19 **Ricardo Mª Jiménez Yáñez** (UIC Barcelona) / **Rocío Pérez Vargas** (Universidad de Cádiz)	Chair: Ana Cristina Vivas A cross-language and cross-media comparison of visual discourse in engineering lectures **Mariangela Picciuolo** (University of Bologna) Learning disciplinary genres in engineering through EMI **Elisabet Arnó-Macià / Marta Aguilar** (Universitat Politècncia de Catalunya) Teaching multimodal composition for students of marine engineering: A combination learning approach **Samira Allani Allani** (Universidad Politécnica de Madrid)
	Coffee break 17.00h		
17.30-18.30	Chair: Alejandro Curado Featured speaker talk (**webinar**): Genre in digitally mediated professional practice **Vijay K. Bhatia** (Chinese University of Hong Kong)		

18.30-19.30	Chair: Sofía Albero "We are looking for academic papers with unique and original opinions …": Discursive strategies in electronic journal submission invitations **Tatyana Yakhontova** (Ivan Franko National University of Lviv) Research article abstracts: Interactive and interactional metadiscourse markers in different disciplines of the humanities **Erika Gobekci** (Vilnius University) Evolution of disciplinary patterns of metadiscourse: A comparative diachronic study of research articles in life sciences **Lilia Shevyrdyaeva** (Shenzhen MSU-BIT University) (pending confirmation)	Chair: Marian Velilla EMI instead of ESP? Students' literacy trajectories towards writing research proposals in an international business bachelor programme **Verena Grau / Ute Smit** (University of Vienna) Reshaping communicative practices through digital genres: A proposed ESP-EMI teacher collaboration using video highlights to promote multimodal literacies **Vicent Beltrán Palanques / Nuria Edo Marzá** (Universitat Jaume I) Word combinations in a business Spanish course **Anna Alsina Naudi** (Princeton University)	Chair: Ana Cristina Vivas Engaging with AI translator: Will it facilitate legal translation? **Jieun Lee / Hyoeun Choi** (Ewha Womans University) Feminism in Spanish newspaper cartoons. A comparative critical analysis of El Roto and Flavita Banana's works and of readers' perceptions of their role **María Piedad Fernández-Toledo** (Universidad de Murcia) Estrategias discursivas y multimodales para la representación de género en las páginas web de empresas de ingeniería: un estudio cualitativo **Alexandra Parlea Parlea** (Universidad Politécnica de Madrid)

19.30h
GUIDED TOUR: meeting point Patio de la Infanta (registration desk)

DAY 2. Thursday 29th June

	Salón Aragón	Salón Pirineos	Sala Alcarria
8.30-9-30	Chair: Maria-José Luzón Twitter for academic purposes: An analysis of conference communication during Covid-19 **Lisza-Sophie Neumeier** (University of Vienna) The role of language in visitor engagement in	Chair: Ana Cristina Vivas Genre literacy transfer: An application of the "Elevator Pitch" to the humanities **Mercedes Díez Prados** (Universidad de Alcalá) Students' disciplinary literacy in English-medium higher education: Cognitive discourse functions	Chair: Tatyana Yakhontova Undergraduate research in an academic skills class: Multiple genres, languages, and modalities **Claudia Kunschak** (Ritsumeikan University) Instant messaging and digital pedagogy: Our future-ready classroom

	current Hong Kong virtual museums **Xiaoyu XU** (the City University of Hong Kong) Exploring the genre and discourse practices of web-text explainers **Isabel Herrando-Rodrigo** (Universidad de Zaragoza)	in oral business case studies **Davinia Sánchez-García & Ariadna Sánchez-Hernández** (Universidad Complutense de Madrid) Transparency in digital communication: A case study on the Italian railway sector **Jessica Jane Nocella** (University of Modena) (pending confirmation)	**Debasish Mohapatra (**Tezpur University) Designing a media and information literacy course for EAP students in a Sino-Western university **Sarah Warfield** (NYU Shanghai)
9.30-10-30	Chair: Maria-José Luzón 'Re-imagining' the PhD in the digital world **Sue Starfield** (University of New South Wales) / **Brian Paltridge** (University of Sydney) COIL between Spanish and Ukranian students: New tasks and new relationships **Inmaculada Fortanet (**Universitat Jaume I) / **Viktoriia Drobotun** (Taras Shevchenko National University of Kyiv) Promoting transfer and rhetorical flexibility beyond academic writing: Work in progress **Raffaella Negretti (**Chalmers University of Technology) / **Lisa McGrath** (Sheffield Hallam University) / **Chris Feak** (University of Michigan)	Chair: Ana Cristina Vivas Oral academic discourse socialization in higher education: Genre awareness and multimodality **Megan Siczek** (George Washington University) Is an inductive approach more effective than a deductive approach for vocabulary learning in academic English? **Pilar Santiago Iglesias** (Universidad de Alicante) Reshaping genre knowledge through digital multimodal composition task in ESL classroom **Siti Zaidah Binti Zainuddin / Azlin Zaiti Zainal** (Universiti Malaya)	
10.30-11.30	Chair: Ignacio Guillén Plenary talk: Keeping EAP writing instruction current in the changing landscape of research communication **Christine Feak** (University of Michigan, US)		
	Coffee break **11.30h**		
12.00-13.00	Chair: Maria-José Luzón Annual reports in the digital era: The case of video chairman/CEO statements **Miguel Ruiz-Garrido / Juan Carlos Palmer** (Universitat Jaume I)	Chair: Ana Cristina Vivas The analysis of multimodal communication in social and academic contexts from the perspective of the linguist apprentice **Francisco Ivorra / Rosa Giménez Moreno (**IULMA-Universitat de València)	Chair: Mª Lourdes Pomposo Designing self-access online materials to aid EFL learners' development of digital communication skills in academic contexts: A focus on email requests to faculty

Balancing credibility and persuasion: A mixed-methods approach to the genre analysis of annual reports of financial institutions across four global regions **Sophia Kaltenecker** (University of Vienna) Developing business students' multimodal communicative competence through the video-resumés **Noelia Ruiz Madrid & María Ángeles Mestre-Segarra** (Universitat Jaume I)	A multimodal comparison of classroom initiation moves in an English Medium of Instruction and an L1 Spanish content lesson **Pilar Escabias / Teresa Morell Moll** (Universidad de Alicante) Multimodal and digital literacy in EMI: The case of a business administration course **Julia Valeiras Jurado & Inmaculada Fortanet (**Universitat Jaume I)	**Sonia López-Serrano (**Universidad de La Laguna) / **Alicia Martínez-Flor** (Universitat Jaume I) / **Ariadna Sánchez-Hernández** (Universidad Complutense de Madrid) HARTA/TAILA: herramienta de ayuda a la enseñanza-aprendizaje de la fraseología académica del euskera basada en un corpus de trabajos académicos **Igone Zabala / Mª Jesús Aranzabe** (Universidad del País Vasco, UPV/EHU) English for Specific Purposes professional development: Suggestions for short online ESP teacher education courses **Elis Kakoulli Constantinou** (Cyprus University of Technology)
13.00-14.00	Chair: Maria-José Luzón Digital knowledge dissemination by Polish SSH scholars: channels, genres, and motivations **Pawel Zakrajewski** (University of Silesia in Katowice) The digital life of three scientific reports: Dissemination dynamics and situating the results for the audience **Krystyna Warchał** (University of Silesia in Katowice) The new narratives of research transfer: Towards a sequential art lure? **Carmen Sancho Guinda** (Universidad Politécnica de Madrid)	Chair: Ana Cristina Vivas Dialogic teaching in English-medium instruction classes: An analysis of whether the disciplinary culture makes any difference **David Lasagabaster** (Universidad del País Vasco UPV/EHU) ESP and L1 medium of instruction as leverage for EMI genre writing **Guzmán Mancho** (Universitat de Lleida) / **Sarah Khan** (University of Vic) Investigating the professional development needs of Slovenian higher education LSP teachers **Violeta Jurkovič / Mateja Dostal (**Ljubljana University) / **Darja Mertelj / Saša Podgoršek** (University of Ljubljana)	Chair: Mª Lourdes Pomposo The expression of criticality in student thesis writing: An interface between Artificial Intelligence, applied linguistics and EAP **Maureen Finn** (University of Manchester) When technology fails: The emotional challenges of implementing a digital genre in an ESP course **Irati Diert-Boté** (Universitat de Lleida) / **Balbina Moncada Comas** (Universitat Politècnica de Catalunya) Exploring verbal and non-verbal expressions of ESP undergraduates' own voices and identities **Aránzazu García-Pinar** (CUD-UPCT)
Spanish wine 14.00h		

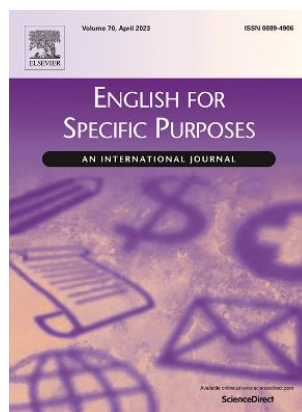|			
15.00-16.00	Chair: Averil Coxhead Featured speaker talk (**webinar**): Genre analysis and its new challenges **John M. Swales** (University of Michigan, US)		
16.00-17.00	Chair: Carmen Pérez-Llantada Thematic Panel (**onsite and webinar**): *Publish or Perish: Insights from the Editors and Student Board of English for Specific Purposes* An overview of ESP Journal and the desk review **Christine Feak** (University of Michigan) / **Viviana Cortes** (Georgia State University) / **Joseph Lee** (Dalarna University) The review process and responding to reviews **Averil Coxhead / Elena Cotos** (Iowa State University) Developing skills as reviewers through SEB membership Student Editorial Board: **Jordan Batchelor** (Georgia State University) / **Onesmo Mushi** (Rochester University) / **Xixin Qiu** (Penn State University) Ways to become a reviewer	Chair: Alberto Vela Impacto de la retroalimentación digital en el desarrollo de la competencia discursiva: estudio con familias de géneros de discurso académico **Carmen López Ferrero** (Universitat Pompeu Fabra) ¿Gestión de la solidaridad o transformación social? Análisis crítico de las páginas web de las ONG españolas desde la teoría de los marcos **Ana Escartin Arilla** (Université Paris Nanterre) La macroestructura del artículo de investigación de ciencias médicas en español **Ariel Sebastián Mercado** (McGill University)	Chair: Ignacio Guillén Análisis de la transmodalización digital del género periodístico en una práctica interdisciplinar de estudiantes de Magisterio **María Teresa Mateo Girona** (Universidad Complutense de Madrid) Project SCIENTIA: El desarrollo del registro académico a través de la divulgación científica y el modelo pedagógico CLIL **Carolina Viera** (Boise State University) Développer et valoriser son répertoire linguistique pour adopter une vision plurilingue **Kateřina Sedláčková** (Masaryk University)
	Coffee break 17.00h		
17.30-18.30	Chair: Maria-José Luzón Plenary talk (sponsored by GENCI 2.0 research group): LSP in the era of ChatGPT **Christine Tardy** (University of Arizona, US)		
18.30-19.30	Asamblea General AELFE / AELFE General Assembly (**onsite and online meeting**)		

DAY 3. Friday 30th June

	Salón Aragón	Salón Pirineos	Sala Alcarria	Salón Rioja
8.30-9.30	Chair: Sofía Albero A multimodal visual approach of the Video-abstract genre in the health sciences **Adrián Pla Ángel** (Universitat Jaume I – IULMA) Incorporating a multimodal perspective in health communication education: A multimodal analysis of nursing students' performance in nurse-patient role-playing **Sichen Xia** (Chinese University of Hong Kong) / **Qing Huang** (Huizhou University, China)	Chair: Ana Cristina Vivas Liminal languages for liminal spaces: The specific language of promotion of unspeakable tourism sites **Marián Alesón-Carbonell** (University of Alicante) Verbal strategies in livestream shopping: An appraisal analysis on Dou-yin influencers **Qiaowei Zhu** (Beijing Normal University) Dissemination of news through social media: An analysis of Queen Elizabeth's death reactions **Lucía Bellés-Calvera** (Universitat Jaume I)	Chair: Alberto Vela Pharmaceutical care as linguistic mediation in ESP for pharmacy **Desirée Acebes** (Universidad San Jorge) / **Monika Woźniak** (Universidad de La Laguna) Figurative language in medical English course books **Elaine Millar** (Universidad de Cantabria) Medical Spanish and Intercultural literacies: A case study in Latino health in the US **Juan Pablo Comínguez** (Columbia University)	Chair: Ignacio Vázquez The effect of previous training in oral mediation strategies among English for International Studies upper-intermediate learners **María Victoria Guadamillas Gómez** (University of Castilla-La Mancha) Narratives of negotiating the article-compilation thesis in Social Sciences and Humanities: A Hong Kong-based case study **Becky Kwan** (City University of Hong Kong) / **Tongle Sun** (The Chinese University of Hong Kong) The involvement of the simulated patient and online communication in the LSP professional communication courses **Tímea Takács / Or Sharabi / Vera Tick** (Semmelweis University)
9.30-10.30	Chair: Sofía Albero Exploring multimodal discourse strategies in the "about us" section in corporate websites **Silvia Molina-Plaza** (Universidad Politécnica de Madrid) Subject lines in online doctor-patient consultations – simple or complex?	Chair: Ana Cristina Vivas Colouring in the law: Plain language and multimodality for the democratisation of the Universal Declaration of Human Rights **Diana Giner (**Universidad San Jorge) Professional legal communication in an international setting – needs	Chair: Alberto Vela Engaging with the reader in L2 (Czech) master's theses **Olga Dontcheva-Navratilova** (Masaryk University) A duoethnography of normalising advice and exploration of the thesis genre **Naoko Mochizuki** (Kanda University of International Studies)	LSPPC General Assembly **(onsite and online meeting)**

	Stevan Mijomanovic (University of Belgrade) Metadiscoursal elements in multimodal digital genres: PowerPoint presentations in health sciences **Begoña Bellés-Fortuño** (Universitat Jaume I)	**Snježana Husinec** (University of Zagreb) Problematizing contemporary English discourse for research publication at two Chilean universities in the era of globalization **Elena Sheldon** (University of Technology Sydney)	/ **Kevin Gormley** (Dublin City University) Humour and laughter in PhD oral thesis defences: A multimodal analysis of data from Africa and Asia **Gabriel Tetteh** (City University of Hong Kong)	
10.30-11.30	Chair: Plenary talk: Linguistic features of (mis)communication in professional, multimodal workplaces: Patterns from corpora and their language policy implications **Eric Friginal** (The Hong Kong Polytechnic University)			
	Coffee break 11.30h			
12.00-13.00	Chair: Christoph Hafner Thematic panel (**onsite and webinar**): *Multimodal pedagogies in LSP and language education* Genre, pedagogy, and the multimodal design of online teaching videos: The case of English language teaching micro-lectures **Dezheng (William) Feng** / **Jie (Amy) Bao** (The Hong Kong Polytechnic University) Critical multimodal genre analysis and its applications in a LSP classroom **Sylvia Jaworska** (University of Reading)	Chair: Ana Cristina Vivas Análisis de los recursos multimodales en la comunicación pediátrica en Instagram **Giovanna Mapelli** (Università degli Studi di Milano) La autenticidad negociada en el discurso dialógico del turismo digital **Francisca Suau-Jiménez** (IULMA-Universitat de València) / **Maria Vittoria Calvi** (Università degli Studi di Milano) Los marcadores de actitud e intensificación en la política en Twitter: un estudio interlingüístico **María Luisa Carrió-Pastor** (Universidad de Valencia)	Chair: Alberto Vela Keyword-based analysis of digital genres/discourse research in Spain **Alejandro Curado** (Universidad de Extremadura) Our unique mission: Exploring the lexis of university press releases through corpus linguistics **Ruth Breeze** (Universidad de Navarra) "Guided by Science" A keyword analysis of the UK government's Covid-19 press briefings **Ying Wang** (Karlstad University)	Chair: Carmen Pérez-Llantada Continuity and change in English for medical purposes **Gibson R. Ferguson** (University of Sheffield) Training for future workplace communication in trades education **Averil Coxhead** (Victoria University of Wellington) Digital science communication practices in the Romanian academic context **Teodora Serban-Oprescu** (Bucharest University of Economic Studies) / **Dana Lupu** ("Ovidius" University of Constanta) / **Diana Hornoiu** ("Ovidius" University of Constanta)

| 13.00-14.00 | Semiotic remediation in LSP digital multimodal composing tasks: Promoting genre awareness and rhetorical flexibility
Christoph Hafner (The University of Hong Kong)

Developing an expanded understanding of digital multimodal composing: Crossing over of everyday and professional practices in an EMI university writing course
Jenifer Ho (The Hong Kong Polytechnic University)

Writing and reading to communicate and learn new content in an EAP class: Comparing digital multimodal and traditional writing
YouJin Kim (Georgia State University) / **Diane Belcher** (Georgia State University) / **Carter Peyton** (Korea Advanced Institute of Science and Technology)

Digital multimodal composing in LSP classrooms: A research agenda
Lianjiang Jiang (The University of Hong Kong) | Chair: Ana Cristina Vivas

A multimodal discourse analysis of the U.S. National Aeronautics and Space Administration's Instagram account
Danica Tomber (Portland State University)

Cybergenres and ESP in higher education: A multimodal analysis of digital academic genres and their pedagogical implications
Carolina Girón-García (Universitat Jaume I)

Las estrategias visuales de la comunicación de la sostenibilidad en las páginas web corporativas: un análisis del discurso multimodal en el sector hotelero
Ana María Fernández Vallejo (Universidad de Navarra) | Chair: Alberto Vela
Positive evaluation in promotional texts. A cross-linguistic study in English and Spanish
Belén Labrador / Noelia Ramón (University of León)

Communicating 'shared value': A social semiotic analysis of ESG discourse on social media
Esterina Nervino (City University of Hong Kong)

Compilation of an oral corpus of telephone conversations mediated by an interpreter
Raquel Lázaro / Antonio Pareja Lora (Universidad de Alcalá) / **Marcelo Yuji Himoro** (Universidad Nacional de Educación a Distancia) | |
| 14.00-14.30h | Joint 21st AELFE & LSPPC7 Awards and Closing ceremony (**onsite and webinar**)

➤ LSPPC Best paper award (with video presentation)
➤ AELFE Premio de investigación "Enrique Alcaraz" | | | |

Our sponsors

AELFE
Asociación Europea de Lenguas para Fines Específicos

Asia-Pacific LSP & Professional Communication Association

English for Specific Purposes
An International Journal

Universidad Zaragoza
1542

Instituto Universitario de Investigación de Biocomputación y Física de Sistemas Complejos
Universidad Zaragoza

MINISTERIO DE CIENCIA E INNOVACIÓN

AGENCIA ESTATAL DE INVESTIGACIÓN

GENCI 2.0
Digital Genres & Open Science