

The research project websites: An analysis of its genres

In our analysis of institutional H2020 international research project websites, we were able to identify 2 types of genres, or types of text:

1. **Website-hosted genres**, which are texts embedded in the website generated outside it and can be easily accessed and downloaded.
2. **Website-generated genres**, which are texts written, we assume, specifically for the website.

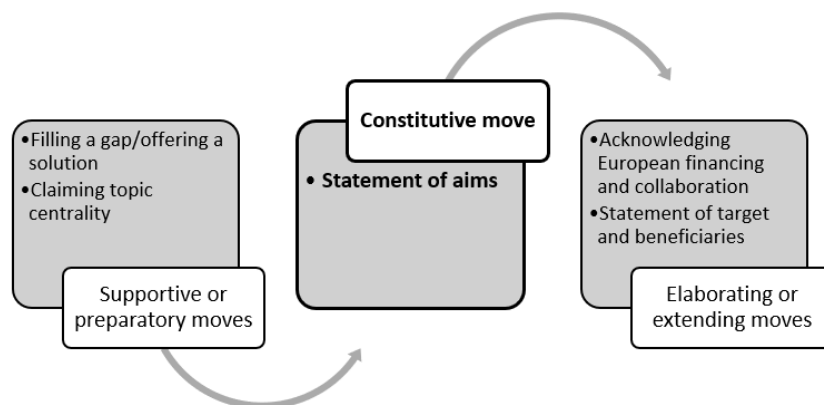
Website-generated genres, in our view, may present greater difficulty for researchers who begin to take part in these digital practices. Our study of these practices revealed that there are four main genres, each of them with a specific function or communicative purpose, although they are found in different pages and under different labels:



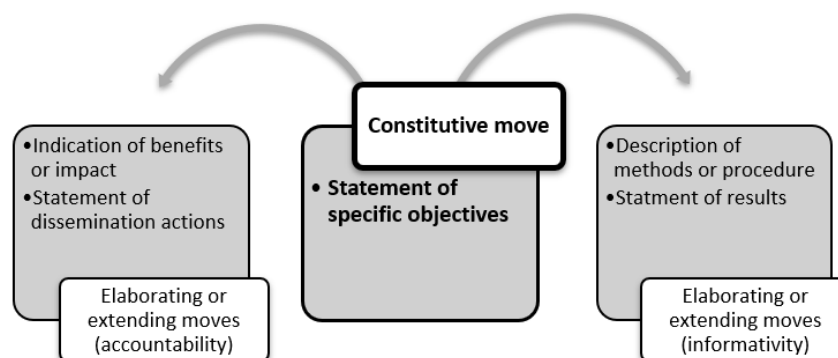
In each of these genres we recurrently find certain steps or moves with a specific function. Some of these moves are always present for example in the Mission Statement (e.g. statement of aims) or in the Research Activity Description (e.g. statement of objectives), and therefore, they can be considered as obligatory or “constitutive” moves. Other moves (e.g. offering a solution; indication of benefits) may be seen as optional or supportive moves.

These moves are in fact the features which define these genres. In fact, readers of project websites may expect to find them and look for them as they provide the most essential information about the project.

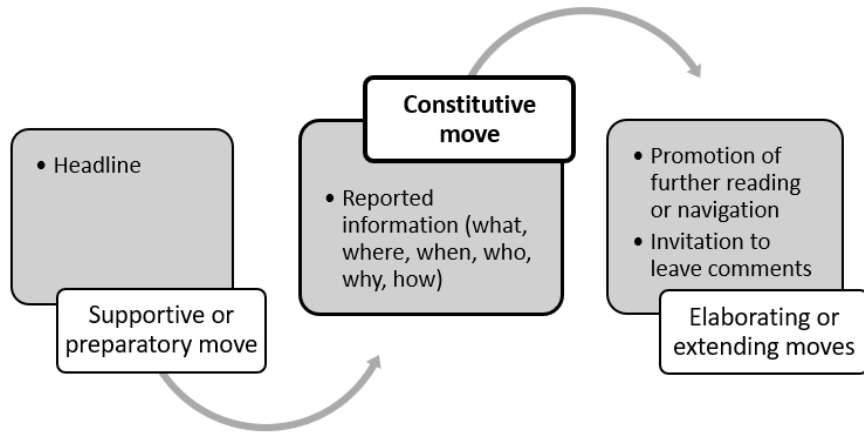
RESEARCH MISSION STATEMENT



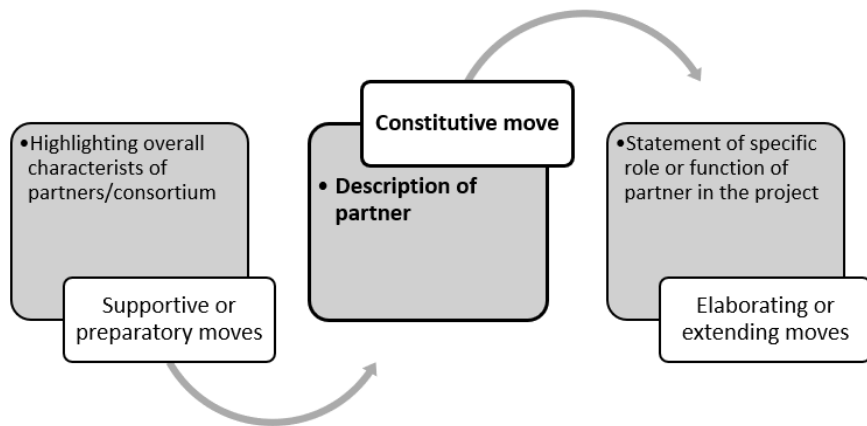
RESEARCH ACTIVITY DESCRIPTION



RESEARCH PARTNERS' PROFILE



RESEARCH NEWS AND EVENTS



Related conference presentations:

[Mur-Dueñas, Pilar](#). 2017. Academics' digital discursive practices in English: A genre-based analysis of the websites of international research projects. Paper presented at CLAVIER2017 Conference: 'Representing and Redefining Specialised Knowledge'. 30th November - 2nd December 2017, Universities of Bari, Lecce and Foggia, Italy.



[Pascual, Daniel](#). 2019. Communicating science online: Pragmatic strategies in digital genres belonging to H2020 scientific projects. Paper presented at SEING I (Seminar in English Studies). 29th May 2019, Universidad de Zaragoza, Spain.



[Plo, Ramón and Herrando-Rodrigo, Isabel](#). 2018. Disseminating academic knowledge through digital interactive genres. Paper presented at 36th AESLA International Conference. 19th-21st April 2018, Universidad de Cádiz, Spain.

