

Genre evolution

Our results reveal that some sections of the H2020 webs display similarities when compared with previous offline (conventional) text genres. In contrast, other sections move away from those genres and show a more noticeable evolution. We find differences in terms of layout, structure and language. These changes are partly brought about by the writers' desire to take advantage of the affordances that the Web 2.0 has to offer.

The webpage

The layout of the webpages is arranged in groups combining textual and visual elements. These *multimodal clusters*, are often placed in a similar position and display identical information and in a similar order. In other words, the position and order of these textual and visual elements tends to be fixed (*crystalized*) for each of the text types or genres in H2020 websites.

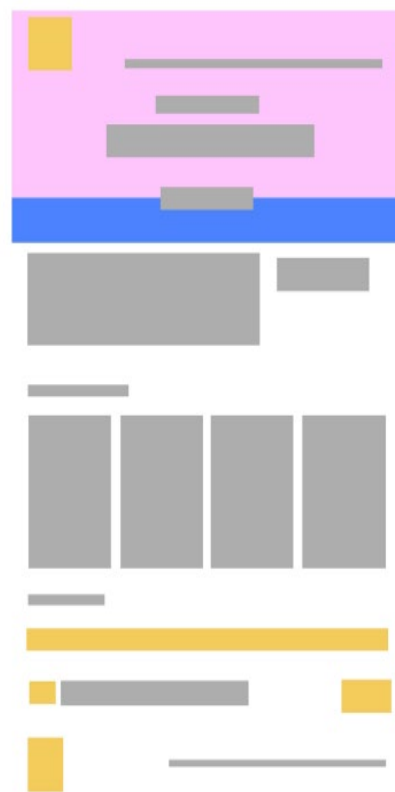


Clusters are devoted to different contents (e.g. project, partners, news & events, etc.) and some of them are found in research project websites more frequently than others (see table below). For example, all of the websites analysed contain a header but not a footer. All of them include news and events but less than a half have a newsletter associated. Most of them elaborate about the project and all of them about the European Union. Finally, six out of ten websites include a cluster for social media

Header 100%	Project 90%	News & Events 100%	Newsletter 40%	Contact 60%	Partners 70%	EU 100%	Social Media 60%	Footer 70%

Homepages and About us pages

Homepages and About us pages show a layout organized around multimodal clusters which combine written text with other modes such as logos, pictures or audiovisual materials. Unlike in corporate websites, in research project websites the written mode (i.e. texts) is by far the most important one.



- Written text
- Logo
- Pictogram
- Photograph
- Saturated background
- Video

These webpages do not differ much from the offline genres from which they emerge (abstracts, research proposals, etc.) for two main reasons:

- The rhetorical structure of the texts they include replicates the structure of preexisting academic genres. We can therefore conclude

that those offline texts are used here for a different purpose (*repurposing*) and are now being used in a new online context (*recontextualization*).

- Even though websites offer many technical affordances (e.g. hyperlinks, audiovisuals, etc.), writers rarely fully exploit those possibilities and continue to design these texts in much the same way as offline texts.

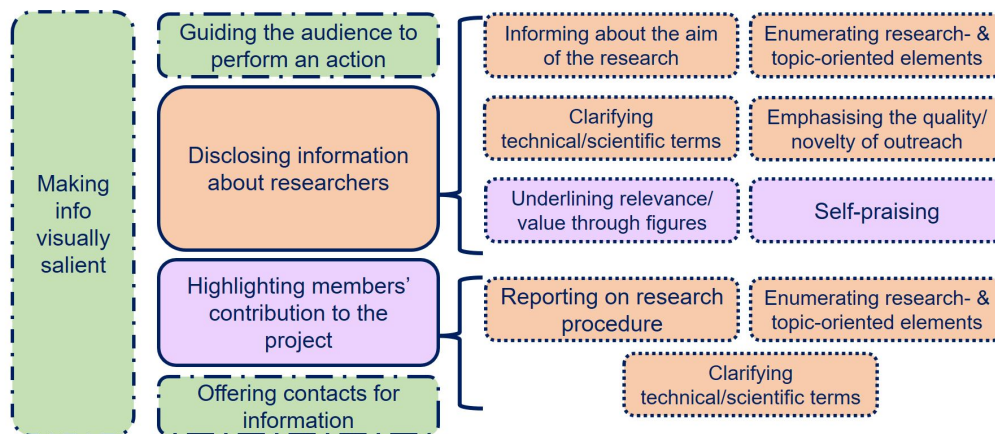
Despite this continuity in how these texts are drafted, we can still find some differences at the lexico-grammatical level as well as in the use of some technical affordances for promotional, informative and accountability purposes.

Partners' pages

The analysis of Partners webpages indicates that the design of this web section and the way project members are described in the text follow consistent patterns. These regularities are particularly apparent in the pragmatic strategies that are used as well as in the *rhetorical structure* (i.e. the steps or moves followed in the text).

There are two main pragmatic strategies that help build the skeleton of the verbal presentation of the Partners' page: (i) disclosing information about researchers (an informative strategy) and (ii) highlighting members' contribution to the project (a promotional strategy). A number of other, less frequent, pragmatic strategies are recurrently inserted within each the two previously mentioned with the aim of adding information about the intentions of the research group.

Other pragmatic strategies are aimed at making the texts more dynamic and interactive. The position of these *interactional strategies* in this rhetorical sequence is more flexible as they cut across the rest of the strategies. Three interactional strategies are particularly significant: (i) Making information visually salient; (ii) guiding the audience to perform an action; and (iii) offering contacts for information, which is more likely to be placed at the end of partners' description.



News and Events

The News and Events section moves away from the expectations and requirements of the genre of news in the media, because the rhetorical moves used and values that are sanctioned are substantially different.

Verbal differences

- Unlike headlines in the media, headlines in these sections are not designed to underscore newsworthiness.
- the opening paragraph frequently fails to act as summary of the piece of news, which are normally crucial aspects for an effective construction of news discourse.
- The use of highly technical terminology by means of noun phrases in headlines is closer to the writing practices of academic articles and fails to reach a non-specialised audience.

Visual differences

Despite its salience in the layout of this cluster, the image is loosely tied to the information given in the text.

Evaluation

The values highlighted in these sections are different from the values attached to news in the media:

- An event is no longer perceived as more noteworthy based on how soon it is reported, i.e. timeliness is not the priority. Instead events are selected based on the normal flow of professional gatherings, past and upcoming.

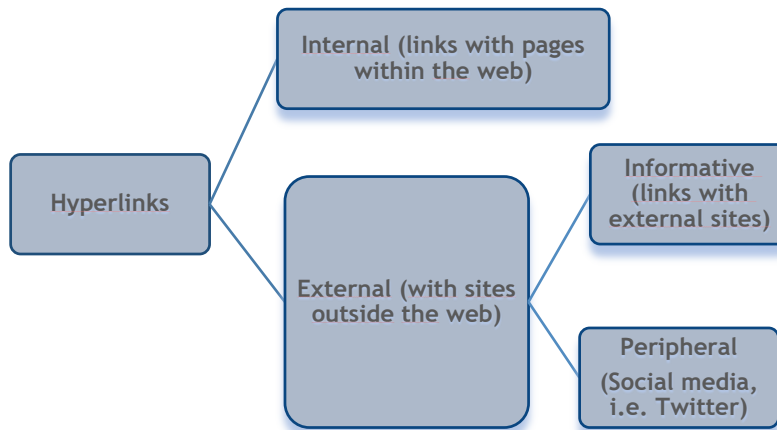
- The impact of the news is limited, as research in general has no immediate effects on society.
- As might be expected, there is neither negativity nor cause for controversy: The news and events in this context are meant to be, if anything, positive, because their communicative purpose resembles that of the press release, a hybrid genre, mostly informative and promotional, produced by institutions and corporations.

Given that the main purpose of this section is dissemination, the genre of the press release could be selected as the closest model for teaching how to write News and Events.

Digital affordances: hyperlinks

Several types of hyperlinking have been observed in research project websites and Twitter:

- 1) **internal hyperlinks**, which serve to link webpages within the project website and enhance the distribution and dissemination of knowledge about the project;
- 2) **external hyperlinks**, which serve to guide users out of the project website to extend information, provide resources and foster background information about the project rationale. We can find two main types of external hyperlinks:
 - social external hyperlinking**, called **peripheral**, which let users navigate project-dependent webpages, i.e. those housed outside the project website (e.g. social media, forms, etc.).
 - informative external hyperlinking**, which links with sites outside the web with the purpose of providing supporting information.



Related publications and presentations:

[Corona, Isabel](#). 2019. What's news? The multimodal discursive construction of newsworthiness on European research projects homepages. Paper presented at the *International Conference Approaches to multimodal and digital environments: From Theories to Practices (A-MoDE)* University of Rome 'Tor Vergata', 20-22 June 2019.



[Corona, Isabel](#). 2021. A window to the world: Visual design and research visibility of European research projects' homepages. In Lorés, Rosa and Giuliana Diani (eds.). Disseminating knowledge: Digital discourse in academic and institutional contexts. *European Journal of English Studies* [Special Issue], vol. 25 <https://doi.org/10.1080/13825577.2021.1988261>



[Lorés, Rosa](#). 2020. Science on the web: The exploration of European research websites of energy-related projects as digital genres for the promotion of values. *Discourse, Context & Media* 35. <https://doi.org/10.1016/j.dcm.2020.100389>



[Lorés, Rosa](#). 2021. Evaluative language in international research project websites. Paper presented at the 6th *International Conference of Asia-Pacific LSP & professional Communication Association*. City University of Hong Kong, China, 3-5 June, 2021.



[Pascual, Daniel](#). 2019. Twitter in H2020 websites: A pragmatic study of scientific research groups networking. Paper presented at the *2nd ADDA Conference (Approaches to Digital Discourse Analysis)*. University of Turku, Finland, 23-25 May, 2019.



[Pascual, Daniel](#). 2021. "This is us": Pragmatic strategies to disclose research partners in international project websites. Paper presented at the *6th International Conference of Asia-Pacific LSP & professional Communication Association*. City University of Hong Kong, China, 3-5 June, 2021.

