**Lexico-grammatical features and phraseological patterns
in research project websites**

When drafting the pages of a research project website writers often use certain strategies to make the texts more effective in promoting and disseminating their work as well as in connecting with the audience.

Based on our Deliverable about [Genre evolution in research project websites](#), here we include an overview of the discursive and linguistic characteristics salient in the three main genres proposed:

1) *research mission statement;*

2) *research activity description;*

3) *research partners' profile.*

Per each genre, we provide a set of lexico-grammatical and phraseological features and include examples extracted from [the EUROPROwebs corpus](#)

RESEARCH MISSION STATEMENT

Positive evaluative markers	**Additive markers**

The mission statement of a project is usually presented in one of the webpages of the project website. This webpage receives different names, e.g. *Summary, Overview, About, Home, Mission.* The main function of this section of the website is **to state the purpose and aims** of the project, in other words, why the project exists.

(1) (The project) aims to … and to promote….

(2) (The project) has been constructed with the ambition of …. Its vocation is to …, and to …

When stating these aims, writers may also want to explain the <u>means or procedure</u> used to achieve those aims (Example 3) or the <u>benefits</u> which those aims may bring about (Example 4).

(3) (Project) aims to achieve both … through a … and … , as well as significant …

(4) The (Project) mission is to provide comprehensive … and … in order to increase … and …

Presenting the aims of the project (its mission statement) is also an opportunity for researchers to **highlight the positive attributes** or the value of their research project. This is normally done through the use of positive evaluative markers, which allow writers to promote the originality, usefulness and value of their work, as well as **additive discourse markers**.

> (5) *X is one of the most promising … due to its … In addition to …, its … and its… offer a very exciting advantage for …*
>
> (6) *(Project) will offer a novel … and … that will help …*

The value of the project is also promoted using **adjectives** which stress the advantages or benefits that their results can produce for companies or for society in general. The qualities which are stressed will depend on the area of research that is at stake, but values which are commonly highlighted in these web pages include *cost-effective*, *energy efficient*, *environmentally friendly* and *beneficial* (for people).

> (7) *… will provide highly innovative, economically attractive and environmentally friendly processes and equipment for efficient transformation of …*
>
> (8) *efficient, reliable, non-intrusive and cost-effective technologies readily made available on the market.*
>
> (9) *functional, systemic and easy-to-implement solutions, enhancing energy standards, comfort and healthiness…*

At times, the value of the research is highlighted by stressing the complexity of the challenges faced or the relevance and centrality of the area which is being researched. As research projects websites seek to attract attention and impact, it is important to stress to readers that the topic is very significant for researchers as well as for society as a whole.

> (10) *On top of this, the reorganisation of the sector poses <u>tremendous challenges</u> due to its extreme fragmentation: …*
>
> (11) *The transition to a low carbon economy needs to satisfy <u>multiple (often competing) objectives</u> including: socio-economic competitiveness, protection of the environment, creation of quality jobs, and social welfare.*
>
> (12) *The societal <u>importance</u> of … as the source of … cannot be overestimated … The <u>enormous reserves</u>, its potential contribution to improved environmental sustainability, and lower overall costs point to … as the <u>dominating primary source</u> for … in the near future.*

RESEARCH ACTIVITY DESCRIPTION

Engagement markers (interactivity markers)

Due to its nature, websites are very interactive. As might be expected, the designers of research project websites will try to direct visitors to different sections and increase the time they remain on their site. At a textual level, the use of second person pronouns (**you** and **your**), and **imperatives** to lead the readers to other sections of the websites (e.g. *see, click, visit*) allow writers to engage the readers directly and to make the websites more interactive. In doing this, website writers promote participation and project a sense of engagement and proximity with the audience.

Examples

(13) If <u>you</u> want to learn more, <u>read</u> our reports, and <u>get involved</u> through …..

(14) To produce …., <u>*READ MORE*</u>

(15) <u>Click here</u> to know more about the event (W- 1)

(16) If <u>you</u> are interested in …, please <u>visit</u> our Download   section for …

(17) <u>Find out</u> how we can help.

(18) <u>Download</u> flyer

RESEARCH PARTNERS' PROFILE

Evaluative markers

In research project websites we can also find a page which showcases the Research partners' profile and which may receive different names: *Partners, Consortium, Members, board,* etc. The objective of this page is to describe, render visible and promote the researchers' institutions.

Positive evaluation and promotion are also common in this section, where the strengths and most remarkable features of the members are emphasized.

20. (Partner) will be involved in ... As a <u>highly specialized centre</u> in......, it will be leading the analysis and challenges of .....

21. Founded in ..., (Partner) has over .... <u>years experience</u> in .... The (Partner) enjoys an <u>international research reputation</u> with over ....

22. (Partner) is <u>one of the largest</u> of its kind in .... with <u>over</u> ... and <u>over</u> ... It has established itself as one of the ... (est) ... in ... in the world.

23. (Part) was <u>the first</u> .... In the ... <u>to specialise exclusively</u> in ....

Related publications:

Lafuente, Enrique. 2019. Evaluation in homepages from European research team websites and from corporate websites. MAG 2019. University of Bergamo. June 2019.

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

Mur-Dueñas, Pilar. 2021. Engagement markers in research project websites: Promoting interactivity and dialogicity. *Poznań Studies in Contemporary Linguistics* 57(4), 655–676. https://doi.org/10.1515/psicl-2021-0023