

InterGedi 2026 International Conference:
Digital recontextualisation practices in
expert knowledge communication



18th March 2026

14:00 Registration opening and document submission

15:00 Opening ceremony

15:30 Plenary Lecture. Elisabetta Adami (University of Leeds, UK)

The power of showing: Signs of knowledge in social media videos

16:30-17:00 Coffee break

17:00–19:00 SESSION 1

PANEL 1: Multimodal science communication for diversified audiences

17:00 Edgar Bernard-Mechó, Noelia Ruiz-Madrid and Elena Serrano

A multimodal approach to professional science communication in reels

17:30 Samira Allani

The recontextualization of systemic thinking in the great simplification rally: A multimodal discursive analysis of a primer video

18:00 Annalisa Sezzi and Silvia Cavalieri

“Your Gut is a Busy City for Bacteria”: Knowledge dissemination through metaphors on science websites for children

18:30 Luis Martínez-Kleiser

Dialogicity in the recontextualization of digital science dissemination for adolescents: Analyzing the role of directives and reader references

PANEL 2: Recontextualization in academic and cultural contexts

17:00 Rana Suayın, Buket Güner and Erdem Akbaş

Recontextualisation and knowledge translation in digital research dissemination: A move analysis of research digests across disciplines

17:30 Krystyna Warchał

Recontextualisation through dialogue: The role(s) of a science show host

18:00 Adil Doğan Andaç and Erdem Akbaş

Defining disciplinary knowledge for the public: How 3MT presenters mediate through definition strategies

18:30 Franca Poppi and Judith Turnbull

Bridging worlds and audiences: Digital recontextualization in museums of art and science

20:00 Reception. Paraninfo de la Universidad de Zaragoza.

19th March 2026

09:00 Discussion panel. Voices from Within: Authors in Conversation on Researching Digital Recontextualization

11:00-11:30 Coffee break

11:30-13:30 SESSION 2

PANEL 1: Legal discourse in digital practices

11:30 Ruth Breeze

Law for non-experts on YouTube: Recontextualisations, reactions and responses

12:00 Marina Bondi and Giuliana Diani

The use of exemplificatory markers on law blogs

12:30 Donatella Malavasi and Jessica Jane Nocella

Recontextualizing human rights: the summaries of EU legislation as a case study

PANEL 2: Corporate communication across digital media

11:30 Fabiola Notari

Projecting Sustainability: Digital recontextualization and the discursive performance of environmental transparency in airline communication

12:00 Silvia Molina Plaza

Multimodal Recontextualization of Specialized Information in Marine Engineering Corporate Websites

12:30 Juan C. Palmer-Silveira and Miguel F. Ruiz-Garrido

Multimodal Trust-Building in CEO Video Statements: A Case Study of Promotional Business Communication

13:00-15:00 LUNCH BREAK

15:00-18:00 SESSION 3

PANEL 1: Expert knowledge across social media

15:00 Lucía Lasheras

The use of Instagram for didactic purposes in English and Spanish: Recontextualizing English phraseology with a multimodal approach

15:30 Olga Dontcheva-Navratilova

Performing identity through multimodal recontextualisation in social sciences and humanities video abstracts

16:00 Silvia Cavalieri and Francesca Cialdini

Recontextualizing scientific knowledge on Instagram: A comparative analysis of Italian and English reels

PANEL 2: Digital discourses in health and social spaces

15:00 Federico Zaupa

Disability accessibility in and through websites and AI: A linguistic case study on sustainable tourism

15:30 Carolin Schneider Ward and Birte Bös

Constructing Expertise in Digital Dementia Support Groups: The CODEx Model

16:00 María Fanlo-Piniés

Multimodal resources in TED talk videos

16:30 Coffee break

PANEL 3: Surveying digital recontextualisation practices

17:00 Alejandro Mena-Alba and Noelia Ruiz-Madrid

Digital Recontextualisation in Spanish Academia: Researchers' Reported Practices in Online Science Dissemination

17:30 Daniel Pascual

Experts producing and consuming science online: A netnographic approach to attitudes and patterns of use towards scientific knowledge

PANEL 4: Recontextualization through audiovisual practices

17:00 Giulio Enea Bevione and Giulia Cinti

Recontextualizing Trans Knowledge: Mediating Expertise and Accessibility in Audiovisual Narratives

17:30 Leticia Arrametapongsa-Brines

Audiovisual Persuasion in Civic Communication: A Multimodal Analysis of Governmental Campaigns on Gender-Based Violence

20:30 Conference dinner. La Bodega de Chema.

20th March 2026

09:00 Round table. Theoretical and Methodological Challenges in Digital Recontextualization of Expert Knowledge: What comes next?

11:00 Coffee break

12:00 Plenary Lecture. **Kate Scott (Kingston University, London, UK)**

Digital recontextualization and audience construction: A cognitive pragmatic perspective

13:00 Closing ceremony

