

**MAG 2019**  
**Metadiscourse in Digital Communication:**  
**What has changed?**

An International Conference hosted by CERLIS  
University of Bergamo, Italy  
**(27-29 June 2019)**

Invited speakers:

Annelie Adel (Dalarna University, Sweden)

Maria Kuteeva (Stockholm University, Sweden)

Anna Mauranen (University of Helsinki, Finland)

Carmen Sancho Guinda (Universidad Politécnica de Madrid, Spain)

**THURSDAY 27.06.2019**

10.00 – 13.30	REGISTRATION			
13.45 – 14.30	OPENING CEREMONY			
14.30 – 15.30	Room 1: PLENARY LECTURE Anna Mauranen (University of Helsinki, Finland)			
	Chair: M. Gotti			
15.30 – 16.00	Coffee break			
	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>	<b>Room 4</b>
	<b>Chair: Fortanet- Gomez</b>	<b>Chair: Gotti</b>	<b>Chair: Akbas</b>	<b>Chair: Edgar Bernad Mechó</b>
16.00 – 16.25	HERRANDO RODRIGO & LORES SANZ "From research articles to research project websites: A metadiscourse analysis of authorial voice across modes"	IVORRA PÉREZ "A cross-cultural study of Spaniards and North-Americans' use of interactional metadiscourse in Youtube: the bullfighting festival"	BOGDANOVIC & GAK "Creating a trusting student-professor relationship: Engagement markers in academic e-mail Communication"	MALAVASI "Metadiscourse in Academic Blogs vs Research Articles: Paul Krugman as a Case Study"
16.30 – 16.55	LAFUENTE MILLAN "Evaluation and visibility in homepages from websites of European Research projects and	LUZÓN "Interactional metadiscourse in online popular science videos"	BELLÉS CALVERA "Digital interaction at university: An analysis of metadiscourse elements in EMI Lectures"	CASTELLO "Metadiscourse in online scientific communication about climate change"

	from corporate websites”			
17.00 – 17.25	MUR DUENAS “Disseminating research digitally: An analysis of boosters in research group Websites”	DIANI “Interpersonal metadiscourse in law blogs”	MACINTYRE “Citation machines: The use of evidentials in the academic writing of Japanese university students”	GAO “Metadiscourse in MOOC Video Lectures”
17.30 – 17.55	MURILLO ORNAT “Code glosses in European project websites”	PASCUAL “Scientists’ digital identity: contrasting self-mentions in research project websites and related science blogs”	HATIPOGLU “Metadiscourse analysis of digital interpersonal interactions in academic settings in Turkey”	HAFNER “Multimodal stance and engagement strategies in digital video methods articles”
18.00 – 20.00	RECEPTION			

### FRIDAY 28 JUNE 2019

9.00 – 10.00	Room1: PLENARY LECTURE  Annelie Adel (Dalarna University, Sweden)  Chair: S. Maci			
10.00 – 10.30	Coffee Break			
	<b>Room 1</b> <b>Chair: Mauranen</b>	<b>Room 2</b> <b>Chair: Sancho Guinda</b>	<b>Room 3</b> <b>Chair: Kuteeva</b>	<b>Room 4</b> <b>Chair: Bogdanovic</b>
10.30 – 10.55	GEA-VALOR “Metadiscourse and multimodality as persuasive tools in the Blurb genre”	DELIBEGOVIĆ DŽANIĆ & BERBEROVIĆ “Do idioms spice up advertisements?”	FENDRI “A Comparative Analysis of Identity Construction in Digital Academic Discourse: Tunisian EFL Researchers as a Case Study”	BROMWICH “Metadiscourse and the gamification of ride-hailing in the platform economy”
11.00 – 11.25	NICHELE “Metadiscourse in restaurant reviews: A corpus-based appraisal analysis”	ALSUBHI “Exploring Linguistic and Visual Metadiscourse in Social Media Advertisements”	GIORDANO & MARONGIU “ <i>And as I said at the beginning, this is a journey on which we are embarking: metadiscourse as rhetorical strategy in online teaching methodology courses</i> ”	BARKOVICH “Informational identity of computer-mediated discourse”
11.30 – 11.55	HO “An investigation of the use of metadiscourse in hotel management’s responses to negative online reviews”	SUAU-JIMÉNEZ “Dialogic and oral trends in e-tourism discourse: a cross-generic interpersonal view”	BOUZIRI “Topic signalling in the Tunisian Lecture Corpus”	EZPELETA-PIORNO, GARCÍA-IZQUIERDO & BORJA ALBI “Moving digitally from the Informed Consent to the Electronic Informed Consent. Is metadiscourse changing?”
12.00 – 14.00	LUNCH			

14.00 – 15.00	Room 1: PLENARY LECTURE		
	Carmen Sancho Guinda (Universidad Politécnica de Madrid, Spain)		
	Chair: L. D'Angelo		
	<b>Room 1</b> <b>Chair: Bellés Fortuno</b>	<b>Room 2</b> <b>Chair: Bromwich</b>	<b>Room 3</b> <b>Chair: Diani</b>
15.10 – 15.35	SOLLY "Evolving trends in disclosure communication"	HABERMAN, AFZAAL & IMRAN "Metadiscourse in Chinese and American Graduate Dissertation Introductions"	GÜLŞEN "How do you emoji this in Turkish?"
15.40 – 16.05	EGEREVA "The interpersonal metadiscourse taxonomy and its adaptation to digital journalistic discourse: challenges and proposals"	PROMMAS "Metadiscourse in Thai and New Zealand Theses"	KARAMALAK "Hashtags as affordances from ecological linguistics. What do they afford?"
16.10 – 16.35	OKTAY "The metadiscursive aspects of advice giving: Hedging and boosting in an agony aunt's column"	THOMSON "Stance markers in essays written by upper secondary pupils attending Norwegian, Swedish and British schools"	LINTHE "The About-Page in Blogs: Interactive and Multimodal Presentation of the Self"
16.35 – 17.00	Coffee Break		
	<b>Room 1</b> <b>Chair: Hatipoglu</b>	<b>Room 2</b> <b>Chair: Giordano</b>	<b>Room 3</b> <b>Chair: Solly</b>
17.05 – 17.30	AKBAS "We propose a novel approach": Exploring promotional language and strategies in the highlights section of research articles"	NIKITINA "Metadiscourse in presentations of the International Summit on Human Genome Editing"	BERNAD-MECHO & FORTANET- GOMEZ "Multimodal density in structuring segments containing organizational metadiscourse versus content sequences"
17.35 – 18.00	SKORCZYNSKA "A comparative study of verb and noun boosters in Engineering and Linguistics research papers: patterns of use and pragmatic functions"	BELLÉS FORTUNO "Metadiscoursal elements in multimodal digital genres: PowerPoint presentations in Medicine"	SING "A Multimodal Discourse Analysis of Textual and Visual Metadiscourse in Discipline-Specific L2 Student Writing: The Missing Link in Analysing Written Academic Genres?"
18.05 – 18.30	BREEZE "Metadiscourse in peer review: how does it change across the digital divide?"	XIA "Engaging the Audience in the Digital Era: A Multimodal Analysis of Engagement Strategies in TED Talk Videos"	TRIKI "Patterns of equivalence and elaboration in exemplification"
20.00	CONFERENCE DINNER		

**SATURDAY 29 JUNE 2019**

	<b>Room 1 Chair: Spinzi</b>	<b>Room 2 Chair: Anesa</b>	<b>Room 3 Chair: Maci</b>
09.00 – 09.25	BROCHER “A file size as a viral phenomenon: A qualitative study of the communicative functions of GIFs on Twitter”	ABDULKAREEM SHERWANI & MUHAMMADSHARIF OMER “Internationalization discourse. A multimodal analysis of university websites in Iraqi Kurdistan Region”	APPELMANN “Connectors across genres – Bridging the gap between traditional offline communication and computer-mediated communication”
09.30 – 09.55	YOOVATHAWORN “Metadiscourse Functions in Political Speeches: A Preliminary Study of 3 Democratic Reform Leaders’ National Addresses”	ALOTAIBI “How does the Admission homepage appeal to applicants? An investigation of digital metadiscourse in university websites”	CONSONNI “Visual-spatial thinking and the cognitive pragmatics of building instruction manuals”
10.00 – 10.25	ALBALAT- MASCARELL “Exploring visual metadiscourse in political genres: a contrastive study of gestures in campaign speeches”	HATIPOGLU & OKTAY “Translation of Hedges and Boosters as Mediums of Transformation in Digital and Non-Digital Translation Practices”	BIRI “Metadiscourse in positioning memberships and identities on online communities”
10.30 – 11.00	Coffee Break		
11.00 – 12.00	Room 1: PLENARY LECTURE Maria Kuteeva (Stockholm University, Sweden)  Chair: M. Sala		
12.00 – 12.30	CONFERENCE CLOSING		
14.00 - 16.30	Post-conference social programme: Searching for Lorenzo Lotto’s masterpieces (Free guided tour, 25 places available)		

Rooms 1 and 2: Ground Floor  
Room 3 and 4: First Floor

**Updated: 06/06/2019**