



## INTERGEDI 2026 INTERNATIONAL CONFERENCE:

### DIGITAL RECONTEXTUALISATION PRACTICES IN EXPERT KNOWLEDGE COMMUNICATION

WEDNESDAY 18TH, MARCH 2026

14:00-15:00	<b>Registration opening and Document submission</b> Central Hall, Facultad de Filosofía y Letras
15:00-15:30	<b>OPENING CEREMONY</b> Aula Magna
15:30-16:30	<b>PLENARY LECTURE</b> <b>Elisabetta Adami</b> (University of Leeds) The power of showing: Signs of knowledge in social media videos  Chair: Rosa Lorés Aula Magna
16:30-17:00	<b>COFFEE BREAK</b> Sala Filo (Facultad de Filosofía y Letras)

<https://intergedi.unizar.es/>

<b>SESSION 1</b>		
<b>17:00-19:00</b>	<p><b>Panel 1: Multimodal science communication for diversified audiences</b>  <b>Aula Magna</b>  <b>Chair: Rosa Lorés</b></p>	<p><b>Panel 2: Recontextualization in academic and cultural contexts</b>  <b>Sala de Juntas</b>  <b>Chair: Isabel Herrando</b></p>
<b>17:00-17:30</b>	<p><b>A multimodal approach to professional science communication in reels</b>  Edgar Bernard-Mechó, Noelia Ruiz-Madrid and Elena Serrano  (Universitat Jaume I)</p>	<p><b>Recontextualisation and knowledge translation in digital research dissemination: A move analysis of research digests across disciplines</b>  Rana Suayın, Buket Güner and Erdem Akbaş  (Abdullah Gül University &amp; Erciyes University)</p>
<b>17:30-18:00</b>	<p><b>The recontextualization of systemic thinking in the great simplification rally: A multimodal discursive analysis of a primer video</b>  Samira Allani  (Universidad Politécnica de Madrid)</p>	<p><b>Recontextualisation through dialogue: The role(s) of a science show host</b>  Krystyna Warchał  (University of Silesia)</p>

<p><b>18:00-18:30</b></p>	<p><b>“Your gut is a busy city for bacteria”: Knowledge dissemination through metaphors on science websites for children</b> Annalisa Sezzi and Silvia Cavalieri (University of Modena and Reggio Emilia)</p>	<p><b>Defining disciplinary knowledge for the public: How 3MT presenters mediate through definition strategies</b> Adil Doğan Andaç and Erdem Akbaş (Abdullah Gül University &amp; Erciyes University)</p>
<p><b>18:30-19:00</b></p>	<p><b>Dialogicity in the recontextualization of digital science dissemination for adolescents: Analyzing the role of directives and reader references</b> Luis Martínez-Kleiser (Universidad de Zaragoza)</p>	<p><b>Bridging worlds and audiences: Digital recontextualization in museums of Art and Science</b> Franca Poppi and Judith Turnbull (University of Modena and Reggio Emilia)</p>
<p><b>20:00-22:00</b></p>	<p><b>RECEPTION</b> Paraninfo   Universidad de Zaragoza</p>	

**THURSDAY 19TH, MARCH 2026**

9:00-11:00	<b>DISCUSSION PANEL</b> <b>Voices from Within: Authors in Conversation on Researching Digital Recontextualization</b> <b>Chair: Pilar Mur Dueñas</b> <b>Sala de Juntas</b>	
	<p style="text-align: center;"><b>Participants:</b></p> <p>Contributors to the Special Issue on <i>Discourse, Context &amp; Media</i> "<a href="#">"Mediating scientific knowledge for diverse audiences on digital platforms"</a> (Lorés &amp; Mur-Dueñas, 2025) and to the edited volume on Routledge <a href="#">"Recontextualizing Expert Knowledge: The Process, Practices and Aims of Digital Dissemination"</a> (Lorés &amp; Mur-Dueñas, 2026)</p>	
11:00-11:30	<b>COFFEE BREAK</b> Sala Filo (Facultad de Filosofía y Letras)	
11:30-13:00	<b>SESSION 2</b>	
	<b>Panel 1: Legal discourse in digital practices</b> Salón de Grados Chair: Isabel Corona	<b>Panel 2: Corporate communication across digital media</b> Sala de Juntas Chair: Daniel Pascual
11:30-12:00	<b>Law for non-experts on YouTube: Recontextualisations, reactions and responses</b> Ruth Breeze (Universidad de Navarra)	<b>Projecting sustainability: Digital recontextualization and the discursive performance of environmental transparency in airline communication</b> Fabiola Notari (University of Modena and Reggio Emilia)

<p><b>12:00-12:30</b></p>	<p><b>The use of exemplificatory markers on law blogs</b>  Marina Bondi and Giuliana Diani  (University of Modena and Reggio Emilia)</p>	<p><b>Multimodal recontextualization of specialized information in Marine Engineering corporate websites</b>  Silvia Molina Plaza  (Universidad Complutense de Madrid)</p>
<p><b>12:30-13:00</b></p>	<p><b>Recontextualizing human rights: The summaries of EU legislation as a case study</b>  Donatella Malavasi and Jessica Jane Nocella  (University of Modena and Reggio Emilia)</p>	<p><b>Multimodal trust-building in CEO video statements: A case study of promotional business communication</b>  Juan C. Palmer-Silveira and Miguel F. Ruiz-Garrido  (Universitat Jaume I)</p>
<p><b>13:00-15:00</b></p>	<p><b>LUNCH BREAK</b>  Facultad de Ciencias</p>	

<b>SESSION 3</b>		
<b>15:00-16:30</b>	<b>Panel 1: Expert knowledge across social media</b> <b>Salón de Grados</b> <b>Chair: Ana Sancho-Ortiz</b>	<b>Panel 2: Digital discourses in health and social spaces</b> <b>Sala de Juntas</b> <b>Chair: Ramón Plo</b>
<b>15:00-15:30</b>	<b>The use of Instagram for didactic purposes in English and Spanish: Recontextualizing English phraseology with a multimodal approach</b> Lucía Lasheras (Universidad de Zaragoza)	<b>Disability accessibility in and through websites and AI: A linguistic case study on sustainable tourism</b> Federico Zaupa (University of Modena and Reggio Emilia)
<b>15:30-16:00</b>	<b>Performing identity through multimodal recontextualisation in social sciences and humanities video abstracts</b> Olga Dontcheva-Navratilova (Masaryk University)	<b>Constructing expertise in digital dementia support groups: The CODEx Model</b> Carolin Schneider Ward and Birte Bös (University of Duisburg-Essen)
<b>16:00-16:30</b>	<b>Recontextualizing scientific knowledge on Instagram: A comparative analysis of Italian and English reels</b> Silvia Cavalieri and Francesca Cialdini (University of Modena and Reggio Emilia)	<b>Multimodal resources in TED talk videos</b> María Fanlo-Piniés (Universidad de Zaragoza)

16:30-17:00	<b>COFFEE BREAK</b> Sala Filo (Facultad de Filosofía y Letras)	
17:00-18:00	<b>SESSION 4</b>	
	<b>Panel 3: Surveying digital recontextualisation practices</b> Salón de Grados Chair: Silvia Murillo	<b>Panel 4: Recontextualization through audiovisual practices</b> Sala de Juntas Chair: Isabel Herrando
17:00-17:30	<b>Digital recontextualisation in Spanish academia: Researchers' reported practices in online science dissemination</b> Alejandro Mena-Alba and Noelia Ruiz-Madrid (Universitat Jaume I)	<b>Recontextualizing trans knowledge: Mediating expertise and accessibility in audiovisual narratives</b> Giulio Enea Bevione and Giulia Cinti (University of Bari "Aldo Moro")
17:30-18:00	<b>Experts producing and consuming science online: A netnographic approach to attitudes and patterns of use towards scientific knowledge</b> Daniel Pascual (Universidad de Zaragoza)	<b>Audiovisual persuasion in civic communication: A multimodal analysis of governmental campaigns on gender-based violence</b> Leticia Arrametapongsa-Brines (Universitat Jaume I)
20:30-22:30	<b>CONFERENCE DINNER</b> La Bodega de Chema	

**FRIDAY 20TH, MARCH 2026**

<p><b>09:30-11:30</b></p>	<p><b>ROUND TABLE</b> <b>Challenges in Digital Recontextualization of Expert Knowledge: What Comes Next?</b> Chair: Ana Sancho-Ortiz Sala de Juntas</p> <p><b>Invited speakers:</b> Elisabetta Adami, Marina Bondi, Kate Scott &amp; Daniel Pascual</p>
<p><b>11:30-12:00</b></p>	<p><b>COFFEE BREAK</b> Sala Filo (Facultad de Filosofía y Letras)</p>
<p><b>12:00-13:00</b></p>	<p><b>PLENARY LECTURE</b> <b>Kate Scott</b> (Kingston University, London) Digital Recontextualization and Audience Construction: A Cognitive Pragmatic Perspective</p> <p>Chair: Silvia Murillo Sala de Juntas</p>
<p><b>13:00-13:30</b></p>	<p><b>CLOSING CEREMONY</b> Sala de Juntas</p>