Dissemination for a diversified audience

In our analysis of institutional H2020 international research project websites, we were able to identify several trends with respect to how the audience is engaged, and how the content is adapted to a diversified audience, including non-specialized readers.

1. Engaging the audience

These texts may be taken to be "transition discourse" between the offline scientific text and the online popularized text, contributing to the dissemination of knowledge among a diversified audience and to the accountability of the funding received.

Semi-structured interviews with informants yielded the following information:

> "The contents of research project websites are accessed mainly through Google searches of key terms associated with their area of research rather than through the Homepage. As a result, key words need to be carefully chosen. Another consequence of this is that homepages and other showcasing genres may have decreased in importance compared to the more dynamic sections of research project websites, such as those including news and events."

> "Further, since these projects have a short life (3-4 years) and are not known widely, reaching their potential audience through the use of their own social media is very difficult. Dissemination may be more efficiently done using the social media of Project members to publicize events, news or deliverables (the dynamic elements of the website). This way, the project takes advantage of already existing connections to disseminate their activities and to attract traffic to the website"

## 2. Adapting to the audience: register and terminology

Unlike corporate websites, where self-promotion, marketing and reputation management is the priority, European research projects use their websites to account for and publicize their work and to inform a non-specialized audience interested in the topic. Webpage writers need to ensure the information provided is simple and easy to understand, even for a non-specialized audience. In this way, the audience determines the structure of the text and the use of visual resources.

The analysis of the websites revealed the following findings:

- There is a high frequency of code glosses (<u>reformulations and exemplifications</u>) on the websites, mainly concerning processes of <u>specification and explanation of content</u>. This concentration of clarifying items would indicate that web compilers in general want prospective stakeholders and the general public to understand what they do in the projects (for informative and accountability purposes).

- The treatment of <u>terminology</u> can be seen as an indicator of the informativity /dissemination dimension of the websites. Web compilers in general explain the specific terminology of their projects; however, in some websites, terms and acronyms are left unexplained.

- The affordances/constraints of the web influence how terminology is introduced and explained: there is <u>a high frequency of acronyms and abbreviation</u>s and of (parenthetical) definitions/ explanations and denominations (sometimes making use of visual elements). There is a low frequency of reformulation markers (only *i.e.* appears on the sites).

- Specifically-created <u>abbreviations and terms</u> also reflect how the project sites can be used for <u>self-branding and promotion</u> (for example, the logos of the projects, which try to convey meanings in many cases).
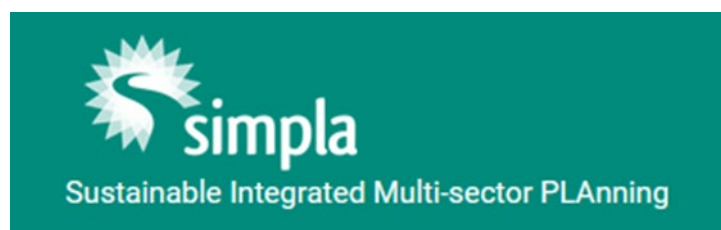
Related conference presentations:

Lafuente-Millán, E. 2019. Evaluation and visibility in homepages from websites of European Research projects and from corporate websites. Paper presented at MAG2019, CERLIS. Università degli Studi di Bergamo, 27-29 June, 2019.

Lorés, R. 2021. Science on the web: Evaluative language in international research 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.

Murillo, S. 2019. Code glosses in European project websites. Paper presented at MAG2019, CERLIS. Università degli Studi di Bergamo, 27-29 June, 2019.

Murillo, S. 2021. An Exploration of the Treatment of terminology 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.

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