

INTRODUCTION

FRANCESCA BIANCHI,¹ ELENA MANCA,¹ DENISE MILIZIA²

¹UNIVERSITÀ DEL SALENTO, ²UNIVERSITÀ DEGLI STUDI DI BARI ALDO MORO

This book collects new and original works dealing with specialised knowledge and on the ways in which it is represented, redefined, and disseminated. The chapters in this volume have been grouped into three main parts focusing on the relationship between specialised knowledge and its dissemination from different perspectives.

The first part ‘Popularising and disseminating specialised knowledge’ includes articles whose ultimate purpose is providing insights into the features of the popularisation practices in medical, environmental, business, legal, and institutional discourse domains. The methodological approaches used combine corpus linguistics, genre studies, discourse and multimodal analysis.

Ferraresi’s chapter aims to assess the extent to which terminological density reflects the distinction between texts addressed to experts and texts addressed to non-specialist readers. It also aims to relate quantitative findings to qualitative observations on the discursive strategies adopted in the popularised genres under consideration to target different audiences. The texts selected for analysis are scientific opinions addressed to experts published by the European Food Safety Authority and their corresponding popularised versions.

Garzone and Catenaccio explore the discursive construction of medical knowledge and of the medical profession in the 19th century, combining discourse analysis and corpus linguistics. In particular, the aim of this study is twofold: first, the analysis focuses on the representation of the medical profession; then, it shifts to the episteme of the medical science as represented in three self-help medical handbooks published in the US in the latter quarter of the 19th century, Pierce’s *The People’s Common Sense Medical Adviser* (1883), Byrn’s *The Mystery of Medicine Explained* (1887), and *Gunn and Jordan’s Newest Revised Physician* (1887).

Maci’s investigation focuses on the genre of scientific posters and, particularly, on those linguistic forms regarded as evidential markers. The study is based on the analysis of the verbal components of a corpus of 28

medical posters published online between 2002 and 2011. Using a text-driven approach and already existing categorisations of evidentials, this chapter aims to show the extent to which, if any, knowledge is linguistically conveyed through evidentiality in the genre of medical posters.

Plastina and Maglie explore how vague language is used in multiple forms of specialised knowledge thus contributing to triggering the ongoing debate on MMR vaccine-induced autism. A corpus-assisted approach to discourse analysis is used to identify the functions that vague language categories play in the process of knowledge production, reception and reconstruction. The study also reveals how vague language is strategically used as a technique to affect lay people's behavior and ideas on the benefits of vaccination.

Castello and Gesuato's chapter analyses aspects of the lexico-grammar of religiously oriented environmental discourse produced by Pope Francis. The authors compare the most frequent keywords and keyword clusters of the encyclical letter *Laudato Si'* against popularised updates on scientific and technological advances available on the NASA website. The methodological approach combines quantitative corpus analysis with qualitative interpretation of keywords, clusters of keywords and concordance plots. Results suggest that a lexico-phraseological description of environmental discourse can fruitfully contribute to uncovering the ideas and rhetorical goals encoded in it.

Napolitano and Aiezza analyse a corpus of environmental information about global warming and energy policies published on official governmental websites, by comparing the data and reports produced during Obama's office with the most recent communications reflecting the priorities of Trump's administration. Adopting the methodological approach of Corpus-Assisted Critical Discourse Analysis, the authors aim to show how scientific knowledge is reproduced online to support contrasting ideologies and to justify political choices.

Biros and Peynaud's chapter aims at understanding how knowledge produced by the Intergovernmental Panel on Climate Change (IPCC) is disseminated in three types of documents with various degrees of specialization – Earth Negotiation Bulletins, United Nations reports and the general-interest press – over two time periods (2009-2010 and 2014-2017). The methodological approach selected for this analysis combines the tools of corpus linguistics and discourse analysis, which puts quantitative results in context. The purpose of the analysis is to contribute to a better understanding of the role of the IPCC as a source of scientific knowledge and to track discursive variation across discourse communities and time periods.

Castagnoli and Magistro compare CSR reports translated into English from Italian with reports originally produced in English, in order to detect

differences in the way corporate identity is construed and conveyed. In order to do this, they use a bilingual corpus including translated English reports and their Italian source texts, as well as comparable originals in English and Italian. The two scholars show that (im)personalisation patterns are considerably different in original and translated English CSR reports, as the tendency to reproduce Italian conventions in the English versions clearly suggests.

Cucchi focuses her research on the English versions of German and Spanish companies' corporate websites. In particular, the purpose of the study is, first, to unveil whether discursive differences exist in the English versions set up by European local companies, second, to check whether the differences may be explained with reference to Hofstede's model. The methodological approach used combines the framework of analysis of Corpus-Assisted Discourse Studies with Hofstede's theories on value orientations. Results point to a number of cultural differences which are still evident despite the ever more increasing globalising attempts.

Sala's chapter compares abstracts in print issues and those available in electronic format of the *Washington Law Review* in order to check the relationship existing between digital and print resources in specialised communication. The focus is particularly placed on knowledge dissemination (KD) resources such as the labels used to refer to the associated research article, the verbs employed to describe the type of scientific activity performed by the research article and, finally, the metadiscursive markers (such as frame and endophoric markers) used to provide interpretive guidance to readers. These resources are investigated by using qualitative and quantitative approaches.

Nikitina's chapter focuses on the linguistic practices and strategies used when dealing with issues of bioethics in the case-law of the European Court of Human Rights ("ECtHR"). Using a corpus-based approach, the analysis investigates the interaction between legal and bioethical term-related phraseological units, their structure and distributional patterns. The ultimate purpose of the study is that of researching the balance and intersection between bioethically charged phraseology and legal phraseology.

Piotti and Murphy concentrate on analysing how specialised knowledge in infographics is communicated by means of socio-semiotic, linguistic and discursive resources. In order to do this, the authors select a corpus of infographics from the World Health Organisation. Using a qualitative approach, they analyse the different modes and their interrelations in their capacity to create all three of Halliday's meaning functions; using a quantitative approach they investigate the interrelations between the cognitive dimensions arising from the corpus data and the linguistic and discursive strategies that realise them.

Silletti's chapter deals with the political slogans used during the French presidential elections campaign in 2017 and with their diffusion on the web. Using an approach inspired to theories on enunciation and French political discourse analysis, the author identifies a series of key words contained in the political slogans presented by the eleven candidates to French presidential election and analyses how these words are reused and redefined by journalists and political opponents to talk about the candidate who carries them.

The second part of the present book, "Popularisation media", focuses on blogs, google talks, TV interviews, TV series, websites, and the press. By applying corpus-assisted methods of analysis, the authors in this part of the volume illustrate the discursive features of each medium, with specific attention to how specialised topics are treated.

Gaillard investigates the blog posts of think tanks and argues that they are characterised by distinctive rhetorical strategies which fulfil the goal to influence the audience's decision-making process. These blogs allow think tank experts to express their standing, to advocate for new ideas and to react to potential criticism. They also offer a window into the organisation's work, thus contributing to its institutional image.

Mattiello investigates videos from the *Talks at Google* series, video presentations on specialised topics given by invited speakers at Google offices throughout the world. Her analysis – focussing on both verbal strategies, such as informal register, figurative language, and narratives, and non-verbal strategies, such as hand/arm gestures, head/body movements, and gaze direction – highlights that these talks diverge from more traditional academic and institutional genres, such as academic lectures and conference presentations, and show continuity with other forms of popularisation, such as TED Talks. All in all, however, they can be considered a genre on their own.

Vignozzi analyses the occurrence of idiomatic expressions and phrasal verbs in TV interviews on a range of specialised topics and observes that they are largely used by both interviewers and interviewees, regardless of topic. He suggests that these features typical of spoken register are used to smooth interaction and engage the audience. He also observes that gestures repetitively occur together with idiomatic expressions and phrasal verbs, often to indicate their figurative meanings.

Still in the realm of TV broadcasts is the chapter by **Cocchetta**. By means of a recently developed multimodal concordancing tool and of a specially tagged corpus containing all the episodes of the *House M.D.* TV series, the author analyses interaction among characters and argues that Schegloff and Sacks's adjacency pair framework should be revised to accommodate not only the highly specialised dialogue of medical settings,

but also different interpersonal relationships between the characters, and the complex intersemiotic interactions characterising TV film series.

Corrizzato and Franceschi investigate how theme parks are promoted on the web, by analysing the English websites of eight European theme parks. Adopting Dann's framework of analysis, they classify the top key words characterising these websites and conclude that the theme parks considered are presented as "a post-modern, hyperreal non-place, where advertising of the fictional as authentic is combined with the subsuming of the dimensions of time and space and the suspension of the laws of physics to plunge guests into fictional realms in which fun, fairy tales and thrilling adventures are essential elements".

This part ends with three chapters dealing with specialised language in the press.

By applying corpus-assisted critical discourse analysis, **Grego and Vicentini** investigate how English and Italian online newspapers present the controversial topic of euthanasia. The authors analyse the actors, ideologies, and cultural features involved in such discourse. Their results show that, despite large differences at the legislative level between the two countries, the actors and ideologies involved in assisted-death discourse are largely similar; differences however appear in the way the legal cases of British or Italian citizens are treated.

Zottola, too, applies corpus-assisted critical discourse analysis to discuss how transgender people are presented in British popular and quality newspapers. In this chapter she shows that terminology related to transgender identities is used inconsistently and inappropriately in both types of press, which supports the hypothesis that transgender-related terminology belongs to the realm of specialised language. The author also observes differences between quality and popular press, with a tendency of the latter "to prefer terms related to the physical aspect, or to the process of transition, using both inclusive and derogatory linguistic constructions".

Finally, **Musacchio and Zorzi** investigate the translation process of scientific 'news' from English into Italian. Using a parallel/comparable corpus of newspaper, magazine and news-agency articles in English and Italian on the vaccine debate, these authors observe that "translations into Italian are mainly rewritten and transedited even when there is a major change in readership", although some relevant instances of transcreation can also be found in a specific Italian magazine, *Internazionale*. In terms of effectiveness, it is this latter magazine that best manages to convey the intended meanings to the target audience.

The third and last part in this book focuses on methods and tools to transfer specialised knowledge to novices, such as language students, university students specialising in a given subject, or translators.

Bonsignori's chapter illustrates the ways in which film clips can be used as resource material with university students studying English for Business and Economics. Her approach includes the multimodal analysis of the selected scenes, considered as a fundamental step to interpret the message in specialised contexts. The chapter thus presents the multimodal analysis of two clips – the analysis being carried out using ELAN, an annotation software that allows researchers to create and apply personalised multi-level analytical frameworks – and suggests possible applications in class.

Using a corpus of social work discourse and a small corpus of students' assessed essays on the same topic, **Johnson** suggests ways to transform evidence from a specialised corpus into class activities aimed at raising foreign language awareness in students training in the given field. Comparison between the two corpora allowed the author to assess students' language competence prior to the classroom activities and to identify areas of weakness in student competence. Next, she devised and tested in class corpus-related activities based on the corpus' wordlist, n-grams, automatically extracted semantic fields, and concordancing.

White uses a small corpus of research articles in English to sensitise post-graduate students to academic writing. The texts that comprise the corpus are collected by the individual students. The corpus is then used by the teacher to create concordances of potentially tricky words to be illustrated in class and discussed with the students. Subsequently, the acquisition of the grammar, lexical or rhetorical patterns observed is supported by means of targeted production exercises.

Finally, **Durán-Muñoz** illustrates the phases required to build a corpus-based ontology in a specialised domain and argues that corpora are crucial in any terminological project, as they provide relevant information that contributes not only to the identification of terms, contexts, synonyms, equivalents, but also to the enlargement of conceptual representation.

Bionotes: **Francesca Bianchi** holds a Degree in Translation (University of Trieste, IT), and a PhD in Linguistics (Lancaster University, UK). Her research areas include corpus linguistics, subtitling, and technologies in language learning. She has organised international conferences and seminars in applied linguistics and audiovisual translation, in and outside Lecce, and has published several papers and edited books in the area of applied linguistics.

Elena Manca is a researcher and lecturer at the Department of Humanities, University of Salento (Lecce, Italy). She holds a PhD in English Language and Translation from the University of Salento. She teaches English Language and Translation on a BA course in Linguistic Mediation (University of Salento). Her main research interests are Corpus Linguistics and the study of meaning, Corpus Linguistics and Cross-cultural Studies applied to translation and contrastive analysis, special languages with particular attention to the language of tourism, the use of new technologies in language teaching and audiovisual translation.

Denise Milizia is Associate Professor at the University of Bari Aldo Moro. She teaches English Language and Translation on two BA courses and American and English Politics and European Affairs on two MA courses, in the International Relations and European Studies programme. Her latest publications deal with the relationship between the UK and the European Union, with a special focus on the role of metaphor in European politics. Her more recent interests lie in the spread of populism in Europe and beyond, and the relationship between Europe and Russia in a critical perspective.

Authors' addresses: francesca.bianchi@unisalento.it; elena.manca@unisalento.it;
denise.milizia@uniba.it