

XXVIII AIA Conference
Worlds of Words: Complexity, Creativity, and Conventionality
in English Language, Literature and Culture

Pisa, 14-16 September 2017

Language Workshop

SEPTEMBER 14

11:45-12:45 **Parallel sessions (1)**

TRANSLATION (1)

Chair: Giuliana Garzone

Mirella Agorni (Università Cattolica del Sacro Cuore), "Directionality in translation teaching: Old and/or new approaches in the 21st century?"

David Katan (Università del Salento), "Stealth translation in theory and practice"

Barbara Berti (Università degli Studi di Milano), "Can collocations be translated automatically? An evaluation of the available machine translation services"

LEXICON (1)

Chair: Stefania Nuccorini

Adriano Ferraresi, Silvia Bernardini (Università di Bologna), "The idiom principle in action: Investigating lexical conventionality in a multimodal corpus"

Daniela Cesiri, Francesca Coccetta (Università "Ca' Foscari" di Venezia), "Language conventionality and creativity in the kitchen: A cross-generational study of female celebrity chefs"

Silvia Masi (Università di Pisa), "Complex mapping of words and gestures in Ted Talks"

AUDIOVISUAL TRANSLATION (1)

Chair: Maria Pavesi

Francesca Bianchi (Università del Salento), **Sara Gesuato** (Università degli Studi di Padova), “The adaptation of a novel to filmic needs: Thematic complexity in the subtitles of four filmic versions of *Pride and Prejudice*”

Annalisa Sandrelli (Università degli Studi Internazionali di Roma), “Conversational routines in Jane Austen’s film and TV adaptations: A challenge for Italian dubbing”

Raffaele Zago (Università degli Studi di Pavia), “Film genres as conventional worlds of words: Evidence from comedies”

12:45-14:00 Parallel sessions (2)

PANEL

Complexity in the design and pedagogies of translation studies programme

Chair: Sara Laviosa

Gaetano Falco (Università degli Studi di Bari “Aldo Moro”), “Enhancing and sharing specialized knowledge in translator training”

Sara Laviosa (Università degli Studi di Bari “Aldo Moro”), “Translation and translanguaging at graduate level”

Valeria Petrocchi (SSML Istituto Universitario “Carlo Bo” di Roma), “Translator trainer and translation scholar: New perspectives within university programme models in Italy”

Christopher Rundle (Università di Bologna – University of Manchester), “Translator training in an Italian context”

METAPHOR

Chair: Annalisa Baicchi

Laura Pinnavaia, (Università degli Studi di Milano), “The complex world of words: The role and types of metaphor in English food and drink idioms”

Esterino Adami (Università degli Studi di Torino), “The railway as a creative linguistic domain in Indian travel writing”

Marco Bagli (Università degli Studi di Perugia), “‘Don’t be salty!’ Metaphorical uses of taste words in contemporary English”

Cristina Arizzi (Università degli Studi di Messina), “A multimodal approach to complex metaphors in the 2016 US Presidential Campaign”

AUDIOVISUAL TRANSLATION (2)

Chair: Silvia Bruti

Debora Ciampi (Università di Pisa), “New words, morphology and translation: Neutralizing or reproducing cognitive effects?”

Elisa Ghia (Università per Stranieri di Siena), “Special uses of the present progressive in original and translated film dialogue: Reproducing and translating a complex pattern”

Pierfranca Forchini (Università Cattolica del Sacro Cuore), “Dimensions ‘assembled’: The nature of movie conversation”

15:00-16:30 Parallel sessions (3)

PANEL

Knowledge dissemination across media: Continuity and change in discourse strategies, ideologies, and epistemologies

Chair: Marina Bondi

Marina Bondi, Franca Poppi (Università degli Studi di Modena e Reggio Emilia), “The recontextualization of knowledge in web-mediated genres”

Nicholas Brownlees (Università degli Studi di Firenze), “Knowledge Dissemination in a diachronic perspective”

Belinda Crawford Camiciottoli (Università di Pisa), “Knowledge Dissemination in language learning and multi-literacy”

Giuliana Garzone (Università degli Studi di Milano), “Discourse and ideology in the dissemination of knowledge about bioethical themes”

Maurizio Gotti (Università degli Studi di Bergamo), “Knowledge Dissemination in academic contexts”

Rita Salvi, Janet Bowker (Università degli Studi di Roma “La Sapienza”), “Knowledge Dissemination in specialized domains”

TRANSLATION (2)

Chair: Sara Laviosa

Michela Canepari (Università degli Studi di Parma), “Translating artificial languages in science fiction films and television shows”

Emilia Di Martino (Università degli Studi “Suor Orsola Benincasa” di Napoli), “The complexities of a ‘straightforward story’: Conventuality and creativity in the translation of an ‘acidic’ style”

Vanessa Leonardi (Università degli Studi di Ferrara), **Annarita Taronna** (Università degli Studi di Bari “Aldo Moro”), “Complexity and creativity in advertising translation”

Daniel Russo (Università degli Studi dell’Insubria), “Equivalence and Translation Studies: A complex relationship”

DISCOURSE ANALYSIS 1

Chair: Maria Grazia Guido

Maria Vita Cambria (Università degli Studi di Messina), **Marco Venuti** (Università degli Studi di Catania), “Conventuality and creativity across genres and disciplines: The Irish question in the British parliament during WWI”

Maria Ivana Lorenzetti (Università degli Studi di Verona), “The complexity of racist discourse in Europe at the time of the migrant crisis”

Denise Milizia (Università degli Studi di Bari “Aldo Moro”), “Pull up the drawbridge or build up a wall? Conventuality and creativity in political discourse”

Walter Giordano (Università degli Studi di Napoli “Federico II”), “American car ads in the 1960s: Discourse, society and multimodality at the intersection”

SOCIOLINGUISTICS/STYLISTICS

Chair: Massimo Sturiale

Annalisa Bonomo (Università degli Studi di Enna “Kore”), “World Englishes as dynamic systems. Reconsidering language variation in the light of complexity”

Renato Tomei (Università per Stranieri di Perugia), “From code switching and language mixing to the creation of new speech forms: The case of Jahmaric”

Steve Buckledee (Università degli Studi di Cagliari) “‘Gon yersel senga spark!': The creative use of linguistic deviation in Alan Bissett's novel *The Incredible Adam Spark*”

Antonella Luporini (Università di Bologna), “Renovating an urtext: A corpus-assisted analysis of *Wide Sargasso Sea*”

16:30-18:00 **Parallel sessions (4)**

PANEL

English as a Lingua Franca in domain-specific contexts of intercultural communication

Chair: Maria Grazia Guido

Franca Poppi (Università degli Studi di Modena e Reggio Emilia), **Valeria Franceschi** (Università degli Studi di Verona), **Paola Vettorel** (Università degli Studi di Verona), “Communication strategies in ELF conversations: How is meaning negotiated?”

Maria Grazia Guido, Pietro Luigi Iaia, Lucia Errico (Università del Salento), “A comparative analysis of sea-Odysseys in migrants' ELF accounts and ancient epic tales translated into ELF: An experiential-linguistic and multimodal approach to Responsible Tourism”

Lucilla Lopriore, Enrico Grazzi (Università degli Studi Roma Tre), “English as a Lingua Franca in language classrooms: Identifying challenges, shifting paradigms and exploring pedagogical implications”

Paola Maria Caleffi, Roberta Facchinetti (Università degli Studi di Verona), “ELF in email exchanges for international business communication”

Laura Centonze, Thomas Christiansen (Università del Salento), “Using DART to explore English as a Lingua Franca in institutional migration encounters”

TRANSLATION (3)

Chair: Paola Catenaccio

Francesca Seracini (Università Cattolica del Sacro Cuore), “Simplifying EU legislative texts: The contribution of translation”

Jekaterina Nikitina (Università degli Studi di Milano), “New balance of conventionality: Phraseological patterns in L2 translation of written pleadings before the European court of human rights”

DISCOURSE ANALYSIS (2)

Chair: Belinda Crawford Camiciottoli

Sara Gesuato (Università degli Studi di Padova), “Textual complexity of online newsmaking: The fractal-like structure of BBC news alerts”

Jacqueline Aiello (Università degli Studi di Napoli “L’Orientale”), “Power and paradox: Positioning English proficiency, accents and selves during interviews”

Massimiliano Demata (Università degli Studi di Bari “Aldo Moro”), “Donald Trump’s populist language and Twitter”

Cinzia Spinzi (Università degli Studi di Palermo), “Conventionality and creativity in the language of diplomacy”

Polina Shvanyukova (Università degli Studi di Bergamo), “Patterns of conventionalisation, interactivity and strategies of knowledge dissemination in academic journals’ tweets”

ESP (1)

Chair: Maurizio Gotti

Giuliana Diani (Università degli Studi di Modena e Reggio Emilia), “Lexical bundles in English and Italian legal texts: A cross-linguistic analysis”

Daniele Franceschi (Università di Pisa), “Spoken legal discourse: The features of trial language”

Michela Giordano (Università degli Studi di Cagliari), “The power of attorney: A creatively conventional genre in legal discourse?”

SEPTEMBER 15

9:00-10:00 **Parallel sessions (1)**

PANEL

The role of ELF in EMI spoken interaction

Chair: Hugo Bowles and Francesca Costa

Maicol Formentelli (Università degli Studi del Piemonte Orientale), “Direct questions as strategies for the management of interpersonal relations in ELF lectures”

Alessandra Molino (Università degli Studi di Torino), “And now let’s ELF: A corpus-assisted study of metadiscourse in English medium Physical Sciences and Technology lectures”

Chiara Degano, Beatrice Zuaro (Università degli Studi di Roma “Tor Vergata”), “Oral examination in EMI: A focus on pragmatic competence”

LEXICON (2)

Chair: Cristiano Furiassi

Amanda Murphy (Università Cattolica del Sacro Cuore), “Evaluation in news articles in English and Italian: A contrastive analysis”

Elena Manca (Università del Salento), “Conventionality and creativity in Italian students’ teletandem English sessions: A case study”

Paola Attolino (Università degli Studi di Salerno), “‘Making a way outta no way’: Conventionality and creativity in Black Semantics”

AUDIOVISUAL TRANSLATION (3)

Chair: Serenella Zanotti

Lorena Carbonara (Università degli Studi di Bari “Aldo Moro”), **Alessandra Rizzo** (Università degli Studi di Palermo), “Translating migration: Counter narratives in the visual arts”

Pietro Luigi Iaia (Università del Salento), “Multimodal creativity and complexity in the production and translation of humorous discourse in video games”

Paola Clara Leotta (Università degli Studi di Catania), “The transportation of British, American and Indian cultures to Italian-dubbed films. Conventionality and creative solutions”

Francesca Raffi (Università di Macerata), “On-screen texts and their dynamic functions between conventionality and creativity: *Love & Friendship* and *Sherlock* as two case studies”

ESP (2)

Chair: Franca Poppi

Luisanna Fodde (Università degli Studi di Cagliari), “Cultural heritage and identity construction: Analysing tourism discourse through the narration paradigm”

Maria Freddi (Università degli Studi di Pavia), “Beyond words: From concordances to architectural knowledge construction”

Maria Rosaria Provenzano (Università del Salento), “Linguistic accessibility of European Union discourse: A diachronic analysis of modality”

10:00-11:00 Parallel sessions (2)

ESP (3)

Chair: Rita Salvi

Olga Denti (Università degli Studi di Cagliari), “Argumentation in financial analyst reports: Creativity or conventionality?”

Francesco Nacchia (Università degli Studi di Napoli Parthenope), “Terminological variation on innovative financing platforms: A corpus-based study of *crowdfunding* terminology”

Tatiana Canziani (Università degli Studi di Palermo), “Lexical verbs for medical professionals”

Rosita Maglie (Università degli Studi di Bari “Aldo Moro”), “Conventionality gets entangled with Creativity on a health Q&A website: A corpus-linguistics approach”

LEXICON (3)

Chair: Cristiano Broccias

Anna Mongibello (Università degli Studi di Napoli “L’Orientale”), “Speaking of Nunavut: A corpus-based analysis of lexical creativity in Canadian news discourse”

Jodi Sandford (Università degli Studi di Perugia), “In what sense do you sense that sense: A cognitive linguistic analysis of ‘sense’ polysemy”

Alessandra Vicentini (Università degli studi dell’Insubria), “Linguistic complexity and creativity in British vs. Italian social advertising campaigns: Public health, road safety and abuses”

15:00-18:00 **Parallel sessions (3)**

PANEL

Exploring the complexities of bioethical discourse. Linguistic and discursive perspectives

Chair: Giuliana Garzone

Paola Catenaccio (Università degli Studi di Milano), “News coverage of agrobiotechnologies: (De)constructing the complexity of science, risk, ethics”

Cinzia Giglioni (Università degli Studi di Milano), “Price controversy and the pharmaceutical industry: Arguments and apologies (or lack thereof) in corporate communication. The Mylan case”

Giorgia Riboni (Università degli Studi di Milano), “‘Big Pharma’ in the press: Conventional and new representations in the pharmaceutical industry debate”

Emanuele Brambilla (Università degli Studi di Milano), “*Let’s bee frank*. Complexity and argumentation in Greenpeace news reports on bee-killing pesticides”

Roxanne Barbara Doerr (Università degli Studi di Milano), “Intersecting wards and ranks: A linguistic and discursive analysis of military medical bioethics”

Kim Grego (Università degli Studi di Milano), “Marketing life after death: Cryopreservation in the hope of resuscitation”

Dermot Heaney (Università degli Studi di Milano), “‘It looks like you are covering something up. It looks like you are obfuscating’. Press coverage of a Parliamentary Select Committee’s hearings on suspected doping in British cycling”

Maria Cristina Paganoni (Università degli Studi di Milano), “Big data and (bio)ethics in the news media”

LANGUAGE TEACHING

Chair: Lucilla Lopriore

Letizia Cinganotto (Roma – INDIRE), “Enhancing the role of the English language in a CLIL interaction”

Costanza Cucchi (Università Cattolica del Sacro Cuore), “The complexity of the 4th C in CLIL teaching through English”

Erika Dalan (Università di Bologna), “Complexity and involvement in university promotional webpages: Native English and ELF compared”

Enrico Grazzi (Università degli Studi Roma Tre), “The impact of ELF on ELT: From conformity to target language norms, to variable goal-directed language uses”

Cristina Guccione (Università degli Studi di Palermo), “English word formation and lexical creativity to motivate CLIL student teachers”

DIACHRONIC STUDIES

Chair: Nicholas Brownlees

Massimo Sturiale (Università degli Studi di Catania), “From provincialism to accentism: From language discrimination to language creativity”

Cristiano Furiassi (Università degli Studi di Torino), “*Super Tuscan*: A false Anglicism for wine lovers”

Giulia Adriana Pennisi (Università degli Studi di Palermo), “Gender neutrality in legislative drafting techniques. Where conventionality in English meets creativity in a diachronic perspective”

Daniela Francesca Viridis (Università degli Studi di Cagliari), “Interactive strategies and identity construction in W. Wordsworth’s ‘Preface’ to *Lyrical Ballads* (1800): A historical pragmatic scrutiny”

Maristella Gatto (Università degli Studi di Bari “Aldo Moro”), “Turning *culture* into a ‘liquid’ modern word. Evidence from synchronic and diachronic language data”

Larissa D’Angelo (Università degli Studi di Bergamo), “Past and present travel diaries and commentaries: A diachronic linguistic perspective”

SEPTEMBER 16

10:30-12:30 **Parallel sessions (1)**

MORPHOLOGY

Chair: Antonio Bertacca

Gloria Cappelli, Sabrina Noccetti (Università di Pisa) “The role of morphological and lexical semantic processing in reading comprehension tasks in learners of English with or without dyslexia”

Silvia Cacchiani (Università degli Studi di Modena e Reggio Emilia), “English Name-Noun compounds from identifying to classifying uses”

Elisa Mattiello (Università di Pisa), “‘Brexit, Grexit, with the possibility of Spexit’: Blend splinters and secreted affixes as creative word-formation mechanisms”

Giuliana Regnoli (Università degli Studi di Napoli “L’Orientale”), “Complexity in/of language: An example of linguistic awareness in an Indian English diasporic community”

Nicoletta Simi (Università di Pisa), “Measuring complexity in anaphoric and cataphoric expressions in English as a second language. An eye-tracked case study”

Francesca Vaccarelli (Università degli Studi di Teramo), “When word-formation processes overlap: Making up new words through blending and affix secretion”

TOURISM DISCOURSE

Chair: Elena Manca

Erik Castello (Università degli Studi di Padova), “Conventionality and creativity in international and local tourism websites”

Elisa Fina (Università del Salento), “What language for what audio guide? Rhetorical devices in city audio guides”

Sara Corrizzato (Università degli Studi di Verona), “Dark tourism’s promotional discourse: A linguistic analysis of plantation houses’ websites”

Maria Teresa Giampaolo (Università del Salento), “Cultural dimension and ELF productivity in the language of tourism”

LEXICON 4

Chair: Amanda Murphy

Annalisa Baicchi (Università degli Studi di Pavia), “Pragmatics meets grammar: The constructional templates of some change-of-state verbs and their contextual effects”

Cristiano Broccias (Università degli Studi di Genova), “Family resemblance in the material VVingPP network”

Andrea Nava (Università degli Studi di Milano), **Luciana Pedrazzini** (Università degli Studi di Milano), “Complexity in interlanguage usage and development: Investigating the dictogloss task”

Carla Vergaro (Università degli Studi di Perugia), **Hans Schmid** (Ludwig-Maximilians-Universität München), “Do the meanings of abstract nouns correlate with the meanings of their complementation patterns? A case study on English commissive shell nouns”