

Visibility and dissemination of scientific research through digital genres

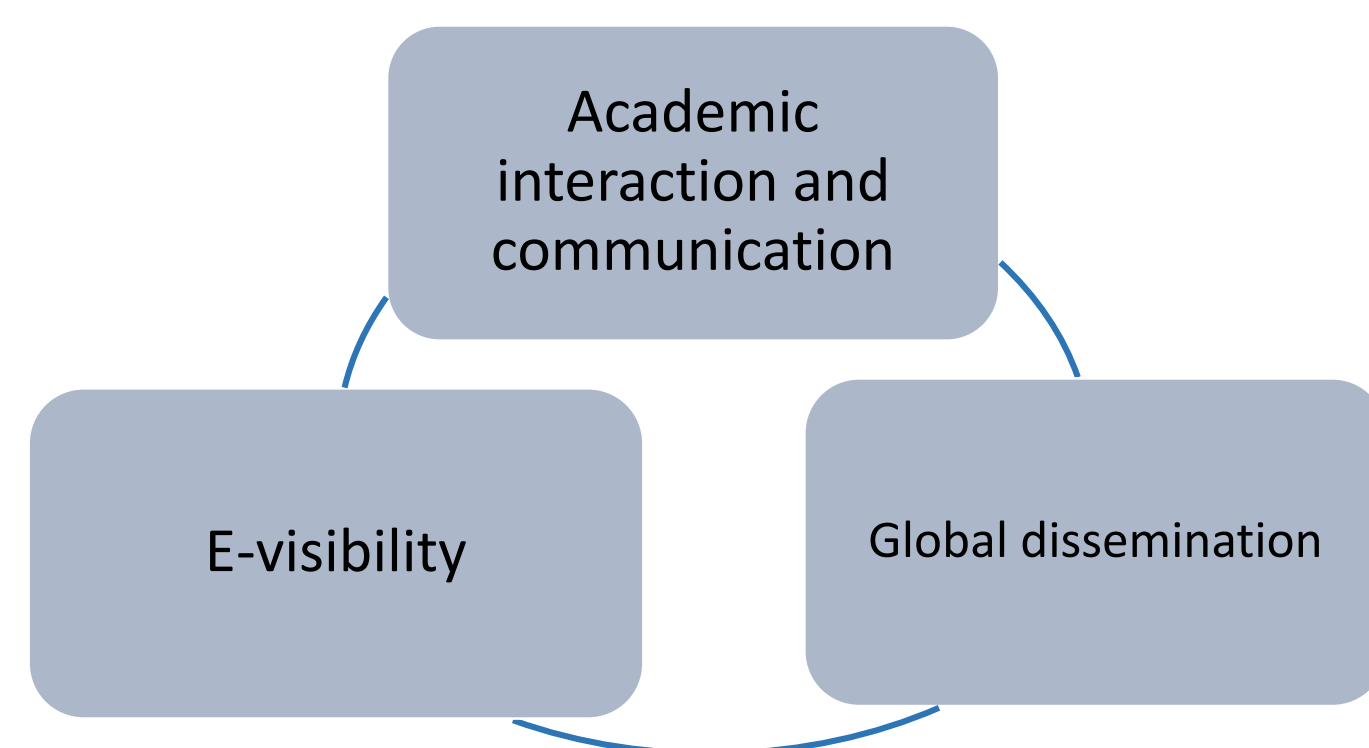
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INTRODUCTION: Research context

A) Deep process of evolution and change of professional and discursive practices within Academia:



B) Focus on web pages from the H2020 European research scheme:

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**) [...]”

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.

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.

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.

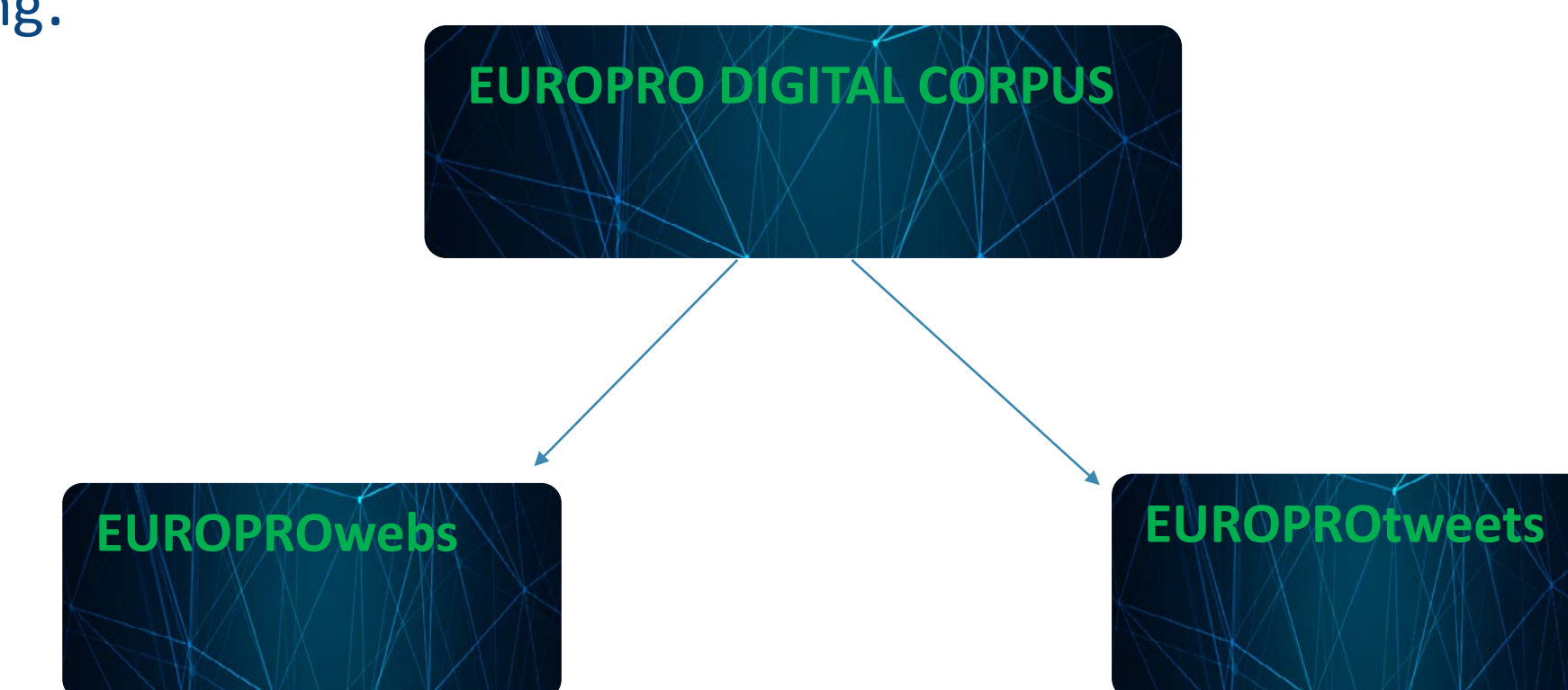
IN SHORT



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.

THE CORPUS: EUROPRO DIGITAL CORPUS

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



30 research project websites
in which a researcher from UZ
participates

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

- 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?

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RESEARCH PROJECT CONTACT

InterGedi : Visibility and dissemination of scientific research (FFI2017-84205)

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