

2nd International CIRLaM Conference

Link: <https://www.cirlamvanvitelli.it/>

25,26, 27 May 2023

Naples, Italy

Communicating medical science in the digital age: culture, knowledge, expertise, practices

Conference Convenor

Prof Jerome Tessuto

CIRLaM Director

In partnership with



Research Centre on Languages for Specific Purposes

University of Bergamo

Call for Papers

The rapid development of the Internet and social media platforms in the last decades has transformed the landscape of medical science communication in response to the knowledge shifts that a variety of societal stakeholders, including the research academy, healthcare professionals, policymakers, and patients, increasingly take on board through the readily usable functionalities of online information and knowledge platforms. These transformations, accelerated by the fast spread of ICTs for modern knowledge societies, have had a significant impact on digital communications within the medical academy and the healthcare sector as a whole.

Advances in digital technologies have made the Open Access system for the formal record of scholarly and scientific publishing into the primary conduit of professional scientific communication within the medical academy. Traditional forms of research and other scholarly outputs (e.g. peer-reviewed academic journal articles, case reports, and monographs), whether duplicates of their previous version or born digital, hold their currency for data access, preservation and stability in discipline-specific, community recognized online repositories. Such scholarly practices coalesce around a specific process of scholarly inquiry leading up to published outcomes, serving as benchmarks for academic promotion and revenue for key stakeholders (libraries, publishers, funders), in addition to being at the forefront of sharing and communicating the newly created body of scientific knowledge among an immediate audience of experts – i.e. researchers, academics, and clinicians. In leveraging ‘open’ knowledge sharing for like-minded peer groups,

scholarly practices like these become the main threads that engage medical scholars with the value of their discipline's culture and imply that authors/scholars have the discursive expertise to perform their roles in building their professional identities alongside the rapidly changing digitized world of online practices and identities in order to bond together in the online scientific community.

As modern digital technologies show no signs of abating in medical scholarly communication, there are now more opportunities and challenges than ever before to produce and disseminate a much wider array of research outputs than simply the traditional specialist (peer-to-peer) discourses of the academy and to provide the broader public with the means of navigating this knowledge space. Such opportunities are spawning an increasingly diverse digital ecosystem of less formal practices of medical scholarly communication on web and social media platforms (e.g. research blogs, twitters, articles in magazines and newspapers, interviews with the press, participation in radio and TV programmes, ResearchGate, WikiPathways, info-graphics and video-abstracts), and are intensified by emerging trends in Science 2.0 or Open Science practices in making the scientific process more democratic and responsive to societal needs and fostering 'open', rapid scientific communications between researchers, citizens, and other societal actors, as demonstrated during the Covid-19 pandemic. This means that what shows up in these digital formats increasingly involves medical scholars communicating with one another and a broader public community of interest; for instance, they may gauge the research metrics and online impact of an individual journal article by relying on discussions from blog posts or twitter mentions in one-to-many or many-to-many modes of communication, including peers; delve into the most recent health issues and medical breakthroughs for a generalist audience (e.g. patients, citizens) to understand through popular medical science news; or establish biological pathways for rare diseases by and for the research community.

Adoption of these alternative digital modes has facilitated the sharing of new scientific knowledge by including diverse voices in global scientific conversations because of the opportunities for action allowed by social media affordances. It has provided academy members with the necessary currency to adapt their daily practices and beliefs, become more open and visible about their contributions, create efficiencies rather than time sinks, and frame participatory models in research, ideas and indeed knowledge with a variety of social components involved in the digital public sphere. At the same time, the incorporation of the digital into academic medical scholarship has brought with it the recognition of a new scholarly culture that sits along the constantly changing spectrum of digital scholarly identities and perceptions of expertise among user communities within a boundaryless evolution of scholarly practices. But the increased uptake of digital technologies in communicating scientific knowledge is now being turned on its head, as it alters traditional research and scholarship practices that underpin the epistemic, and discursively enacted processes of knowledge-building inquiry in the discipline, shifting and blurring the boundaries between the scientific community and the public along the way.

In this way, the legitimacy of disciplinary culture, its values or ideologies, and its knowledge are put into question when we move away from the internal processes of professional scientific communication towards external modes of public communication that are fit for large and diverse publics to engage and participate in medical science via social media venues, so resetting the nature of professional roles/identities, expertise, and practises in the online interaction between medical science and society. When medical science content enters the public arena to make communication more targeted and compelling to 'laypersons' with varying degrees of expertise, crossing the line of publicness will most naturally attend to questions of 'popularization' in its various guises and registers, and ways of knowing. This boundary crossing provides a multifaceted discourse system that primes the path towards public-oriented formats of medical science communication for ready consumption by lay, specialist and non-specialist public communities.

Discursive boundaries are also being broken down in the wider healthcare ecosystem, with new and emerging communication technologies transforming medicine, health and biomedical science.

Digital advances such as cloud computing, blockchain, digitally mediated diagnostics and treatment, including electronic health records, e-pharmacy and tele-medicine, alongside consumer-facing health portals in self-management/self-care service platforms, are gaining a foothold in the digital ecosystem of social networks, websites, and mobile devices, and provide collection as well as monitoring of patient information from a variety of sources like hospitals and digitized systems of medical practices and institutional bodies. Such developments are also brought in to provide useful opportunities for ‘open’, yet structured, online civic engagement with the lay public as patients/families interacting with the healthcare system, or as advocacy groups creating wide-ranging networks in support of a community of patients, optimizing digital health science information in almost the same mode of communication as public/popular discourse. The transformative impact of digital technologies in the healthcare industry has thus fuelled a shift towards coherently integrated health systems, where different stakeholders (e.g. researchers, clinicians and other healthcare providers, medical device companies, insurers, regulators, and patients) interact in information-sharing relationship networks (one-to-many, many-to-one) to enhance a more holistic view of care delivery, in addition to having information protected by privacy laws and ethics, as in clinical trial information. By offering the potential to democratise access to care around patient centrality, these shifts foster public participation in healthcare decision-making, health policy, and health research, and enable health consumer communities to act as producers of health information in the digital footprint of medical science communication.

The 2nd International CIRLaM conference 2023 aims to provide a stage for an extensive exploration of medical science communication as it evolves in the digital age. This conference therefore brings together academics and practitioners from the area of linguistics and other fields to critically discuss and rethink emerging trends and variations in medical science communication models where culture, knowledge, expertise, and identity are played out, contributing to the discursive study of texts and genres that matter to internal and external processes and practices of medical science communication. We invite original paper and panel proposals that explore these broad areas using a range of scholarly approaches to theoretical and methodological debates, including but not limited to:

- (Critical) Discourse and Genre Analysis
- Conversation Analysis
- Corpus-based Discourse Analysis
- Multimodal Discourse Analysis
- Mediated Discourse Analysis
- Ethnography and (Intercultural) Communication
- Interactional Sociolinguistics / Sociolinguistics of Globalization
- Pragmatics
- English as an International Language / English as a Lingua Franca
- Translation / Interpreting Studies

Keynote speakers

The following keynote speakers have accepted the invitation to speak in the plenary sessions:

- **Richard Ashcroft**, Professor of Bioethics and Dean, City Law School, University of London, UNITED KINGDOM
- **Paola Catenaccio**, Professor of English Linguistics and Translation, Department of Languages, Literatures, Cultures and Mediations, University of Milan, ITALY

- **Giuliana E. Garzone**, Professor of English Linguistics and Translation, Department of Humanities, Faculty of Interpreting and Translation, IULM University of Milan, ITALY
- **Trisha Greenhalgh**, Professor of Primary Care Health Sciences and Fellow of Green Templeton College, University of Oxford, UNITED KINGDOM
- **Srikant Kumar Sarangi**, Professor in Humanities and Medicine, Department of Communication, Director of Danish Institute of Humanities and Medicine, Aalborg University, DENMARK
- **Teresa L. Thompson**, Professor of Communication, *Health Communication* Editor-in-Chief, University of Dayton, USA

Joint keynote

- **Cristina Hanganu-Bresch**, Associate Professor of Writing and Rhetoric, Department of English, Writing and Journalism, Saint Joseph's University, Philadelphia, USA
- **Gabriel Cutrufello**, Associate Professor of Rhetoric and Composition, Department of Communication and Writing, York College of Pennsylvania, USA
- **Michael J. Zerbe**, Professor of English, Department of Communication and Writing, York College of Pennsylvania, USA

International Scientific Committee

L. Altucci (Vanvitelli University), L. Abbamonte (Parthenope University), R. Ashcroft (London University), M. L. Balestrieri (Vanvitelli University), V. K. Bhatia (Chinese University Hong Kong), M. Caraglia (Vanvitelli University), P. Catenaccio (Milan University), B. H. Davis (North Carolina-Charlotte University), M. Di Domenico (Vanvitelli University), G. Garzone (Milan University), S. Maci (Bergamo University), S. Sarangi (Aalborg University), J. Tessuto (Vanvitelli University), A. Vicentini (Insubria University) – A. Zanola (Brescia University)

Local Organizing Committee

J. Tessuto, L. Abbamonte, S. D'Avanzo, S. Spedding, A. Laudisio, D. Giordano, J. Garofalo

Schedule

The conference will start early morning on Thursday 25th May and close on Saturday 27th at lunchtime.

Venue

The conference will take place at the School of Medicine and Surgery, Department of Precision Medicine, University of Campania *Luigi Vanvitelli*, S. Andrea delle Dame Building, Naples.

Equipment and other facilities

Conference rooms are equipped with microphone and video projector for PowerPoint (Windows) presentations. In addition to PowerPoint presentations, speakers should bring as many photocopied handouts as they think appropriate. Photocopying facilities are not available on the premises. Speakers and other conference participants will have access to Wi-Fi networking technology for wireless high-speed Internet connections.

Presentation guidelines

Individual and joint papers will be allotted 20 minutes, plus 5 minutes each for discussion at the end of the part-session.

Language of presentation

English

Abstract Submission: Papers, Panels

Contributors are invited to send an abstract of their proposed paper, or panel of not more than 300 words (excluding references) by no later than **15 February 2023** to the following address: cirlam@unicampania.it

Contributors should send their proposals using the form provided:

► Proposals for paper/panel will be evaluated on the basis of originality of the topic and its relevance to conference objectives, appropriacy of background information and literature, research design and method used, as well as clarity of language and presentation of questions/hypothesis posed.

Publication

Selected peer-reviewed papers by members of the Scientific Committee and other independent reviewers will be invited for publication in *Medical Discourse and Communication* internationally peer-reviewed series (editor-in Chief Prof J. Tessuto) with ISBN number indexed in appropriate database.

Full paper submission: 31 October 2023

Important dates

Abstract submission by **15 February 2023**

Notification of acceptance by **28 February 2023**

Fees – registration and payment (includes VAT) available from **1 March 2023**

Early-bird registration by **31 March 2023**: Euro 180.00

Standard registration from **1 April 2023**: Euro 210.00

Registration fees (paper and panel sessions) include:

- conference folder, including Book of Abstracts and Certificate of Attendance
- coffee breaks and buffet lunches
- Wi-Fi facilities

Registration fees do not include the following optional activities:

social dinner Friday 26 May 2023

Other non-presenting conference attendees (under/postgraduate students, PhD students, academics, etc.) pay reduced fees: Euro 70.00 (includes VAT, conference folder, coffee breaks, buffet lunch, Certificate of Attendance)

How to reach Naples

Coming soon

Suggested hotels

Coming soon

How to contact us

For any enquiries regarding the conference please contact: crill@unicampania.it

For any enquiries related to registration/payment please contact: info@meetingwords.it