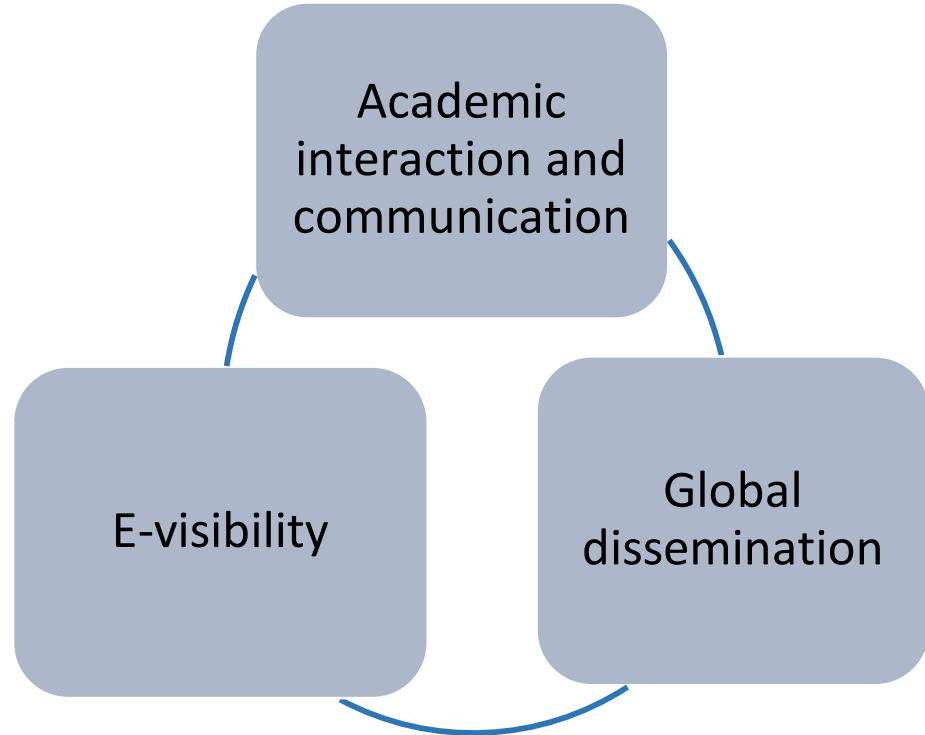**Toward greater visibility and dissemination of scientific research: A linguistic, rhetorical and pragmatic study of digital genres in English as an international language. (FFI2017-84205)**

The project: Our focus

Deep process of evolution and change of professional and discursive practices within Academia

- Academic interaction and communication
- E-visibility
- Global dissemination

Focus on <u>web pages from the H2020 European research scheme</u>

PEDR PLAN (**Plan for Exploitation and Dissemination of Results H2020**, p. 7):

"The draft plan for the exploitation and dissemination of results must define clear objectives adapted to the relevant target users and **set up a concrete projection, exploitation and dissemination strategy**."

Among these activities:

"Description and timeline of the **planned dissemination activities** (e.g. scientific publications, organization of conferences, **creation of a website**) […]"

The project: General and specific aims

General aim:
To explore the discursive practices that have gained currency within scientific research and the concrete linguistic manifestations of these practices in the form of digital genres.

The project: General and specific aims

Specific aim 1
Identify the genres evidenced in websites for international research projects, classifying these by their communicative purpose.

Specific aim 2
Identify those digital genres appearing in these websites whose overall aim is to give visibility to scientific output and determine their relation to other genres in the form of genre chains, genre colonies, or constellations of genres.

The project: General and specific aims

Specific aim 3
Explore the rhetorical structure and the lexicogrammatical, discursive, and pragmatic features of these genres.

Specific aim 4
Describe the rhetorical and discursive strategies employed in the genres studied, determining their prototypical structuring so that these may serve as models to be exploited for effective broadcasting of research results.

The project: Aim

IN SHORT

We look to broaden the knowledge of digital genres in English as manifestations of academic discourse practices for international audiences in which the aim is to strengthen the visibility of research output and the credibility, reputation, and impact of the researchers and the project.

COMPUTER-MEDIATED DISCOURSE ANALYSIS

DISCURSIVE PRACTICES

VISIBILITY

OPEN SCIENCE/ PUBLIC ENGAGEMENT

PRAGMATICS

(PUBLIC) IDENTITIES

INTERNATIONAL ENGLISH

CORPUS STUDIES

DIGITAL GENRES

MULTIMODALITY

Inter Gedi

The corpus: what it consists of

Delimited analysis: project websites within the Programme Horizon 2020
Convenience sampling:

EUROPRO DIGITAL CORPUS

EUROPROwebs

30 research project
websites in which a
researcher from UZ
participates.

EUROPROtweets

20 Twitter accounts
found as social media
in EUROPROwebs

The corpus: where we are at the moment

EUROPRO DIGITAL CORPUS

❑ Web-internal texts downloaded
❑ Texts accompanied by snapshots from the website (to have information about visual semiotics)
❑ A Word document created per website
❑ Organic medium
  ✔ texts downloaded from the website at a particular moment in time
  ✔ information recorded on the duration of the project and on its stage when downloading texts

The corpus: next steps to take…

❏ Tagging for visual elements accompanying texts?

❏ Tagging for hyperlinks in the text?

❏ Downloading web-external texts linked to the website?

❏ Downloading web-internal texts of a larger corpus consisting of 100 websites? Is it enough to construct a database?

❏ Available software or tools to analyse digital text/data?

Inter
Gedi