BOOK OF ABSTRACTS

CLAVIER 2021 CONFERENCE

Modena, 18 – 19 November 2021

UNIMORE
UNIVERSITÀ DEGLI STUDI DI MODENA E REGGIO EMILIA

Dipartimento di Studi Linguistici e Culturali

DIPARTIMENTO DI ECCELLENZA

CLAVIER

Marina Bondi, Silvia Cacchiani, Daniele Franceschi (Eds.)

Marina Bondi, Silvia Cacchiani, Daniele Franceschi (Eds.)

Scientific Committee: Marina Bondi, Nicholas Brownlees, Paola Catenaccio, Silvia Cacchiani,

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Franca Poppi, Chiara Preite, Rita Salvi

Please notify the publisher of any omissions or errors found, in order to rectify them:

clavier21[at]unimore.it

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KEYNOTES

Keynote 1

From conflict to conflict management and resolution: The (new) role of language

Roberta Facchinetti,
University of Verona, Italy
roberta.facchinetti@univr.it

The interface between Linguistics and Conflict Studies is a growing field of academic attention; over the last ten years, in particular, research in this field has seen the launch of a book series (*Palgrave Studies in Languages at War*, started in 2012), a new journal (*The Journal of Language, Aggression and Conflict*, 2013), a handbook (*The Routledge Handbook of Language in Conflict*, 2019) and an online platform dedicated to the topic (*languageinconflic.org.uk*). Indeed, the role played by language in aggression and conflict is now regularly discussed by practitioners and scholars alike in a variety of fields, including public/political debates, the workplace, the classroom/higher education, as well as the family, single communities and in cross-cultural environments.

In my talk, in the first place I will overview the most recent research in this field, focusing both on the channel of communication (e.g. face-to-face, print, email, twitter, among others) and on the domain (e.g. private, public and specialist-role-based). Then I will delve into the different ways in which language impinges on conflict situations, paying special attention to the increasing role of digital platforms (e.g. cyberbullying, campaigning on the web, and online gaming, among others). Finally, as a case study, I will analyze a set of linguistic aspects (lexemes, phrases and argumentative moves) in a corpus under development at the University of Verona; the corpus covers interviews between journalists and diplomats/international experts of different intercultural backgrounds and concentrates on the question-answer interface between interviewer and interviewee. Some of the interviews were conducted physically face-to-face, while others were carried out in an online environment.

The theoretical underpinnings and the data yielded by the corpus will allow us on the one hand to discuss if and to what extent words, phrases and constructions recurrent in conflicting situations are affected by the new online environment and, on the other, to testify to the fact that the study of (potentially) 'aggressive' language in conflicting situations is the first step (a) to engage in constructive rather than in destructive communication and consequently (b) to move forward in the communicative process, so as to use language not as a weapon but rather as part of the solution.

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Keynote 2

Relatability and the shared stories of social media influencers

Ruth Page
University of Birmingham, UK
r.e.page@bham.ac.uk

'Relatability' is a non-linguistic concept, which has become a 'buzzword' for social media marketing particularly associated with social media influencers (Abidin 2016). In this paper, I explore how relatability is constructed discursively in a dataset from the Instagram interactions of 10 British influencers, consisting of 314 posts and 43,915 comments collected between November 2019 and January 2020. Using corpus-assisted discourse analysis, I map out

(1) the dimensions of relatability as these are realised linguistically by the commenters who respond to SMI posts;
(2) how these dimensions relate to each other;
(3) What kinds of stories produced by social media influencers is evaluated as 'relatable'.

I used the collocations, word sketch and thesaurus functions of Sketch Engine (http://www.sketchengine.eu), in the English Web2015 corpus to identify the dimensions of relatability: authenticity, affect, aspiration and humour. These dimensions are realised lexically through the synonyms for 'relatability' in the 155,867 word corpus of comment threads from the influencer Instagram posts. I used the frequency of the synonyms of relatability to identify which posts were most frequently evaluated as 'relatable' by the commenters, finding that they contained self-deprecating narratives, which were framed as humorous or appealed to positive affect. These posts emphasise performances of authenticity, which are strategically interwoven within the aspirational content of the influencer's timeline. I also analysed the concordance lines containing the evaluation of relatability, finding that relatability is a resource for second stories which project interpersonal connection between the audience and the influencer. A linguistic approach to relatability proves useful as a means of demonstrating the dual demand that the influencer appear both aspirational and authentic, and the blending of relational and commercial work for the influencer and their sponsors.

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Keynote 3

Corpus linguistics and multi-site ethnography as a dual lens: Tracing identities of autistic social media users

Nelya Koteyko
Queen Mary University of London, UK
n.koteyko@qmul.ac.uk

In response to the calls to address the complexities of identity construction in both digital pragmatics and critical autism studies this presentation discusses the advantages and pitfalls of using a corpus linguistics framework to analyse online identity construction by members of a marginalised group. I will present my reflections on the application of a corpus-assisted discourse analysis to tweets collected as a part of a multi-site ethnography to demonstrate how the two methodologies pose different but complementary questions about identity construction by autistic social media users. Instead of using digital ethnography to study a single site or culture (i.e. observing an online community formed around a specific topic or hashtag/s), my approach is based on following individuals across the sites (Facebook and Twitter) and within the platforms (e.g. different hashtags and groups). I first show how a keyword analysis via comparison with two reference corpora brings into focus a specific self-advocate vocabulary for a positive reframing of autism as neurological difference (Bagatell 2007), and at the same time risks foregrounding a rigid construction of autistic identity. An observation of how language and other semiotic resources are used in profiles and posts paints a different picture by documenting multiple and changing alignments with different groups (Bucholtz and Hall 2005), and showing how non-anonymous social networking sites may enable possible 'hoped for' identities (Zhao et al. 2008). I then discuss how, within an integrated study design, these approaches can provide a dual lens with which to explore discourses around autism, disability, and difference, and account for the experience of autistic people who think about their identities in fluid ways or who reject autistic identity categories altogether.

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Keynote 4

Entre terminologie, terminographie et humanités numériques: la base de données DIACOM-fr

Paolo Frassi
University of Verona, Italy
paolo.frassi@univr.it

Le projet d'envergure Les humanités numériques appliquées aux langues et littératures étrangères a permis au département des langues et littératures étrangères de décliner dans les humanités numériques une grande partie de ses recherches linguistiques, littéraires et didactiques.

Le projet DIACOM-fr, qui se situe dans l'axe linguistique de notre projet d'envergure, se pose plusieurs objectifs: 1) la constitution d'un corpus du domaine du commerce international (et la mise en ligne en vue d'une consultation publique) ; 2) le développement d'un outil informatique permettant l'interrogation du corpus ; 3) l'extraction d'unités terminologiques en vue de la constitution d'une base de données terminologiques informatisée.

La présente communication se propose d'illustrer les objectifs du projet, en se concentrant particulièrement sur le troisième.

La constitution d'une base de données terminologiques présente des enjeux théoriques et méthodologiques majeurs, notamment l'identification des entités terminologiques (simples et complexes), l'affichage des unités terminologiques, la prise en compte de la synchronie et/ou de la diachronie, la possibilité d'exploitation de la base dans des objectifs didactiques. Les décisions prises à ce niveau se reversent sur les modèles informatiques exploités pour la constitution de la base elle-même.

Ces aspects seront illustrés par l'intermédiaire de la fiche terminologique que nous avons conçue à l'issue de nos réflexions.

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Keynote 5

"Algunas calas en la primera parte del Quijote de Franciosini: 'toscanismos', religión y germanía"

José Francisco Medina Montero
University of Trieste, Italy
jmedina@units.it

De entre los numerosos traductores del español a otras lenguas que vivieron en el siglo XVII destaca, por lo que se refiere al italiano, Lorenzo Franciosini, gramático, lexicógrafo y autor de la primera traducción de *El Quijote*. Nosotros hemos comparado parte del texto original de Cervantes con la traslación de Franciosini, cuya primera parte se publicó en 1622. Para esta ocasión hemos decidido, en primer lugar, contextualizar el autor y la traducción, en segundo lugar mostrar, con extrema brevedad, algunos de los errores más significativos que hemos detectado en el texto examinado de Franciosini, y en tercer lugar analizar la traslación de una serie de 'toscanismos' y de lexías pertenecientes al campo de la religión y a la germanía presentes en los diez primeros capítulos de la primera parte del *Quijote*, que han causado no pocos problemas a nuestro traductor. En términos generales, la traducción de Franciosini puede considerarse fiable, si bien presenta algunos errores derivados, sobre todo, de inexactitudes y de malas interpretaciones.

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Keynote 6

Argumentation im Kindergarten und ihre Förderung in einem Gesprächskreisprojekt einer Kindertagestätte

Ines Bose
Martin Luther University Halle-Wittenberg, Germany
ines.bose@sprechwiss.uni-halle.de

Kati Hannken-Illjes
Philipps University Marburg, Germany
kati.hannkenilljes@staff.uni-marburg.de

Stephanie Kurtenbach
Martin Luther University Halle-Wittenberg, Germany
stephanie.kurtenbach@sprechwiss.uni-halle.de

Im Vortrag werden Problemlösestrategien von Vorschulkindern analysiert. Datengrundlage ist ein Videokorpus von Gesprächskreisen einer Kindertagesstätte, das seit mehreren Jahren erhoben wird (aktuell 27 Aufnahmen). Die Gesprächskreise zum Projekt "Stolpersteine und Wunschsterne" finden für die Kinder der ältesten Gruppe (5- bis 6-Jährige) regelmäßig statt, die Teilnahme ist freiwillig. Im Beisein von zwei frühpädagogischen Fachkräften diskutieren die Kinder ausschließlich eigene Themen: entweder Probleme (symbolisiert durch „Stolpersteine") oder aber Wünsche (symbolisiert durch „Wunschsterne"). Überwiegend nutzen die Kinder das Format, um über konkrete Wünsche und Probleme des Kita-Alltags zu sprechen und nach umsetzbaren Lösungen zu suchen.

Zunächst führen wir in das Videodatenmaterial und seine Aufbereitung sowie in das methodische Herangehen bei der Datenanalyse ein. Dann stellen wir überblicksartig Gesprächsaufgaben und Praktiken der Kinder und Fachkräfte beim Umgang mit den Anliegen vor. Schließlich verfolgen wir anhand eines Themas – „Drängeln und Schubsen auf der Treppe" – die Thematisierung, Bearbeitung und den Abschluss eines „Stolpersteins" über mehrere Gesprächskreise hinweg. Dabei untersuchen wir vorrangig die Problemlösestrategien der Kinder, nehmen aber auch die anwesenden frühpädagogischen Fachkräfte in den Blick. Unser Hauptaugenmerk gilt den Formen und Funktionen argumentativer Sequenzen in den kindlichen Problemlöseverfahren und besonders den Suchformeln für Argumente (Topik), die die Kinder nutzen.

Die Analysen zeigen, dass Gesprächskreise, in denen die Kinder selbst Themen aus ihrer Lebenswelt einbringen und diskutieren, den Rahmen bieten können, argumentative Fähigkeiten zu beobachten und zu entwickeln. Dabei handelt es sich vor allem um

exploratives Argumentieren, in dem es weniger um das Aushandeln von Dissens geht als um gemeinsames Problemlösen.

Keynote 7

What authorship attribution and stylometry can provide to digital political discourse analysis and applied linguistics: Theoretical contributions, methodological reflections, and feedback from case studies

Julien Longhi
CY Cergy Paris University, AGORA/IDHN, IUF, France
julien.longhi@cyu.fr

At the intersection of political discourse analysis, digital humanities, and forensic linguistics, this conference will focus on the characterization of digital political communication on Twitter, by combining several traditionally distinct research questions: style analysis (stylometry), emotion recognition, ideology characterization, and sentiment analysis. The goal of such integration is to consider online political argumentation as a combination of parameters that must be taken into account in a holistic way, without distinguishing between content and form, online presence and archive (corpus), discourse aiming and semiotics.

From a methodological point of view, by situating ourselves in an applied linguistics perspective, we will search for the articulation of different approaches currently used in the field of authorship attribution, in particular artificial intelligence, while allowing to make the results comprehensible. In particular, we will try to see how linguistic analysis allows us to go beyond the black box that algorithms sometimes constitute. Moreover, we will show how the analysis of the results proposed by the computer can be used for descriptive purposes, in particular for the analysis of words in the digital transformation.

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Keynote 8

Exploring the representation of lexical competence in the digital turn

Annalisa Baicchi
University of Genova, Italy
annalisa.baicchi@unige.it

Lexical items are commonly defined the Lego bricks of communication, but how those bricks are linguistically and conceptually represented is still a matter of controversy. It is nevertheless true that to know the meaning of words and their usage entail the need to know how to map the words onto the world and how to have access to the web that links one word with others. That is, we need to develop a sophisticated lexical competence that allows for the bridging between the representational constituent ("word-world mapping") and the inferential constituent ("network linkage"). The digital turn requires us to investigate the notion of lexical competence deeper, especially in the light of its representation in digital formats.

This talk discusses how lexemes can be decomposed in their linguistic and conceptual 'ingredients' and digitally represented. With a view to describing how theoretical semantics contributes to the area of artificial intelligence, FunGramKB, a Natural Language Processing application based on a deep semantic approach, is introduced. FunGramKB (FunGramKB.com) is a knowledge base that integrates very rich semantic and syntactic information together with conceptual representations, thus it mirrors the structure of human beings' cognitive system. As a fine-grained lexico-conceptual knowledge base, it consists of three layers of information: a lexical level, a grammatical level, and a conceptual level, with each level consisting of several independent but interrelated modules. Its Ontology, the hierarchical catalogue of all concepts present in our mind, represents the core module of the entire architecture. The corresponding knowledge engineering tool, FunGramKB Suite, is a user-friendly online environment for the semi-automatic construction of a multi-purpose lexico-conceptual knowledge base for NLP systems. Unlike many language engineering projects – whose resources are usually developed to meet the requirements of a specific NLP application only for a single domain, thus lacking of flexibility and applicability in other tasks or domains – FunGramKB Suite has been designed to be multifunctional, that is reusable in various NLP tasks, and multilingual, since it can handle several natural languages, which testifies to its typological adequacy.

Main references

FunGramKB. Lexico-conceptual knowledge base for NLP: http://www.fungramkb.com/

PANELS

Panel 1 - Exploring semantic and lexical aspects in digital academic discourse: International research project websites in a European context

Rosa Lorès, Silvia Murillo, Daniel Pasqual, Isabel Corona
University of Zaragoza, Spain

Introduction. The Intergedi project: International research project websites. Context, objectives and corpus of analysis

Silvia Murillo
University of Saragoza, Spain
smurillo@unizar.es

Project websites are the window through which the research of international groups is made visible to academia, industry and society. These sites pursue different —yet interrelated— purposes, mainly dissemination, promotion, and accountability (of the funding invested), and texts and images are thus strategically used. In the different presentations of this panel, we seek to explore several linguistic and visual aspects in the main sections of Horizon 2020 project websites (from the EUROPRO digital corpus, compiled by the InterGedi research group), focusing on their semantic and lexical dimensions. In all the elements analysed, it is necessary to consider the affordances of the Internet and how they enable —and constrain— the different linguistic and multimodal realisations displayed in the research websites.

Specifically, we put the focus on specialised terms, including acronyms, and how they are presented to the readers in the more general content sections (*About Us*, *Objectives*, etc.). Further, in these same sections, the most frequent evaluative lexical types are analysed as exponents of the European research values endorsed by international projects. We also deal with pragmatic strategies and phraseology in the *Partners* sections, in order to unveil how information about research participants —both institutions and researchers— is provided. We finally study the combinations of images and language and their semantic and logical ties, in the *News* and *Events* sections, analysing the images and their degree of cohesion with the verbal elements.

Overall, this panel aims to look into the research project website as a complex object of study that requires careful consideration as for its structural and communicative characteristics. By

analysing different web sections and linguistic and visual realisations from complementary perspectives, we hope to shed light on researchers' current digital practices and on effective ways of disseminating international, collaborative research.

Promoting values in international research websites: Using corpora to identify evaluative language

Rosa Lorès
University of Zaragoza, Spain
rlores@unizar.es

The development of technical affordances in combination with the increasing demands placed on institutions to account for expenditure on research and innovation is enhancing the appearance of diverse digital practices, such as the international research group website. In the present paper, 10 EU Horizon 2020 websites on energy-related research projects from the EUROPRO digital corpus (Pascual et al. 2020) are analysed with a special focus on the use of evaluative language (Hunston, Thompson 2000, Hunston 2011, Thompson and Alba-Juez 2014). In the webpages under analysis the main values promoted are identified following a methodological procedure which involves a frequency word list generated from the corpus, whose types are the identified in the iWeb corpus (https://www.english-corpora.org/iweb/). Two pivotal entities ("project" and "energy") are singled out as significant terms around which evaluative language revolves, and positive and negative evaluative language is shown to be used as a reflector of the European research and innovation value system. The connection between evaluative language and genre characterization is also studied in the understanding that these websites' main communicative aim (i.e. accounting for public expenditure) may be strategically enhanced by the functional role that linguistic evaluation plays in the promotion of the EU research objectives and of their associated institutional values. This study also explores the role played by evaluative language in text organization, revealing different rhetorical purposes associated to positive and negative evaluative language.

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Dissemination and self-branding through terminology in international project websites

Silvia Murillo
University of Zaragoza, Spain
smurillo@unizar.es

Very little attention has been paid to playful communication by researchers, despite its being found in different cultures and through distant times. As a cultural and social phenomenon, some scholars believe that playful communication is based upon an "impulse" to play (Huizinga 1955 [1938]), which explains how the player is committed to playful communicating but does not provide any real motivation behind his/her own engagement in the game. Within the playful framework is humor, i.e. a communicative strategy based on a contradiction (Mizzau 2005). Drawing on the literature on comedy humor, this study aims to explore the extent to which multimodal communication (Poggi, D'Errico, Vincze 2011) can effectively convey humor in one of 2021 most famous televised programs, i.e. LOL-Last One Laughing. The show, which has been produced by Amazon, involves comedians who have to make other comedians laugh in order to eliminate them. Assuming cross-cultural differences in the expression of humor, the study has taken into account the first episodes of the show in its Italian and English versions, by annotating both verbal and non-verbal aspects (e.g. facial expressions, gestures, position) of the humorous interactions among the comedians through the ELAN software tool (Crasborn et al. 2006). Results show how the humorous intent in LOL is based on the contrast between facial and verbal expressions (Tsakona 2020), with cultural differences in meaning between the English and Italian versions.

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Pragmatic and lexico-grammatical patterns in the construal of research project members in Horizon2020 Partners sections

Daniel Pascual
University of Zaragoza, Spain
dpascual@unizar.es

Collaboration of universities and institutions in research projects aiming at science innovation and knowledge dissemination keeps gaining ground in academic and professional environments. Such projects, which apply for public expenditure for their development and seek to foster public engagement (Gertrudix et al. 2021), entail a complex structure evinced in their international consortia of project members. These *partners* (as both institutions and

human agents) gather from diverse professional and sociocultural backgrounds and are publicly accounted for, emphasising their internationalization and (inter)disciplinary expertise.

To comprehend how information about project partners is broadly communicated, sections devoted to project members (e.g. 'Partners', 'Consortium', 'Team') are analysed in the EUROPRO digital corpus (Pascual et al. 2020). Two analytical perspectives are combined in the analysis. A data-driven taxonomy of informative, promotional and interactional pragmatic strategies is applied to unveil their usage and frequency in the corpus and to understand projects' intentions when presenting their partners. Subsequently, a corpus-assisted analysis hints at lexico-grammatical patterns associated with the pragmatic strategies and with project values and partners' self-representation.

Findings display that informative and interactional pragmatic strategies outscore promotional ones, and that salient strategies are geared towards presenting personal and professional details about researchers and enhancing their role and participation within the project. Furthermore, keywords and clusters single out how international research projects are introduced to the public fostering their credibility and reputation. The analysis will identify linguistic features relevant for research projects' identity construal and, overall, contribute to mapping trends of digital discourse in academic and professional spheres.

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Tying words and images: Multimodal cohesion in international research projects' homepages

Isabel Corona
University of Zaragoza, Spain
iscorona@unizar.es

The Rules for Participation (Regulation No 1290/2013) in the *Horizon 2020* Programme for Research and Innovation, laid down by the Parliament and the Council of the European Union, established the beneficiaries' obligations to disseminate the outcomes of the funded activities. According to this Regulation, 'dissemination' means "the public disclosure of the results by any appropriate means" (Title I, article 2 (8)). Naturally, the creation of a website is one of the recommended activities. Digital communication entails, among other demands, a *visual* construction of meanings, in this case for the dissemination of research outcomes.

Taking a social semiotic perspective, informed by Systemic-Functional Multimodal Discourse Analysis as the general theoretical foundation, this piece of research is focused on the multimodal construction of the news-and-events rhetorical cluster (Shriver 2013; Baldry and Thibault 2006; Stöckl 2017), one of the most pervasive sections of *Horizon 2020* homepages. The study comprises a total of 85 words-image combinations and explores the semantic and logical ties created between both modes. It follows Kress and van Leeuwen's (2006 [1996]) visual grammar for the analysis of images, and Royce's (1998, 2007) *Intersemiotic Complementarity* framework and Liu and O´Halloran's (2009) *Intersemiotic Texture* for the degree of cohesion established with their verbal texts. Results show that, although lack of cohesion is observed in some cases, there is a widespread use of the same type of images for the reporting of similar events, which indicates a 'crystallisation' of this text

type, that is, a 'multimodal collocation', a natural combination emerged from this specific context of use.

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Panel 2 - Lexical variation in standard, nonstandard and digital forms of present-day English

Daniele Franceschi, Lucilla Lopriore, Silvia Sperti, Valeria Fiasco, Silvia Pettini, University of Roma Tre, Italy

Introduction

The lexicon of a language is apparently an easy-to-define category: it has to do with words, with their meaning, their etymology and changing use. Yet, this is a rather simplistic and 'atomistic' view that does not account for the fact that the lexicon is a context-dependent phenomenon, bound up with intra- and extralinguistic developments, and thus complex. The lexicon is not something static, but naturally subject to trends and movements which seem to create a chaotic system with no internal structure. Upon closer inspection though, it is possible to identify regular patterns and recurrent dynamics within this system.

It is an acknowledged fact that lexical variation and change are particularly prominent features of English. This is due, on the one hand, to its long history of borrowings from several languages, which has produced an etymologically diverse word-stock characterized, among other things, by the presence of synonyms and near-synonyms of different origin. English, however, is not only known for its ability to assimilate new words, but also for its lexical flexibility in order to satisfy the communicative needs of the moment. Consequently, there is an infinite number of imaginative and novel structures in English with varying degrees of productivity, creativity and correctness.

The presentations in this panel aim to investigate lexical variation in present-day English from the following perspectives:

the alternation of Anglo-Saxon and Latinate vocabulary and the role played by lexical synonymy; this aspect will be investigated from a theoretical viewpoint in order to identify differences in semantic scope between words that appear to have the same meaning. Given

the premise that a language cannot have two words with absolutely identical meaning, it makes sense to start examining variations in terms of truth values before addressing non-denotational differences. This is because the introduction of a synonym is justified, among other things, by an initial need to expand or restrict the semantic "contour" of a word. This meaning expansion/reduction process eventually produces pragmatic effects too.

current research on English as a Lingua Franca (ELF) where speakers with different linguacultural backgrounds share English as a dynamic and co-constructed linguistic resource. Research findings on lexicogrammar, pragmatics and on their intersections, including attitudes, identity, and creativity are explored and their pedagogical implications taken into consideration. The two main research contexts are the Vienna Oxford International Corpus of English (VOICE 3.0) and the data from the professional development course "ENRICH" (http://enrichproject.eu), developed and implemented last year within the current plurilingual landscapes in five different countries (Greece, Italy, Norway, Portugal and Turkey).

creative uses of English in a specific medium of the digital domain, i.e. video games, which has been under-researched so far. Video games need to be treated as texts with features of their own and as specific objects of communication.

The panel ultimately intends to show how the lexicon of English constantly undergoes a process of adaptation and restructuring to cater for specific linguistic/communicative needs, as can be perhaps best observed through the analysis of novel uses, which clearly have to be addressed in English uage education too.

Anglo-Saxon and Latinate synonyms: The case of *speed* vs. *velocity*

Daniele Franceschi
University of Roma Tre, Italy
daniele.franceschi@uniroma3.it

The aim of this paper is to provide an initial analysis of the semantic relations holding between Anglo-Saxon and Latinate synonyms in present-day English. It is an acknowledged fact that the lexicon of English consists of a basic indigenous vocabulary of Germanic origin with many foreign borrowings especially from French, Latin and Greek. This has produced an etymologically diverse word-stock characterized by distinct features (Baugh, Cable 1993; Hughes 2000; Minkova, Stockwell 2006). Near-synonymous words (cf. Murphy 2003, 2010) with a different etymology can be a source of confusion and dictionaries often fail to clearly distinguish between them. Pairs of Anglo-Saxon vs. Latinate words, such as *speed*/*velocity*, *shut*/*close*, *brave*/*courageous*, etc., are often said to be equivalent in meaning, with differences only in terms of style and register. The scenario, however, is more subtle, complex and interesting than this. A finer-grained analysis of *speed* and *velocity*, for instance, shows, on the one hand, that there is a high degree of interchangeability between the two words. On the other hand, though, the semantics of *speed* is more generic, neutral and broader in scope, while *velocity* expresses specific and restricted meanings. In addition to this generic-specific relation between the two words, *velocity* appears to undergo metaphoric extension.

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Lexical variation and translanguagism in an ELF aware perspective: attitutes and concerns

Lucilla Lopriore
University of Roma Tre, Italy
lucilla.lopriore@uniroma3.it

EU educational policy underlines the need to rethink language teaching, and acknowledges the role of ELF, a multilingual means of English-medium communication in classes with learners from migrant backgrounds. It is crucial to raise English Language (EL) teachers' awareness of the current role of English, of the emerging instantiations of ELF, of its lexical variations and of the use of innovative language teaching practices, as translanguaging (Cenoz 2017). Pragmatics and lexicogrammar in ELF are interconnected, "Pragmatic motives often lead to changes in the lexis and grammar, and in turn lexicogrammatical innovations have a significant impact on pragmatic norms and strategies" (Cogo, Dewey 2006: 87). But teachers are rarely encouraged to reflect upon this as well as to integrate it in their teaching. Courses for EL teachers – mostly non-native speakers - are therefore suitable contexts for enhancing awareness of language use. The ENRICH course aimed at empowering EL teachers to learn about ELF and devise ways to integrate it in their classrooms. This meant for teachers observing and discussing lexical variations, or the use of translanguagism, thus revisiting their own beliefs, attitudes and teaching habits, in the activities, the forums and their lesson planning. This was not without concerns. Samples of teachers' interventions on lexical variation in ELF will be presented and discussed.

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http://enrichproject.eu

The processes of 'authentication' of the English lexicon by ELF users

Silvia Sperti
University of Roma Tre, Italy
silvia.sperti@uniroma3.it

In the last decades, a considerable interest in the processes of 'authentication' of the English lexicon by ELF (English as a Lingua Franca) users has grown in different scientific fields, from language teaching and learning to intercultural communication and migration contexts (e.g. Cogo 2009; Guido 2012, 2013; Pitzl 2012, 2016; Seidlhofer 2011; Widdowson 1979, 2003). ELF speakers naturally tend to appropriate the English language according to specific pragma-linguistic goals and structural features conforming not only to native speaker norms, but also to those of their own L1. The study aims to investigate how participants in the Professional Development Course "ENRICH" interact online in a plurilingual and pluricultural context, activating ELF 'authentication' processes and mediation strategies to achieve mutual understanding or acting as intermediaries. The research focus is on the process of 'authentication' applied by ELF speakers with special attention to lexical variation in mediation processes, stimulated by shared activities and peer exchanges where ELF instantiations emerged. Data from the practice of mediation in computer-mediated interactions will be presented and analysed, focusing in particular on how lexical variation and change occur among ELF users when concepts and communication are negotiated to fulfil specific linguistic and communicative needs.

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Lexical variation in ELF encounters in VOICE

Valeria Fiasco
University of Roma Tre, Italy
valeria.fiasco@uniroma3.it

The context of language contact where English is used as a lingua franca among speakers of different L1s brings about change and variation at multiple levels, i.e. phonological, pragmatic, morphological and lexical, that have been explored by several scholars. (Cogo 2009, Dewey 2007, Pitzl 2005, 2016). This study focuses on lexical variation in ELF encounters, an area specifically subject to innovation and change where different lexical processes are at stake, e.g. word-formation and borrowing. The investigation of lexical innovations in ELF was conducted adopting a corpus-based approach and using data from

the VOICE corpus, compiled at the University of Vienna and composed by over one million words of transcribed spoken data of native and non-native speakers from a variety of linguacultural backgrounds. The use of VOICE in the present study offers the opportunity to focus on lexical innovations through the use of specific tags that allow to identify newly coined words which are not part of contemporary English vocabulary but "although non-codified, these seem communicatively effective" (Pitzl 2008: 22). The aim of the study is to identify instantiations of lexical variation that reveal that the boundaries between languages are not always clear-cut and witness the vibrant nature of language in use.

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(Game)playing on Words: Lexical creativity in multimedia interactive entertainment

Silvia Pettini
University of Roma Tre, Italy
silvia.pettini@uniroma3.it

Creativity in English, and particularly "lexical creativity" (Munat 2016), has attracted scholarly attention in Linguistics for decades. In this digital age, creative uses of English are investigated across a variety of new media, discourses and genres, but, with few exceptions (see, for example, Ensslin, Balteiro 2019a), as Ensslin and Balteiro complain (2019b, 2-3), little research has focused on videogames "as means and objects of communication; how they give rise to new vocabularies, meanings, textual genres, and discourse practices", that is videogames as "medium-specific objects and tools of language studies".

Against this background, this paper aims to explore lexical creativity in videogames as texts (Ensslin 2015, 407-408) and, especially, in in-game texts (Bernal-Merino 2015: 110-114), in order to contribute to the development of "videogame linguistics" (Ensslin, Balteiro 2019b: 3). Accordingly, this study analyses one of the most culturally and commercially successful game franchises at global level, namely *The Sims* (Electronic Arts 2000 –), and describes how game writers "exploit the [English] language system creatively, at the level of phonology, morphology, or syntax", and "invent, modify, mix, and remix single morphemes, entire words, or whole expressions by applying or by violating productive and creative word-forming processes" (Munat 2016: 92) for the purposes of multimedia interactive entertainment.

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<u>Single-author presentations</u>

Social media as cultural and linguistic shapers: The case of 'ClioMakeUp'

Emanuela Ammendola
University of Naples "Parthenope", Italy
emanuela.ammendola001@studenti.uniparthenope.it

Social media platforms like Instagram, Facebook, Youtube currently represent the virtual space where "web stardom" (Codeluppi 2021) emerges and influencer marketing takes place. Web stardom represents a "participatory dimension" characterized by a strong relationship between web stars and their fans (Codeluppi 2021: 67) which is at the basis of influencer marketing. Such relationship is, indeed, one of the most relevant aspects of influencers' marketing strategies and campaigns aimed at persuading followers to buy given products or services (Brown, Hayes 2008). The purpose of this paper is to investigate the role that a platform like Youtube plays in popularizing, from a content and linguistic perspective, the professional domain of cosmetics. The Youtube Instagram page of the make-up influencer *ClioMakeUp* was explored from a linguistic and multimodal perspective to identify the new genre through which make-up discourse is conveyed and the extent to which the figure of the influencer may facilitate the popularisation of the professional language related to this domain. For this purpose, the linguistic analysis aimed at observing the impact of web discourse on cosmetics language was complemented by a multimodal one (Fairclough 2003; Kress, van Leeuwen 2006; Kress 2017) intended to show how specific contents evolve and are conveyed to a heterogeneous audience of followers.

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The conceptualization of Covid-19 vaccines in online discourse

Marco Bagli
University of Genoa, Italy
marco.bagli@unige.it

Since its first outbreak in 2019, the Covid-19 pandemic has radically changed our jobs, our life-styles, and even our language. People around the world have been framing this dramatic

event through the metaphorical frame of war, in languages as diverse as Italian, Japanese, Georgian, and Dutch, to mention but a few (https://www.enl.auth.gr/tclr/BOA-15-7-2020.pdf). Crucially, it is the first pandemic in a globalized world, and as such it has been extensively represented on social media. This represents an unprecedented opportunity for lexicographers, who can map linguistic usage in real time.

The #reframecovid project started on Twitter to offer alternative construals to this unprecedented situation (https://sites.google.com/view/reframecovid/people/personas?authuser=0). Wicke and Bolognesi (2020, 2021) used tweets to model the frames used to talk about the pandemic. Semino (2021) analysed and proposed alternative and equally-suitable conceptual metaphors to talk about the pandemic. Lamsal (2020) has been compiling a dataset of coronavirus related tweets, while the English corpus family has been updating the Coronacorpus since the first months of the pandemic (Davies 2020). Bagli (forthcoming) investigated the conceptualisation of doctors and nurses as heroes in the larger frame of the war metaphor.

The present paper concentrates on the conceptualisation of vaccines in English. Within the metaphor of war, vaccines are expected to be represented as weapons. What are the linguistic items that realise this metaphorical mapping? To answer this question, the current investigation combines data from various sources, i.e. the Coronacorpus, the Coronavirus tweets dataset, and a selected corpus of tweets downloaded using the Twitter API tool. Results are expected to offer insights on the relevance of new technologies and social media in contemporary linguistic research.

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Politeness markers and formulaicity in Prime Minister's Question Time: Comparing Margaret Thatcher and Theresa May

Veronica Bonsignori
University of Rome "Foro Italico", Italy
veronica.bonsignori@uniroma4.it

Denise Filmer
University of Pisa, Italy
denise.filmer@unipi.it

Prime Minister's Question Time (PMQs) as a political discourse genre has a long and distinguished history (Riddell 1998; Bates et al. 2014). Based on a set of turn-taking "rules" that have evolved over time and continue to be in evolution (Harris 2001; Shaw 2000), the adversarial exchanges between Members of the House of Commons are traditionally framed around formulaic expressions and elaborate forms of address (*Will the Prime Minister tell us…? Would the right Honourable Lady agree with me that…? Could the right Honourable Gentleman explain…? My Learned Friend, Mr Speaker*). This paper examines the use of the phrasemes intrinsic to parliamentary discourse during interactions between two female Prime Ministers and their respective Leaders of the Opposition: Margaret Thatcher and Neil Kinnock; Theresa May and Jeremy Corbyn. From a diachronic perspective, the analysis focuses on the (non)use of honorifics and other politeness strategies adopted by the political speech community through the lens of (im)politeness theory (Brown and Levinson 1987; Culpeper 1996; Harris 2001), considering also the implicit gendered dynamics. The corpus comprises a selection of original video recordings of PMQs from the last year of each of the Prime Ministers' mandates and the respective transcripts. More specifically, the audiovisual documents were carefully watched and the speech transcribed, then compared to those officially released by *Hansard* online in digital format. Initial findings suggest that over time, across genders, and in the official transcripts made digitally available by *Hansard* participants' use of politeness forms appears to be diminishing as formulaic expressions are increasingly omitted or substituted with pronouns.

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Dicciocho. Portal lexicográfico del XVIII

Elena Carpi
University di Pisa, Italy
elena.carpi@unipi.it

Esta comunicación tiene como objetivo presentar el portal lexicográfico *Dicciocho*, dedicado a los diccionarios de español del siglo XVIII: *Dicciocho* nació del deseo de poner a disposición de la comunidad científica el lemario de la segunda edición de *Autoridades*, un diccionario considerado perdido, cuyo manuscrito fue hallado en tiempos recientes en el archivo de la Real Academia Española, y desde algunos unos meses se puede consultar en línea en la página web de la RAE. Luego, el portal se amplió para incluir materiales relacionados con la primera edición de *Autoridades* y el fundamental *Diccionario castellano con voces de Ciencias y Artes* del padre jesuita Terreros y Pando. Para ejemplificar el uso del portal, se va a proponer el análisis de las voces artísticas en los dos Autoridades.

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"Visit our ancient factories and book your tour": A linguistic analysis of the online promotional discourse of Italian enogastronomic tours

Silvia Cavalieri
University of Verona, Italy
silvia.cavalieri@univr.it

Sara Corrizzato
University of Verona, Italy
sara.corrizzato@univr.it

Enogastronomic tourism refers to clients' specific enthusiasm for visiting the area in which a product is made so that they can taste and buy at the source. This form of tourism has indeed become highly popular in Italy too, developing in several branches of the agri-food sector. As a result, a considerable number of Italian wine, vinegar and/or cheese producers are offering their (prospective) foreign clients special tours aimed at tempting them into booking a stay, encouraging them to discover the picturesque natural locations and eventually to buy their top-quality products.

With this purpose, the promotional discourse on Italian websites offering such tours must aim "to persuade, lure, woo and seduce" (Dann 1996: 2) visitors, convincing them to discover the Italian land and products. Since (re)presenting places and its people is not guided by a "value-free" (Pritchard, Morgan 2001: 177) perspective, but rather by the deliberate intention to promote such destinations, comprehending how discourse is moulded to influence readers' perception of the local context would seem relevant. This paper aims at investigating the linguistic strategies used in the digital environment to promote enogastronomic tours across Italy by mainly considering how phraseology and units of meaning extend participation framework and open the way for new communicative contexts.

Basing the investigation on both quantitative and qualitative methods, the English versions of a corpus of Italian wine, vinegar and cheese websites (around 100) will be taken into consideration in order to analyse how online narrative contributes to promoting this form of tourism as well as to understand how clients' experience positively coexists with the promotion of local/regional products (Meluzzi, Balsamo 2021).

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The semantic change of *happy* and *glorious* after the English Revolution of 1688: A corpus-assisted discourse study

Elisabetta Cecconi
University of Florence, Italy
elisabetta.cecconi@unifi.it

My paper takes as its focus the semantic variation of the premodifying adjectives *happy* and *glorious* which resulted from the Glorious Revolution of 1688 and the subsequent triumphal representation of Britain as a champion of freedom and people's rights. By adopting principles of corpus-assisted discourse studies, I shall be examining the collocational patterns of the two lexical items in the period between 1620 and 1790. Before the Glorious Revolution the meaning of the two premodifiers appears consistent with the definitions provided in the *OED* but from 1688 onwards changes in the phraseology seem to affect their semantics. The clusters "Glorious/Happy Revolution/Spirit/Deliverance/Constitution/Country" consistently co-occur with words referring to liberty and emancipation to the point that the adjectives appear to take on a liberal connotational meaning which enriches their semantics with a sense of freedom from tyrannical oppression and Catholic corruption. In order to investigate the meaning of the adjectives before the Glorious Revolution, I shall use the *Florence Early English Newspapers Corpus* which contains corantos and newsbooks (1620-1649), the *Lancaster Newsbooks Corpus* (1653-1654), and the *ZEN Corpus* which includes a selection of English newspapers for 1671 and 1681. For my analysis of the adjectives after 1688, I shall use the *British Newspaper Archive* and a corpus of London Newspapers from 1730 to 1790 taken from the 18th-century section of the *Burney Collection of Newspapers.*

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Le discours international dans l'espace numérique : analyse discursive du lexique de l'aide dans le rapport annuel 2020 de la Banque Mondiale

Ilaria Cennamo
University of Turin, Italy
ilaria.cennamo@unito.it

Notre étude vise à analyser les mises en discours du lexique de l'aide au sein du rapport annuel 2020 de la Banque Mondiale (« Prêter soutien aux pays en des temps sans précédent » : https://www.banquemondiale.org/fr/about/annual-report#anchor-annual (consulté le 18 septembre 2021). Ce rapport présente un compte rendu des mesures économiques et financières définies par la Banque Mondiale pour « aider les pays à faire face aux effets sanitaires, sociaux et économiques de la COVID-19 tout en gardant en ligne de mire leurs objectifs de développement à long terme » (Banque Mondiale 2020 : 4). Dans le cadre de notre analyse, se situant dans le domaine des analyses de discours institutionnels (Krieg-Planque 2012 ; Maingueneau 2002; Charaudeau 2020 ; Paissa, Koren 2020 ; Cassam Chenaï 2020 ; Jullion et al. 2019), le lexique de l'aide est conçu comme une voie d'accès (Née, Veniard 2012) à la construction d'un éthos collectif (Amossy, Orkibi 2021) s'appuyant sur les stratégies argumentatives (Amossy 2016) d'un discours humanitaire (Cotter, Herrmann 2014 ; Juhem 2001 ; Ambrosetti 2005) encadré dans l'espace numérique (Vicari 2021). L'objectif de cette recherche est de contribuer à l'observation du rapport qui existerait entre le numérique (Saemmer 2015 ; Paveau 2017) et l'évolution du discours international (Raus 2013 : 7) vers une rhétorique humanitaire.

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A multimodal analysis of humorous intent in *LOL-Last One Laughing/LOL-Chi ride è fuori*

Laura Centonze
University of Bari "Aldo Moro", Italy
laura.centonze@uniba.it

Concetta Papapicco
University of Bari "Aldo Moro", Italy
concetta.papapicco@uniba.it

Little attention has been paid to playful communication by researchers, despite its being found in different cultures and through distant times. As a cultural and social phenomenon, some scholars believe that playful communication is based upon an "impulse" to play (Huizinga 1955 [1938]), which explains how the player is committed to playfully communicating but does not provide any real motivation behind his/her own engagement in the game. Within the playful framework is humor as. a communicative strategy based on a contradiction (Mizzau 2005) and four dimensions (Chen, Martin 2007), i.e. two positive (*Affiliative* and *Self-enhancing*) and two negative (*Aggressive* and *Self-defeating*). Drawing on the literature on comedy humor, this study aims to explore the extent to which multimodal communication (Poggi, D'Errico, Vincze 2011) can effectively convey humor in one of 2021 most famous televised programs, i.e. *LOL-Last One Laughing*. The show, which has been produced by Amazon, involves comedians who have to make other comedians laugh in order to eliminate them. Assuming cross-cultural differences in the expression of humor, the study has taken into account the first episodes of the show in its Italian and English versions, by annotating both verbal and non-verbal aspects (e.g. facial expressions, gestures, position) of the humorous interactions among the comedians through the ELAN software tool (Crasborn et al. 2006). Results show how the humorous intent in LOL is based on the contrast between facial and verbal expressions (Tsakona 2020), with cultural differences in meaning between the English and Italian versions.

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An exploratory analysis of hyphenated phrasal expressions in English vs. Italian fashion writing

Belinda Crawford Camiciottoli
University of Pisa, Italy
belinda.crawford@unipi.it

Hyphenated phrasal expressions have been analysed by linguists as features of both English and German (Meibauer 2007; Trips 2014; Missud 2018). In the context of English fashion discourse, they serve as linguistic devices through which fashion writers formulate richly articulated descriptions and evaluations linked to the world of fashion, while carving out their own distinctive identities (König 2006; Crawford Camiciottoli 2019, 2020). Yet it is not known whether such usage has spilled over into Italian fashion discourse, representing a language that generally lacks such phrase-like compounds (Bisetto 2015) and in which complex hyphenated items "cannot simply be formed at will by any language user" (Fetzer and Weber 2019: 393). A related question is whether the linguistic cross-fertilization seen in the relatively common English borrowings (e.g., *cardigan, outfit*) found in Italian fashion discourse (Lopriore and Furiassi 2015; Ondelli 2015) also occurs with multi-word items.

This contribution explores trends in the use of hyphenated phrasal expressions in Italian fashion journalism, which may reflect cross-influence from its English counterpart. Extending previous corpus-assisted research that identified frequencies and patterns of these expressions in an English fashion journalism corpus (Crawford Camiciottoli 2019), I replicate the analysis in an Italian fashion journalism corpus based on the digital fashion magazine *MF Fashion* available at Nexis Uni. Preliminary results indicate that hyphenated phrasal expressions are comparatively infrequent in the Italian fashion journalism corpus. The few instances tend to be highly conventionalized within the fashion world (e.g. *prêt-à-porter*) or appear in code-switching episodes (e.g. *una cerimonia di corte up-to-date*). However, in line with Crawford Camiciottoli (2019), there were some cases of creative usage, for example, *il designer-dj-pr argentine* that highlights the multiple identities and talents of persons of interest within the fashion world. The findings offer a foray into the phenomenon of linguistic cross-fertilization within the global fashion discourse community in relation to hyphenated phrasal expressions.

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The "War on Terror" discourse in the new digital communication era

Marisa Della Gatta
University of Bari "Aldo Moro", Italy
dellagattamarisa@gmail.com

Two decades after the 9/11 attacks, the so-called "War on Terror" rhetoric (Hodges 2011) that stemmed from those tragic events has evolved taking a completely new shape. For instance, the US withdrawal from Afghanistan has been given a different resonance if compared to Iraq. The evolution of digital media goes hand in hand with this new dimension (Challand 2011), following a parallel pathway and playing a crucial role. This paper investigates the impact of digital communication and its transformation on the "War on Terror" Discourse. It is argued that in the passage from Web 2.0 communication (Alberts et al. 2001) to new digital media (Simons 2019; Cunningham 2010), the rhetoric has altered accordingly. This indicates a mutual relationship between the "message" and the "medium" to readapt McLuhan's (1964) notable phrase "The medium is the message" (1964). A comparative strategy (Kroenig, McAdam, and Weber, 2010) is used to analyze news articles containing reference to the "War on Terror" published by English media outlets from 2001 to 2021 and content published in new media platforms, including social media. Taking into account By assuming the "reflective tool" (Gee 2011) about the mutual relationship between the facts and their representation of them (Van Dijk 2009), it is further claimed that there was a switch in the coverage of the "War on Terror"-related events, in particular the way in which the wars in Iraq and Afghanistan and the respective withdrawals are reported. The information flow shift has had a direct influence on the way the rhetoric is delivered, shaped and perceived.

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Culinary recipes as a textual genre: A phraseological analysis of collocations

Laura Diamanti

University of Cassino and Southern Lazio, Italy

l.diamanti@unicas.it

Only recently culinary recipes have been researched as a textual genre (Cornbleet, Carter 2001: 46; Garzone 2017: 39-40). Inasmuch as texts easily recognisable in their structure (Baker 2006: 3), recipes are variously deemed a 'text type' (Görlach 2004: 123; Arendholz, Bublitz, Kirner, Zimmermann 2013: 121), as 'specialized texts' (Rebechi, da Silva 2017: 104), or 'technical texts', which cannot be included within the text type of the field of General English (Norrick 1983: 181). They have also been categorised into four styles according to their function, namely "scientific style (cookery books); publicistic style (articles with culinary recipes); colloquial style (everyday conversations connected with culinary themes); belles-lettres style (novels)" (Dobrikova 2020: 390).

From the perspective of phraseology as 'a subdiscipline of the linguistic system' and with regard to the concept of phraseological units (Gläser 1998: 125), a stylistic approach in the present study aims at identifying 'compositional lexical phrasemes' (Mel'čuk, 2012: 38) in food recipe writing. It is investigated how they are used in context, as culture-specific metonymies (Barcelona 2003: 6), and rendered in the translation process, in the form of 'refraction' (Tymoczko 1999: 42): their differences are considered within the textual genre of recipes with respect to the communicative medium, in the way discourse in this domain is affected by the digital transformation. In this regard, the focus is on collocations occurring in cooking recipes of British and Italian dishes, promoted in Jamie Oliver's and Nigella Lawson's popular websites (respectively, https://www.jamieoliver.com/search/?s=italian, and https://www.jamieoliver.com/search/?s=British; https://www.nigella.com/recipes/italian; https://www.nigella.com/recipes/search?term=british+dishes&occasion=&theme=, https://www.nigella.com/recipes/search?term=English+dishes&occasion=&theme=) and cookbooks (Jamie's Great Britain, 2011, Jamie Cooks Italy, 2018; Kitchen: Recipes from the Heart of the Home, 2008, Nigellissima: Easy Italian-Inspired Recipes, 2013).

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Heuristics of scientific discourse in research-related press releases: Lexical and phrasal traces

Laura Di Ferrante
University of Rome "La Sapienza", Italy
laura.diferrante@uniroma1.it

Sergio Pizziconi
University of Siena, Italy
sergio.pizziconi@unistrasi.it

Emilia Petrocelli
University of Siena, Italy
petrocelli@unistrasi.it

Elisa Ghia
University of Siena, Italy
ghia@unistrasi.it

Entrepreneurial universities and research institutions (Clark 1998) sponsor their research activities through the media with the aim of increasing their popularity, bolstering their reputation, and attracting students and resources. Paralleling the hybridization of corporate press releases (PRs) (Catenaccio 2007, 2008; Jacobs 1999, 2009), these institutions have started using PRs as a promotional tool along with the traditional goal of disseminating and popularizing knowledge (Di Ferrante, Lattanzi, and Petrocelli in print; Lattanzi 2020). Sensationalism and the strategy of spotlighting the institution issuing the PR drive the "entextualization" (Garzone 2021: 172) of information towards a less rigorously scientific report, which in turn may engender biased representation of scientific knowledge in the media (Maci 2019: 18, Maat 2007, Summer et al. 2014, Woloshin et al. 2009, Yavchitz et al. 2012).

This paper presents the first results of a broader project aimed at creating an annotation system of PRs for future use by media operators. The mark-up is based on heuristics derived from the collection of lexical and phrasal units that are expected to account for the structural and procedural requirements of scientific research design and publication. The instances were collected with an interrater procedure from a corpus of 110 pairs of press releases and their source scientific articles. Lexical and phrasal units were grouped into eight categories further subcategorized with frequencies. The categories are: Publication procedure, Research group, Facilities, Study object, Methodology, (if experimental) Features of experimental subject(s) or object(s), Innovation, Inferences.

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Exploring the words relating to people and places in the correspondence of two British women explorers

Francesca Ditifeci
University of Florence, Italy
francesca.ditifeci@unifi.it

This study takes as its focus the language used by Lady Lucie Duff-Gordon in her Letters from Egypt and Hilda Petrie in her Letters from the Desert, comparing data from 1862 and 1942.

The aim of this contribution is to investigate the words used by these two British women travellers with special attention to the authors' attitude towards people and places. In particular, some key discourse patterns will be analysed in order to find out and to compare the shifting of the point of view between these two informants as an expression of both their socio-historical context and their feminine attitude as 'explorers'.

The methodology employed to analyse their correspondence draws from corpus assisted discourse analysis, in particular from Susan Hunston's studies on evaluation, which seem particularly apt to explore attitude. A corpus formed by the two authors' above indicated letters has been built and it has been queried with the aid of #LancsBox: Lancaster University corpus toolbox. Both a quantitative and a qualitative approach in analysing the texts have been combined in the attempt to find formerly undiscovered, recurrent patterns and join them to particular contextual dialogic discourse practices.

The results from this comparison show the two authors' shared feminine attitude, which best depict the role played by adventurous women in their specific context, with Lady Lucie Duff-Gordon's prevalent authorial stance as motherly and ill-settler and Hilda Petrie's as female archaeologist.

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Doing lexical semantics in the digital era: The contribution of electronic sources to the study of word meanings (and more)

Gian Marco Farese
University of Milan "Statale", Italy
gianmarco.farese@unimi.it

Over the last four decades, lexical semanticists have demonstrated that dictionaries and speaker intuitions aren't the repositories of word meanings. Lexical semantic analysis is grounded in discourse analysis; to elucidate the meaning of a word clearly and precisely, it is necessary to examine how this is used in discourse, looking at collocations, syntactic combinations and semantic compatibility with other lexical items. On numerous occasions, the findings of discourse-based semantic analyses have contradicted the statements made in dictionaries, invalidating traditional methods of lexicography (Wierzbicka 1980, 1985, 1997, 2003; Goddard 2011; Goddard and Wierzbicka 2014; Bullock 2011). In this respect, the contribution of electronic texts has been fundamental. This paper presents two different cases in which the analysis of discourse in electronic collections of texts has enabled the analyst to lay bare semantic phenomena which would have remained hidden and has favoured the production of better definitions of word meanings.

The first case is polysemy; corpus-driven semantic analysis has imposed the necessity to distinguish the reference from the address meaning of different types of words – notably, stage-of-life words (Farese, in press) and greetings (Farese 2018) – a distinction not made by dictionaries. The second case is semantic change; the availability of electronic texts from different periods has permitted the identification of diachronic differences in discourse reflecting changes in word meaning and underlying cultural assumptions (Bromhead 2009; Wierzbicka 2006, 2010). This paper shows how various digital sources can be used effectively in studies on lexical semantics and discusses the implications for translation, language teaching and cross-cultural training.

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The *woke* revolution: A diachronic case study on the semantic shifts of the word of our era

Denise Filmer
University of Pisa, Italy
denise.filmer@unipi.it

Gianmarco Vignozzi
University of Pisa, Italy
gianmarco.vignozzi@unipi.it

This paper presents a diachronic study of the semantic drift related to the term "woke". The study attempts to map the evolution of its meaning within the context of "woke culture" as represented in British digital newspapers. Etymology rooted in non-standard African American slang, "woke" with the positive acceptation of socially aware started gaining ground within certain sociolects towards the end of the 20th century. The Black Lives Matter Movement disseminated the term, thus drawing media attention. Recently, however, the ideologically loaded signifier has been the object of a lingua-cultural backlash, together with its signified. This research, therefore, traces the semantic trajectory of "woke" and its morpho-syntactic permutations, thus providing concrete evidence of how news discourse has contributed to the shades of meaning attached to the construction of "wokedom". The methodological approach triangulates corpus-assisted discourse analysis (cf., *inter alia*, Baker et al. 2008; Partington et al. 2013) with critical discourse studies (Fairclough 2003; Van Dijk 2013). Articles were retrieved from a cross-section of British newspapers using the *LexisNexis* database and were sampled according to content and timeframe: the search term "woke" was used to find relevant data within the time span between 2017, when two eponymous films were released: *Woke* (Aleah 2017), and *Woke* (Shervington 2017), and the end of July 2021. The selected texts, which comprise the *Woke News Corpus* (hereafter *WNC*), were manually tagged

according to media source, date of publication, and the stance towards the issues discussed (e.g., positive or negative). The fine-grain analysis then critically evaluates the collocations, the phraseological clusters and the semantic prosody around the term "woke" and its derivatives, with a special focus on instances of evaluative language (Bednarek 2006) and appraisals (Martin, White 2005).

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A data-driven (bottom-up) approach to German light verb constructions

Jens Fleischhauer

Heinrich-Heine University Düsseldorf, Germany

jefle101@uni-duesseldorf.de

LVCs are a central topic in German linguistics for more than 60 years now. Up to know, LVCs have mostly debated from a top-down rather than a bottom-up perspective. LVCs are complex predicates consisting of a semantically light verb and a phrasal element which contains the main predicational content. One aspect which so far has been gone unnoticed in the research literature is the semantic heterogeneity of LVCs. The LVCs in (1) only vary with respect to their nominal element. The one in (a) expresses an event passive-like meaning, the one in (b) has a state passive-like interpretation (Fleischhauer 2021). Thus, *unter Beobachtung stehen* (1a) is paraphrased as 'beobachtet werden' ('be observed') but *unter Stress stehen* (1b) is paraphrased as 'gestresst sein' ('be stressed').

(1) a. *unter Beaobachtung stehen* 'be under observation'
    b. *unter Stress stehen* 'be stressed'

The two types of LVCs in (1) differ not only in interpretation but also with respect to the choice of causative light verb. Whereas (1a) takes the causative light verb *stellen* 'put', (1b) prefer *setzen* 'put'.

The differences between the LVCs in (1) do not represent idiosyncratic properties of these two particular constructions but they are representative for a larger set of LVCs. Such

empirical observations support a compositional view on LVCs (Nunberg, 1994) and therefore have a direct effect for our semantic analysis of this type of predicative multiword expressions. The central methodological claim is that a proper treatment of LVCs requires a data-oriented bottom-up approach.

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Guiding the audience through virtual destinations: A corpus-based analysis of the travel vlog as a genre

Valeria Franceschi
University of Verona, Italy
valeria.franceschi@univr.it

Video blogs are a relatively young genre that has been compared to a type of monologue: "[v]logs instantiate non-scripted, non-institutionalized monologue situations" (Frobenius 2011: 815) and for which common conventions have not yet been established. As a popular type of user-generated-content (UGC) (van Dijck 2009), vlogs have been under researched, probably due to data collection and transcription constraints, with studies focusing more closely on written blogs and online reviews, and very few studies carried out on the textual features of the video blog genre as a whole (e.g. Frobenius 2011, 2013, 2014).

The purpose of this paper is to fill an existing gap and explore vlogs as a genre by identifying recurring expressions through which vloggers organize their text and engage with their audience. Indeed, despite the monological nature of vlogs, content creators do address an "imagined" audience, a "mental conceptualization" of their viewers (Litt 2012: 331) that may not necessarily match their actual audience (Litt and Hargittai 2016: 2). Specifically, travel vlogs will be considered, as user-generated travel data is an important source for multiple aspects of tourism research. A pilot corpus of transcribed and annotated travel vlogs with China as a destination will be analyzed with the SketchEngine (Kilgarriff et al. 2014) N-gram tool to identify recurring expressions ascribing to these two main functions. Preliminary results show that vloggers address their audience directly and actively in order to draw their interest, also calling them to action to engage with their content multimodally (leaving comments, subscribing to the channel); transitional expressions appear instead to be frequently used to 'flag' scene cuts and contextualize the scenes: a categorization of such expressions, based on their functions, will be suggested.

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#memes: los memes como nueva forma de comunicación digital

Manuela Fuliotto
University of Genova, Italy
manuelafuliotto@hotmail.com

Los memes se han convertido en una de las formas comunicativas de mayor importancia en las redes sociales. Sin embargo, a parte la red que es su medio de difusión natural también los medios de comunicación convencionales comienzan a hacerse eco de los memes más populares. Tan pronto como ocurre algún acontecimiento que llama la atención pública casi de repente se difunden los consiguientes memes. Si los pensamos de esta forma los memes se podrían entender simplemente como meros chistes gráficos de lo contrario son una realidad semiótica y retórica compleja. De hecho, los memes contribuyen a articular el discurso público y sirven como espejo de la opinión pública no solo en una dimensión lúdica sino ideológica: los memes se ocupan también de política y de difusión de ideas. Este es el caso de las cuentas de Instagram @culomala, @fluorrazepam y @feminismoen8bits. Aunque estén centradas en distintos temas, sus cuentas, seguidas mayormente por mujeres, tienen puntos en común: mensajes con un enfoque feminista.

El objetivo de este estudio es analizar los memes que se encuentran en las tres cuentas de Instagram haciendo hincapié en el carácter multimodal de los mismos y pretende describir la evolución y el estado actual de los memes marcando su evolución y su divulgación en las redes sociales como nuevas formas de fraseología.

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Translating accounting terms, principles and concepts into Italian: Faithful representation, issues and semantic effectiveness

Walter Giordano
University of Naples "Federico II", Italy
walter.giordano@unina.it

An increasing number of jurisdictions, worldwide, require IFRS (International Financial Standards) guidelines to draw Financial Statements for listed companies (https://www.ifrs.org/use-around-the-world/use-of-ifrs-standards-by-jurisdiction/). This study investigates the effects on meanings and accounting concepts deriving from IFRS implementation in the Italian jurisdiction. The research question is: are IFRS terms, principles and concepts faithfully and effectively conveyed by their translation into Italian?

Frequently, a concept in a national culture has no exact equivalent in a foreign culture, thus translators must search for analogies and similarities in concepts and terms to explain the meaning (Evans 2018); this often leads to misunderstandings and loss of significance (Evans 2004); furthermore, the translator has low discretion when it comes to dealing with texts subject to regulations and laws (Garzone 2015). Accordingly, the translation of some accounting terms is difficult as it is bound to the country's regulation and on the cultural specificity of the content underlying the terminology (Pizziconi et al. 2018, Giordano 2020). In Italy, accounting procedures are regulated by the *Codice Civile*, whose articles are the guidelines for national accounting (Giordano 2020). Some examples of problematic translation: the general principle of "prudence", which has instead a twofold meaning in

Italian, from an administrative and an accounting view (Alexander et. al 2018); the principle of "materiality", translated into Italian both as "*rilevanza*" (in accounting documents) and "*significatività*" (in Auditors' Reports)

Translation theories and strategies are used in this paper to detect possible inconsistencies at interpretative level. The strategies that better fit the translation needs in the field of accounting, are borrowings, equivalence and adaptation (Scarpa 2001), and conceptualization (Temmermann 1997) being accounting strongly biased by its legal background (Giordano 2020). The corpus of this study consists of Notes to Financial Statements and Auditors' Reports (such documents are a part of the Financial Statements set) from 50 listed Italian companies. The methodology consists of drawing a list of accounting discourse items, refined through inter-rater reliability. Consequently, the documents are analysed to identify such items: the results of their translation process are compared with benchmark official conceptual and terminological prototypes, taken from official Italian regulatory source documents, and eventually misalignments are studied.

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Zum Zusammenspiel von Gebrauchstendenzen bei der Ausbildung von Sprachmustern

Doris Höhmann
University of Bologna at Forlì, Italy
doris.hoehmann@unibo.it

Erst die Untersuchung großer und sehr großer Korpora ermöglicht es, feinmaschige Regelmäßigkeiten im Sprachgebrauch zu erfassen, die sich der bewussten Wahrnehmung

entziehen. Dass das Potential korpuslinguistischer Ansätze zum jetzigen Zeitpunkt noch nicht ausgereizt ist, zeigt sich u. a. daran, dass sich bestimmte Gebrauchstendenzen erst dann abzuzeichnen beginnen bzw. bestimmte Suchanfragen erst dann erfolgreich durchgeführt werden können, wenn sich die untersuchten Datenbestände in einer Größenordnung von mehreren Milliarden Tokens bewegen. Neue Impulse und Perspektiven für die empirische Sprachforschung ergeben sich insofern schon allein aus der Möglichkeit, immer umfangreichere Datenmengen mit Hilfe immer leistungsstärkerer korpuslinguistischer Werkzeuge durchforsten zu können.

Zugleich werfen die zu beobachtenden Tendenzen im Sprachgebrauch Fragen auf, die den Kernbereich der Grammatikdarstellung (Sprachsystem vs. Sprachgebrauch, Kompositionalität vs. Nicht-Kompositionalität von Sprachmitteln und Äußerungen u.a.m) berühren. Dazu gehört auch die Frage nach dem Zusammenspiel von verschiedenen Gebrauchstendenzen bei der Ausgestaltung sprachlicher Äußerungen, der im Beitrag nachgegangen wird. Im inner- und zwischensprachlichen Vergleich wird anhand ausgewählter Beispiele untersucht, inwieweit Sprachmuster durch die Bündelung bzw. Überlagerung mikroskopisch feiner Regelmäßigkeiten im Sprachgebrauch entstehen bzw. als das Ergebnis ineinandergreifender, sich überlagernder Gebrauchstendenzen beschrieben werden können. Datengrundlage sind deutsche, italienische und englische Webkorpora.

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A corpus-based study of semantic prosody change: A methodological proposal

Ersilia Incelli
University of Rome "La Sapienza", Italy
ersilia.incelli@uniroma1.it

This paper proposes an investigation of the collocational behaviour of groups of semantically related verbs, namely *fuel, stoke, ignite*, *charge*, in various domains, e.g. business English, newspapers, politics. Starting with the lexeme *fuel*, the main aim is to examine both the synchronic and diachronic conceptualization of the word, especially its metaphorical usage. The premise being that collocation can be partially explained by examining the linguistic features and processes which influence the way collocations are formed, this study particularly focuses on semantic prosody and the tendency of words to appear in phraseological units, e.g. *add fresh fuel to the fire, further fuelled by the fact that.* Although meanings can emerge in predictable ways, the paper proposes that the original meaning is extended and encompasses more complex connotations. Results show that semantic prosodies of the word *fuel* have undergone a change over the years. For example, there are overwhelmingly negative prosodies in the newspaper data, frequent collocates being *anger, debate, inequality, protests, riots, speculation, terrorism, violence*. There is also a large amount of evidence that semantic prosody depends on the genre, for instance, in biomedical genre, *fuel* is neutral or positive, e.g. *fuelling cells*. Drawing on data from historical (English Historical Book Collection 1500s – 1700s)*,* and modern corpora (e.g. COCA, Davies, 2008) the study attempts to track changes by comparing frequencies in the company of pleasant and unpleasant words over different periods. The ultimate aim is to see how far we can automate the analysis of language.

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Climbing where I can: Ladin, Italian, and German learners of English describing prototypical climbing scenes

Martina Irsara
Free University of Bozen/Bolzano, Italy
martina.irsara@unibz.it

Languages display different typological tendencies when they lexicalise motion events, and speakers of different L1s might need to readjust their thinking when describing manner and path components of motion events in languages learned later in life. Rationalising linguistic choices made by language learners and identifying negative evidence can be challenging. Besides, complex linguistic biographies of subject groups conspire to muddy the waters, on account of the composite typological and cognitive systems they bring to bear when constructing task-based responses in a third or fourth language.

This paper shows how contrastive analyses of learner descriptions of human climbing scenes revealed tendencies that are arguably ascribable to cross-linguistic variation. The English verb *climb* occurs in a wider array of syntactic constructions than its Ladin and Italian counterparts, which take no direct objects and most typically denote effortful upward movement, whereas German appears to be typologically closer to English in this regard. It was therefore hypothesised that German speakers would use the English verb *climb* in more contexts than Ladin and Italian speakers. This tendency was confirmed when Trentino-South Tyrolean speakers of Ladin (n = 13), Italian (= 40), and German (n = 40) described 12 drawings showing a figure climbing in different environments and directions. A video-description task accomplished online by speakers of Ladin (n = 57), Italian (= 45), and German (n = 45) corroborated to some extent the previously obtained results, while confirming the difficulty in detecting clear-cut distinctions between multilingual sets of participants.

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Moving away from speech in the digital world: Word lengthening patterns

Elsi Miia Kaiser
University of Southern California, USA
emkaiser@usc.edu

Online communication lacks prosody but has other tools, e.g. emoji (Bai et al 2019). We focus on a less-researched means to enrich online communication: lengthening words by repeating letters, e.g. English (yasssssss, craaaaazy), Finnish (hauskaaaaaa 'fun', lomaaaa 'vacation') and German (laaaaangweilig 'boring'). The written modality allows repetition in different positions: we find not only wordinternal lengthening that emulates spoken language (e.g. amaaaaaaazing), but also word-final lengthening (e.g. amazingggggg) that does not map directly onto spoken language (LaMontange, McCulloch 2017). Kalman and Gergle (2014) found that 94% of lengthenings in 1998-2002 data emulate spoken phoneme-lengthening, but they hypothesize this may change. Indeed, we find that, in a 2019 Twitter corpus, 43% of lengthenings are word-internal but 57% are word-final: Lengthening in online communication is diverging from spoken language. To investigate the extent to which these two lengthening types are distinct, we annotated >3500 occurrences of 15 different subjective adjectives (lengthened and unlengthened) in tweets from 2019 for (i) syntactic position, (ii) position in tweet, (iii) amount of lengthening, etc. The results suggest that the linguistic distribution of the two lengthening types is distinct from each other, and from nonlengthened words. We conclude that a new form of lengthening, distinct from spoken language strategies and making use of the written modality of online communication, has emerged and become established with its own communicative function.

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Das Korpus Studentische Referate in der FS Deutsch: Arbeitsbericht und Forschungsperspektiven

Ulrike A. Kaunzner
Università Modena und Reggio Emilia, Italien
ulrike.kaunzner@unimore.it

Lisa Bardeck
Università Modena und Reggio Emilia, Italien
lisa.bardeck@unimore.it

Vorgestellt wird ein Projekt zur Analyse mündlicher Sprachproduktion im Rahmen der Forschungsgruppe CAP der Universität Modena e Reggio Emilia: La comunicazione accademica studentesca orale in LS (tedesco), L1 italiano. Es handelt sich um eine Sammlung von Audio- und Videoaufnahmen studentischer Referate in der Fremdsprache Deutsch, die als Korpus in die Datenbank BAS Clarin Repository (Bayerisches Archiv für Sprachsignale, LMU München) einfließen.

Im Vortrag werden die Aufbereitung des Audio-/Videomaterials, die diversen Transkriptionsstufen an praktischen Beispielen sowie Möglichkeiten und Grenzen der Anwendbarkeit dargestellt und diskutiert. Hierbei wird unter anderem auf die Programme OCTRA, Praat, WebMaus und ELAN eingegangen.

Ein im Sommer 2021 durchgeführtes Pilotprojekt liefert erste Ergebnisse zur Arbeit mit dem Korpus. Hier wurden 28 gepaarte Videoaufnahmen derselben Studierenden im zeitlichen Abstand von zwei Jahren auf Veränderung bzw. Unterschiede in der Fremd- und Selbsteinschätzung untersucht, in Bezug auf Gesamteindruck (u.a. Verständlichkeit, Natürlichkeit, Kompetenzeindruck, Sympathie) und Sprechweise (u.a. Geschwindigkeit,Pausierung, Artikulationspräzision, Variation und Betonung). Schließlich sollen mögliche Forschungsperspektiven und didaktische Ansätze zur Diskussion einladen.

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Dialogic interaction between player and non-player characters in Animal Crossing: A corpus-based approach

Cecilia Lazzeretti
Free University of Bozen/Bolzano, Italy
cecilia.lazzeretti@unibz.it

Maria Cristina Gatti
Free University of Bozen/Bolzano, Italy
mariacristina.gatti@unibz.it

Dialogic interaction is a distinctive feature of *Animal Crossing* (AC), a social simulation video game developed by Nintendo. The language content that the player encounters is estimated to be "wider than all of the Harry Potter books combined" (Dai, 2020: 5) and is key to the goal of player immersion set forth by the game. Yet, little attention has been paid to it from a discourse analytical perspective.

This paper examines lexical patterns and phraseology in AC dialogues with a view to investigate how social identities are constructed in the language used. The analysis, based on a corpus of dialogues transcribed by fans of the game, relies on corpus-linguistics methodologies and can be framed within the context of ludolinguistics, a growing subdiscipline of discourse studies (Heritage 2020).

The study shows that emotional lexis is used to create an active and often heated interaction between player and non-player characters (NPCs). Even though NPCs are minimally characterized in terms of gender, age, or social status, the collocational analysis of "I" and "you" highlights two opposite personalities interacting in the dialogues: type A, lexically represented as extroverted, dynamic, and active, and type B, represented as kind, hesitant, and passive. The interaction observed appears therefore to reflect an asymmetric relation, aimed at involving the player, in which one character dominates and emotionally prevails on the other.

Preliminary findings encourage to collect larger samples of AC dialogues in order to make more generalizable claims about how discourses around social identities are reproduced.

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Exploring Covid-19 discourse in the digital world

Rosita Maglie
University of Bari "Aldo Moro", Italy
rosita.maglie@uniba.it

Matthew Groicher
University of Bari "Aldo Moro", Italy
matt.groicher@gmail.com

Health information is fundamental during an outbreak, but the novelty of coronavirus makes the situation even more difficult, because viral speculation can easily bury the limited information we do have, notwithstanding the scientific community is making huge progress in understanding the infection and the World Health Organization (WHO) and other organizations are making a concerted effort to counter infodemic (WHO 2020) and conspiracy theories (Uscinski et al. 2020). A case in point is *Coronacast*, a podcast aimed at "break[ing] down the latest news and research to help [Australian public] understand how the world is living through the pandemic" (Coronacast). Despite its aim, the podcast hosts, Dr Norman Swan, a physician and journalist, and Tegan Taylor, a health reporter, use words, phrases, and constructions during their daily episodes (N=475,699; P=March 2020 to March 2021), which - after cluster (Moisl 2015), collocation and concordance analysis (Baker et al. 2008) – can be ascribed to the CONSPIR tactics (Lewandowsky et al. 2020). Following this tactic comprising 7 traits of conspiratorial thinking, the study answers 7 questions: Is the hosts' logic Contradictory? Is there Overriding suspicion of official explanations? And Nefarious intent to endanger people? And do official accounts indicate that Something must be wrong? Are there Persecuted victims? Does it seem narratives are Immune to evidence? Does it re-interpret Random events as being woven into broader interconnected patterns? This analysis seems to open the way for a better evidence-based understanding of the powerful impact of the ideological dimension of words (Van Dijk 2006) being inculcated into Australian society's belief system by emergent institutions such as podcasts.

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Language and social media across cultures: Engaging readers in Facebook pages of wineries

Elena Manca
University of Salento, Italy
elena.manca@unisalento.it

Francesca Bianchi
University of Salento, Italy
francesca.bianchi@unisalento.it

Over the last few years, social media have proved to be venues of information, news and entertainment, but also of promotional contents all over the world (e.g. Bianchi on tourism). At the same time, linguistic studies have shown that different cultures may adopt different promotional strategies, even when they share the same language (e.g. Manca 2016a, Manca 2016b). This paper sets out to analyse the language used by wine producing companies on Facebook, with a particular focus on the linguistic strategies used to engage readers in the informative/persuasive communicative exchange that takes place on Facebook. Furthermore, by comparing the Facebook pages of wineries from a range of different English-speaking countries, this paper will also explore differences and similarities in the type and frequency of usage of interactional linguistic strategies.

To these aims we have assembled corpora of Facebook posts from a range of wineries from different English-speaking countries. They have been analysed by adopting the theoretical framework of Metadiscursivity (Hyland 2005) and analytical methods typical of Corpus Linguistics.

Results will contribute to define the linguistic features of promotional communication on Facebook and highlight whether and to what extent cultural differences can be observed in this highly globalised medium.

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"It's the market, stupid". Topic models and word embeddings for ideological analysis: A case study in neoliberal discourse

Katerina Mandenaki
National and Kapodistrian University of Athens, Greece
mandenaki@yahoo.gr

Catherine Sotirakou
National and Kapodistrian University of Athens, Greece
cathrinesot@gmail.com

Costantinos Mourlas
National and Kapodistrian University of Athens, Greece
mourlas@media.uoa.gr

Spiros Mosconas
National and Kapodistrian University of Athens, Greece
smoschon@media.uoa.gr

The research reported in this paper attempts an empirical analysis of extensive textual data with computational tools that process and query texts within a highly debated field: neoliberalism and the financialization and marketisation of public life. We built a corpus of neoliberal texts comprising articles and blog entries derived from the websites of well acknowledged think tanks of neoliberal orientation. The detection of ideological markers is informed by a corpus-based approach to feature extraction and domain-specific concepts. We operationalized linguistic and discursive devices such as metaphors and repetitions that signal commonsensical assumptions within the framework of the neoliberal market ideology. We also experimented with distributional semantics along with several NLP techniques and machine learning algorithms in order to extract conceptual dictionaries and "seed" words. Our topic models successfully determined broad discursive fields from which we extracted key concepts. The collocations of the key concepts revealed the formulation of stereotypes whereas the words embedding model further supported the sense disambiguation of the selected words and provided access to the formulation of meaning and their latent interchangeability. The sentence embeddings further highlighted repetitive patterns and whole ideas constructed around the concepts and highlighted the mechanical character of an ideology in its function of providing solutions, policies and constructing stereotypes. Our approach shows promising results in effectively detecting ideological assumptions and lays the foundation of a novel pipeline for computer-assisted research in discourse analysis and ideology.

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The Armenian Question between 1914-1926 in letters to the editor – *The Times*

Isabella Martini
University of Florence, Italy

isabella.martini@unifi.it

This paper investigates words and phraseology used to refer to the 1915 genocide of the Armenians before the word genocide itself was first used thirty years later. As of today, Turkey has refused to call "genocide" the systematic massacre of potentially more than one million Armenians of the Ottoman Empire, despite international pressure and press coverage. The historical events and the fate of the survivors received a considerable and uninterrupted attention in numerous letters to the editors of major English broadsheets, amongst which *The Times* (Peltekian 2013). Letters to the editor have mainly been studied from a broader sociological, historical and political perspective (Wahl-Jorgensen 2002; Richardson, Franklin 2004; Cavanagh 2019), but have rarely drawn the attention of linguists (exceptions are Pounds 2005, 2006; Romova, Hetet 2012). The methodology adopted in this study is a mixed one. A corpus-driven approach (Tognini-Bonelli 2001) integrates with discourse analysis of the most frequent words and of their phraseology (Partington 2004) used to refer to the violence against Armenians. The findings highlight the linguistic strategies used to refer to what is today considered a genocide.

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Covidiot, *elbow bump*, and *frontliner*: Language change in the COVID-19 era

Elisa Mattiello
University of Pisa, Italy
elisa.mattiello@unipi.it

When a global phenomenon such as the Coronavirus 2019 outbreak occurs, different countries are involved with innovation at all levels: social, cultural, economic, but above all linguistic. Linguistic innovation is a vast area of research, as it encompasses language change at various levels and is studied in several subfields of linguistics: namely, historical

linguistics, sociolinguistics, and evolutionary linguistics. The various processes and mechanisms of language change, including lexicalization, grammaticalization, and lexical or semantic change, have been investigated and conceptualised in a variety of ways (see Hopper, Traugott 1993; Labov 1994; Brinton, Traugott 2005; Traugott, Trousdale 2010; Bybee 2015 *inter alia*). On the one hand, lexical change results in the dynamic expansion of the lexicon (Arndt-Lappe et al. 2018). On the other hand, semantic change includes processes such as narrowing, broadening, or metaphorization which modulate word meaning (Blank 1997).

This paper explores language change in the COVID-19 era, with a focus on both neologisms (e.g., *covidiot ← covid + idiot*) and neosemanticisms (e.g., *elbow bump* 'a gesture of greeting used as an alternative to a handshake', *frontliner* 'a health-care worker') which are currently entering English vocabulary. By conducting a corpus-based analysis in *The Coronavirus Corpus* (2020-21), the paper investigates a collection of new words drawn from two online newspapers – *The Guardian* and *The Independent* – with the aims to: (1) identify the main processes and mechanisms of lexical and semantic change during the COVID-19 pandemic and (2) discriminate between proper neologisms and nonce words/occasionalisms (Mattiello 2017) in terms of frequency and productivity vs. nonceness and ludicity. As a more general goal, the analysis aims at showing the impact of digital transformation on innovation and creativity in language use, as well as on institutionalization and vocabulary development.

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Climate change vs global warming: Lexis and phraseology in the social media

Denise Milizia
University of Bari "Aldo Moro", Italy
denise.milizia@uniba.it

Taking as our starting point the assumption that the word is a special entity, as Firth (1957) recognized, but not special enough, because most everyday words do not have an independent meaning but are part of a rich repertoire of multi-word patterns that make up the text, this research is a quantitative and a qualitative investigation of how American politicians talk about climate change, what they say, and how they say it. Bearing also in mind that there is no text which is not phraseological, and that text is nothing but phraseology of one kind or

another (Sinclair 2008), we look at the wide variety of phrases politicians in the U.S. use when they discuss climate change, also referred to as the climate change issue, the climate change challenge, or the climate change crisis, or the climate change emergency. Joe Biden has talked of "the existential threat of climate change to humanity", whereas Donald Trump has spoken of "the concept of climate change" and "the hoax of climate change". Sometimes, the two, or three, or even the four- and five-word cluster is referred to as one single word: the climate. Other politicians prefer to talk, instead, of global warming, which is often used interchangeably, but which is, actually, a byproduct of climate change (Yeo et al. 2017). Thus, given the extreme level of political polarization in the U.S. today, we look at how American politicians from the two major political parties talk about the climate. First, we compare the phrases Donald Trump and Joe Biden have used in their public remarks regarding climate issues, trying to see whether and to what extent the traditional media and the social media still have a degree of mutual influence (Demata 2018), and then we look at the use politicians make of online platforms to articulate their narratives and make themselves heard.

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Corpus investigation of neology used by the Stan Twitter community

Valentina Morgana
University of Milan "Cattolica del Sacro Cuore", Italy
valentina.morgana@unicatt.it

Caterina Pavesi
University of Milan "Cattolica del Sacro Cuore", Italy
caterina.pavesi@unicatt.it

In 2006, Crystal first used the term 'Netspeak' to refer to the combination of speaking and writing features in the Internet language. The transformation of the English language on the Internet has been a research field for more than twenty years now. Scholars (Herring 1996, 2012) have revealed its inherent creativity and adaptability to the medium. More recently, an emerging research field has been the study of neologisms used by specific communities and of the word formation strategies behind their creation. Social media such as Twitter allow people to engage in online conversations and create communities with similar interests, which result in similar linguistic features that spread very rapidly.

This paper aims to explore high-frequency neologisms within the Stan Twitter community. Stan Twitter is a community of fans that post opinions about celebrities on Twitter. The study examines the morphological structure and the use of 20 high-frequency neologisms from a

corpus of 2,178 tweets published between May and October 2020. Tweets were inserted into Lancsbox Corpus tool for analysis. The study reveals that Stan Twitters tend to manipulate the form and meaning of pre-existing English words. In particular, words such as *ship*, *delulu*, or *moot* indicate that Netspeak neology is the result of multiple lexical transformations. Findings also show that neology on Stan Twitter can only be understood by investigating how it is used in digital interactions. This study contributes to the body of literature on Netspeak and the impact of social media creativity on the English language.

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Greening economics: Variation in terms and phraseology in an evolving domain

Maria Teresa Musacchio
University of Padua, Italy
mt.musacchio@unipd.it

In specialised discourse, emerging branches of a discipline become somewhat established when they enter textbooks, dictionaries, encyclopaedias and popular-science articles. In economics, a fairly recent strand that has gone – at least partly – mainstream is that of environmental economics (Resche 2013: 122). In a Kuhnian perspective, (new) terms and phrases in environmental economics are instances of theory change which give rise to incommensurability, i.e. altered concepts that cannot be read "using the language a reader brings to a text from an older time" (Kuhn 1999: 34). As in all evolving domains, terminology and the attendant phraseology are characterised by a high degree of variability in an attempt to capture new concepts and nuances of meaning. In a cross-linguistic perspective, this poses the problem of how neonymy (Betsch et al. 2018, Humbley 2018) and variation (Daille 2017) are handled in other languages, since most innovation in economics tends to be expressed in English as the lingua franca of science. The aim of this paper is to study the language of environmental economics in a web-corpus of texts in English and Italian collected using key terms in the domain and to contrast it with terms and phrases on the topic to be found in a range of university texbooks, encyclopedias and monolingual/bilingual dictionaries, either on- or off-line. The question to be answered is whether and to what extent variation is captured both intra- and cross-linguistically in the different types of discourse, ranging from communication between experts to communication with students or lay people.

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Multiliteracy practices of MMORPG gaming communities

Lizzy Naughton-Henderson
Southern Illinois University, USA
elizabeth.naughton-henderson@siu.edu

Though a qualitative investigation that adopts techniques of virtual ethnography, this study aims to continue the discourse surrounding sociolinguistic perspectives of multiliteracies, belonging, identity, and language-learning within diasporic spaces through interviewing and observing computer-mediated communications of non-native English-speaking (NNE) gamers. Previous research of English hegemony and translocal culture in online common interest communities has indicated that NNE members of Massive Multiplayer Role Play Games (MMORPG) gaming communities develop multimodal, multilingual, and multicultural literacy practices through game play and beyond-game interactions. In order to expand our understanding of MMORPG communities and to contextualize the multiliteracies employed by NNE gamers, a semiotic approach is adopted to observe self-identified members of the gaming community. Over a four-month data collection period, in-depth interviews of the NNE MMORPG gamers will be conducted followed by a collection and observation of the participants' asynchronous computer-mediated discourse (ACMD.) Utilizing the outlined methods of Androutsopoulos' Discourse-Centered Online Ethnography (2008) combined with Lam's qualitative procedures of inductive and interpretive coding, cross-comparison of codes, and lexigraphy analysis (2009), responses from the participant interviews will be used to triangulate and contextualize the recorded ACMD data. Findings from this data are expected to 1. build on prior studies of multiliteracy practice in transnational and translocal environments, 2. contribute to evolving ESL pedagogy centered around students' experiences of globalization and modern media, and 3. further sociolinguistic understanding of current language and social practices of members within online gaming communities.

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Recyclable, sustainable, and other brand-*able* words: A study on eco-friendly lexicon in post-pandemic digital marketing

Marina Niceforo
University of Naples "L'Orientale", Italy
mniceforo@unior.it

The Covid-19 pandemic has forced policymakers and producers to rethink established customs and practices in a wide range of social and economic fields, among others. The new home-based lifestyle introduced starting from 2020 has opened the way for new consumption patterns and trends: on the one hand, digital marketing is experiencing an unprecedented growth (Deloitte 2020); on the other, the renewed focus on sustainability is driving current corporate advertising.

In line with recent indications for environmentally friendly national recovery plans (European Commission 2020), companies are now working to improve their sustainability performances and core values, including corporate social responsibility (CRS), to try to accommodate the new consumers' needs and ethical principles. Considering branding, more and more websites and advertising campaigns are now stressing sustainable practices and environmental commitment.

The present study investigates the most frequently used environment-related words in corporate websites addressed to consumers. In particular, we observe the presence and distribution of the emblematic word *recyclable* and its collocates – retrieved via the corpus analysis tool *SketchEngine* – in a corpus made up of corporate websites of consumer packaged goods (CPG). While corpus-assisted discourse analysis is the main methodology for this paper, we make further considerations on sustainability-driven discourse and lexicon in the selected examples drawing from ecolinguistics, emotional branding, and corporate storytelling. Ultimately, the purpose of this study is to assess whether the choice of "brand-able" words – in particular nouns, adjectives, and metaphors – coincides with actual corporate commitment to the environment.

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The use of multi-word expressions in Academic Medical English learner corpora by intermediate L2 student-writers vs. advanced L2 student-revisors

Jekaterina Nikitina
International Medical University of Rome, Italy
jekaterina.nikitina@unicamillus.org

Learner corpora have generated much research over recent years (Granger 2019; Siyanova-Chanturia and Spina 2019; Granger, Gilquin and Meunier 2015), focussing frequently on L2 lexis and phraseology development. Multi-word units, i.e. formulaic expressions consisting of more than one word (binomials, idioms, collocations, lexical bundles, etc.), have sparked research interest on account of their ubiquity. They function as specialized knowledge depositories (Nikitina 2019a) allowing the researchers to understand particular discourse communities. Unsurprisingly, multi-word expressions in specialized communication are challenging to L2 learners (Wray 2002) and may be frequently object of revision (Willey and Tanimoto 2012).

While there are studies on phraseological competence of different-level language users (Granger and Bestgen 2014; Paquot 2018), research comparing L2 multi-word production in academic medical English and the following language revision by advanced *learners* of English is limited, to the best of my knowledge.

This study analyses a small corpus of BA theses written in English by non-native students pursuing a degree in healthcare and revised by non-native second-year MA students pursuing a degree in languages and communication. The aim of the research is to compare the use of multi-word expressions by intermediate L2 student-writers with expertise in healthcare but lacking a solid language skills base vs. advanced L2 student-revisors with limited knowledge of medical English. The analysis is carried out in a quanti-qualitative vein. Multi-word expressions are assessed in terms of frequency, or the so-called underuse/overuse criterion (Granger 1998; De Cock 2004; Nikitina 2018), and in terms of their linguistic creativity/ conventionality (Nikitina 2019b).

This pilot study is part of a larger cross-sectional project with an applied goal to raise phraseological awareness of both student-writers and student-revisors.

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New concepts and meanings of *slow:* The case of Slow Art

Jessica Jane Nocella
University of Modena and Reggio Emilia, Italy
jessicajane.nocella@unimore.it

The present study explores new meanings and values of the word *slow* in the context of Slow Art Day, a global event that takes place once a year and whose aim is to encourage both visitors and museum curators to engage with art in a different way.

Since 1986 and the early days of Carlo Petrini's Slow Food Movement, the concept of slowness is becoming a relevant and ethical topic that is often related to what is organic, local and sustainable. While the notion and impact of slowness have been studied in different areas such as food (Petrini 2003), media (Rauch 2011), medicine (Wear et al. 2015) and education (O' Neill 2014), museums are yet to be investigated in depth.

Through the lens of appraisal theory (Martin, White 2005) and corpus linguistics (Sinclair 2004), I focus on a diachronic study of the language of evaluation adopted in the Slow Art Day official blog, which keeps a record of the reports of the museums that took part in the event. By using both a quantitative and qualitative approach, I focus on how appraisal is used to enhance and promote the new and different semantic dimensions related to slowness.

My examination of Slow Art Day blog will illustrate how slowness is no longer related to the semantic dimension of Time, but also to those of Wellbeing and Inclusiveness, while a close study of evaluative language will show how the dimensions are interconnected to one another.

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Presencia de léxico coloquial en las entrevistas periodelsticas de Jordi Évole: estudio de corpus

Andrés Ortega Garrido
Universidad de Bergamo, Italia
andres.ortega@unibg.it

Jordi Évole, periodista español especialmente conocido por su programa de entrevistas *Salvados*, retransmitido por la cadena La Sexta, ha desarrollado un modo particular y revitalizador del género de la entrevista mediante una marcada tendencia a la desenvoltura y a la naturalidad. Estas características se observan tanto en la elección del espacio físico en que se desarrolla la entrevista como en el planteamiento desenfadado y relajado de la propia interacción con el entrevistado. Desde el punto de vista lingüístico, es notable la introducción de un léxico marcadamente coloquial en el discurso del periodista, en ocasiones muy alejado de la formalidad tradicional de ese tipo de intercambios comunicativos. En este sentido, el recurso a un vocabulario muy cercano a la coloquialidad es una de las claves del éxito del programa, que enfatiza la identificación entre el público y el periodista precisamente a partir de un uso constante de palabras y expresiones del habla común, sin excluir incluso las interjecciones que se sitúan en el ámbito del léxico calificado como vulgar. A partir de un corpus formado por la transcripción de una serie de entrevistas del programa *Salvados*, analizaremos cuantitativa y cualitativamente el léxico empleado por Évole, sirviéndonos de las herramientas metodológicas que nos ofrece la Lingüística de corpus.

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Expanding categories through lexical blending

Mª Sandra Peña-Cervel
University of La Rioja, Spain
sandra.pena@unirioja.es

Whether lexical blending is regular and predictable (e.g., Plag 2003) or creative and unpredictable (e.g., Dressler 2000) is subject to debate. We take sides with Beliaeva (2019), according to whom creativity does not unavoidably rule out regularity. Lexical blending is here defined as a creative, productive, and regular word-formation technique which cuts across morphology and phonology and which results from the combination of two (or exceptionally more) source words, one of which at least is clipped.

The study of lexical blending has been approached from a variety of perspectives, mainly structural, semantic, and phonological viewpoints. Here we focus on semantic approaches to the analysis of blending (Algeo 1977; Gries 2012; Barrena Jurado 2019). We make use of the latest developments in cognitive modeling (Ruiz de Mendoza 2020; Ruiz de Mendoza, Galera 2014) in order to offer an explanatory account of the motivation underlying the creation of a sample of lexical blends. Our corpus consists of 250 blends created between 2016 and 2021 and drawn from online dictionaries (e.g., Cambridge and MacMillan). Evidence is provided of the key role played by parameterization (which consists in fleshing out a skeletal configuration with specific contextual material to make a given expression compatible with contextual requirements; e.g., *do* – meaning 'wash' – in *do the dishes*) in the expansion of existing categories. An exhaustive analysis of eleven types of parameterization which account for the semantic links between the source words of blended words is provided (e.g., causal relations, as in *covidivorce* < covid + divorce), time relations, as in *thrisis* < thirty + crisis, or location, as in *Zoogler* < Zurich + googler).

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TED Talks on mental health issues: A case study on popularisation by experiential experts

Katia Peruzzo
University of Trieste, Italy
kperuzzo@units.it

In 2006, TED (Technology, Entertainment, and Design) started hosting the videos of the now-famous TED Talks online. By doing so, TED overcame the physical and temporal constraints of the setting where the talks were delivered, making them accessible to a potentially world-

wide audience. This led to the transformation of TED Talks into "a new spoken web-based genre" (Scotto di Carlo 2013: 82) or a "new hybrid genre" (Caliendo 2012: 101), since the dissemination of ideas – and thus of knowledge – requires a combination of traits that are typical of English for Specific Purposes and English for Academic Purposes (although with a lower frequency than in expert-to-expert communication) as well as traits of colloquial language, and occurs in a multimodal and multimedia context.

Given its peculiar features, in recent years the web-mediated genre of TED Talks has attracted increasing interest (Rasulo 2015; Mattiello 2017; Pierini 2019). This paper presents a case study conducted on a corpus of TED Talks addressing mental disorder which were delivered by 'experiential experts', i.e. individuals who have suffered or still suffer from a mental disorder and whose knowledge is based on their experience as patients. In particular, the study investigates how the speakers, being 'insiders', use various communication strategies not only to share their personal experience with mental disorder (e.g., through personal anecdotes), but also to disseminate knowledge related to mental health issues (e.g., through scientific data). The study also places emphasis on the limited but fundamental use of mental health terminology in the popularisation of a sensitive and stigmatised topic through TED Talks.

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Do social media platforms have 'ideological' affordances? Interfaces and social profiles as tools to transform identities and discourses

Sandra Petroni
University of Rome "Tor Vergata", Italy
sandra.petroni@uniroma2.it

User agency has been profoundly transformed since all the new digital practices and communicative exchanges are mediated, filtered and re-modelled through digital technologies thanks to the presence of the two potentialities of interaction and interactivity (Rafaeli, Sudweeks 2006; Yun 2007; McMillan 2009). Most of the discursive practices represented in social media platforms are focused on processes of self-profiling (Petroni 2019) with personal profiles similar to "ongoing, collaboratively written, online performances" (Sundén 2003: 21). Additionally, pre-packaged identities and meanings are produced by multimodal discursive

patterns which are generated by social media technologies. The co-deployment of different semiotic resources is regulated by the platform design which combines multimodal artefacts uploaded by users with those pre-imposed by the interface architecture. Our view is to go beyond the analysis of digital profiles meant as texts created by users thanks to the co-deployment of different semiotic resources and different media. Our object of study includes also technology meant as a further semiotic system with complex resources whose meaning potential gives rise to hidden signs (metadata and algorithms) regulated by normative codes (van Dijck 2009). Moving from a Critical Discourse Analysis approach (Wodak & Meyer 2009) embedded in the multimodal framework (Kress, van Leeuwen 2006), and looking at the Critical Internet Studies perspective (Mager 2012, van Dijck, Poell 2013, van Dijck et al. 2018), what we are proposing here is a tentative framework that is grounded in a holistic and integrated view of textuality. Meaning, in fact, is conveyed not only through texts but also via actions which, in turn, are triggered by users but also by networking technologies embodied by the interfaces.

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Dinner is served. Observing trends in words for mealtimes and times of meals in a corpus of fictional prose in Italian

Floriana Carlotta Sciumbata
University of Trieste, Italy
fsciumbata@units.it

In his essay *A che ora si mangia?* (2017), the Italian historian Alessandro Barbero observes how times of meals changed since the XVIII century. Indeed, they are part of our culture: they change according to countries, become a status symbol for social classes, and shift through time, mostly because of habits imported from abroad. Barbero uses some texts in Italian,

English, and French to support his study; however, his analysis is qualitative and limited to a small selection of texts.

This study, still ongoing, will expand Barbero's findings by exploring how words related to meals in Italian (*colazione, pranzo, merenda* and *cena*, and related verbs) changed throughout the last two centuries, by using a corpus of fictional prose written by Italian authors and translated from other languages between 1800 and 2005 (~8,000,000 words, details in Ondelli 2019). Both quantitative and qualitative methods will be used, with a focus on digital tools and automatic computer-assisted methods. First, the corpus will be parsed to get a list of lemmas and PoS/morphosyntactic information. Later, trends in the use and frequency of mealtime-related words in different time periods, original/translated works, and source languages will be investigated. Finally, a more qualitative approach will be used to find specification regarding the time of meals by observing the context in which words appear. As observed by Barbero, the findings are interesting for linguists, but also for literary critics "since many fascinating details of social habits and snobbery in nineteenth-century novels may only be understood in its light".

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Exploring Anglicisms in the digital transformation: The evolving lexis in Italian

Serena Stilo
University for Foreigners "Dante Alighieri" of Reggio Calabria, Italy
stilo@unistrada.it, serestilo@gmail.com

Digital transformation has changed the way of communicating and digital tools such as ICTs, social media and the Internet have channeled a new lexis and many English-based adaptations into everyday Italian (Gualdo 2019). English has been the main donor language for Italian since at least the 1950s (Pulcini 2017), and now Italy's younger generations appear particularly inclined to adopt lexical series of web-related Anglicisms. Against this background, this paper provides fresh insights into the socio-linguistic dimensions of Anglicisms used by young Italians, discussing how digital tools influence the language of 35 university students (aged 19-25) with an intermediate level of English.

Through questionnaires, interviews and translation tasks from L2/English into L1/Italian, the research focuses on loan patterns, frequencies, occurrences, and participants; attitudes, investigating how, why and where Anglicisms are used and the data paint the picture of an Italian contemporary trend.

The Italian students' repertoire includes both well-integrated lexical hybrids (*chattare*) and pure forms (*feedback*) (Furiassi et al. 2012), and features lexical items mainly connected to computers (e.g. *email*, *online*, *password*, *web*), hobbies and leisure (e.g. *fitness*, *happy hour*, *shopping*, *selfie*) and feelings (e.g. *comfort*, *mood*, *relax*, *stress*).

The main conscious reasons reported for using Anglicisms in current youth language are: feeling of modernity and being fashionable; cultural prestige; structural features (brevity, phonic effect, flexibility in word formation); lack of lexical equivalents in the L1. In conclusion, we briefly discuss some potential implications of our findings for teaching English to (upper-) intermediate level students, not necessarily limited to L1/Italian learners.

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Discurso museístico e identidad: una comparación

Simone Tepedino
Universidad de Modena y Reggio Emilia, Italia; Fondazione Universitaria di Mantova, Italia
simone.tepedino@unimore.it

La presente ponencia se propone comparar algunos portales de los principales museos españoles (El Prado, Reina Sofía, Thyssen, Caixa Forum, Guggenheim MNAC, MACBA, IVAM) con el fin de averiguar similitudes y diferencias en las estrategias discursivas y lingüísticas (Eco 1997, Johnstone 2008, Halliday 2004) utilizadas en la auto-representación de estas instituciones – consideradas al mismo tiempo como expresión y parte de una sociedad con la cual se conectan.

Después de haber definido el discurso digital en ámbito museístico (Covadonga 2014, Bou-Franch 2019) e identificado los criterios de elección del corpus (Cheng 2012) – especificando también las dificultades prácticas de la indagación – se presentarán los resultados del análisis cualitativo desarrollado de manera primariamente inductiva y sincrónica. Se demostrará cómo las varias instituciones poseen una propia personalidad que promueven a través una específica sección del sitio (*Misión*): una personalidad que se cumple definitivamente en la relación con el exterior, de especial manera con el mundo de la educación, representado en la sección *Aprende*, o *Educación*.

De hecho, también gracias a la explotación de su potencial multimodal (Van Dijk 2016) y a su dimensión evidentemente pragmática (Escandell 2020, Jakobson 1985) el discurso digital de los portales museísticos permite confirmar aquella práctica social (Fairclough 1992) que es la piedra angular del análisis del discurso.

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Quelle souplesse pour le signe linguistique du Nom de Marque ? Étude de sa variation phraséologique

au prisme de la créativité du discours numérique au quotidien

Michela Tonti
Université de Bologna; Université de Modena er Reggio-Emilia, Italie
michela.tonti2 @unibo.it; michela.tonti @unimore.it

Un Nom de Marque (désormais NdM) réserve un espace sémantique bien balisé pour le droit, c'est un nom au pouvoir métaphorique pour la communication publicitaire et marketing, il représente une structure langagière normale pour les « écrilecteurs » (Paveau 2017) de blog, pour la plupart personnels. Dans des études précédentes (Tonti, 2019, 2020) nous avons démontré qu'un NdM n'est pas différent d'un nom propre ou d'un nome commun, dans cette étude, nous l'abordons par ses mécanismes d'emploi au niveau sémantique et notamment phraséologique. Faisant écho aux découvertes les plus récentes sur l'organisation cognitive humaine (Tomasello 2019), nous adoptons une approche fonctionnelle, à savoir une approche socio-culturelle discursive sur corpus afin de mettre en valeur la créativité et les innovations langagières en matière d'unités multilexémiques de type phrasèmes – notamment des collocations issues d'un NdM. D'un point de vue méthodologique, il s'agira de démontrer le rôle des corpus pour toute linguistique située (Condamines, Narcy-Combes 2015) ; en l'occurrence, notre fouille est intégralement conduite à partir du corpus frTenTen (2017, 10 milliards de tokens) avec une approche guidée sur corpus. Nous nous proposons de disséquer une base empirique constituée essentiellement de cinq NdM : Louboutin, Kodak, Chocapic, Canada Dry, Port Salut qui font appel à des référents commerciaux et culturels fort diversifiés entre eux. En tant que palimpsestes verbo-culturels, nous empruntons la dénomination galissonienne (Galisson 1993 : 51) l'implicite sous-jacents des unités phraséologiques est le produit du chevauchement : d'un sous-énoncé lexicalisé et d'un sur-énoncé résultant de la déconstruction (délexicalisation) du sousénoncé de base. À titre d'exemple, nous mentionnons l'exemple suivant : « Aujourd'hui, il reste des canada dry de services publics ça ressemble ce n'en est plus parce que les critères de rentabilité ont remplacé ceux d'efficacité » (blogs.fr). Le décodage s'effectue par reconnaissance des propriétés caractéristiques de la boisson Canada Dry qui a le goût et la couleur de l'alcool sans l'être, désignant donc une chose ou une personne qui a l'apparence de ce qu'elle prétend être sans en avoir les qualités. Les services publics sont donc assimilés aux faux airs de la boisson. De surcroît, nous nous proposons d'explorer les tendances les plus saillantes sur la base de la typologisation des expansions du syntagme nominal en les accompagnant d'une analyse statistique ; nous tentons de repérer aussi bien de nouvelles collocations, issues de l'émergence de nouveaux concepts que des variations synonymiques se démarquant par rapport aux dénominations préexistantes. Des slogans, notamment sont souvent réélaborés en fonction des besoins de nomination ou de conceptualisation de l'écrilecteur avec des pointes de créativité inattendue. Une étude en diachronie courte va nous permettre de relever l'ancrage culturel des unités phraséologiques repérées dans l'inventaire lexical de la blogosphère tout en démontrant une ébauche de stabilité sémantique de certaines collocations qui affectent maints domaines du réel. Plusieurs d'entre elles s'affranchissent ainsi du statut de néoformation ou de hapax.

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Exploring the language of digital creative tourism as a route to implement green and innovative tourism models

Francesca Vaccarell
University of Teramo, Italy
fvaccarelli@unite.it

The tourism sector, along with cultural and creative sectors, have been among the most affected over the ongoing pandemic crisis. An option to revitalize both tourism industry and arts, entertainment and recreation sectors is fostering sustainable and cultural creative tourism on the one hand, and exploiting the innovative digital tools applied to culture cultural heritage and creativity, on the other hand. Richards and Raymond gave one of the earliest formulations of creative tourism in 2000 and defined it as "tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken". Over the last two decades, it has evolved as a flourishing field, involving a wide range of models and practices in different places throughout the world. However, its purpose has always been to contribute to sustainable development and increased community wellbeing, as an alternative to mass cultural tourism. Furthermore, the digitization of culture reinforces the transition towards digital innovation as one of the pillars of the National Recovery and Resilience Plans.

The aim of this paper is to focus on the language of digital creative tourism in institutional tourism discourse online, starting from a widened interpretation offered by UNWTO and OECD documents to better clarify the convergences and divergences between old-world 'cultural tourism', new-world 'creative tourism' and cutting-edge world 'digital creative tourism', proceeding to investigate some new collocations and keywords of this subdomain-specific language, such as 'cultural clusters' and the abbreviation CCIs (i.e., Cultural and Creative Industries), as well as the numerous lexical combinations freshly coined with the adjective 'creative', and concluding with brief remarks on the terminology currently used to sponsor such tourism.

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Gender-neutral forms in digital discourses in Spanish: Variations and usages

Jiyoung Yoon
University of North Texas, USA
jiyoung.yoon@unt.edu

In recent years, there has been a growing view of revisiting gender-binary morphological expressions in favor of new ways of writing and speaking through the gender-neutral expression of the language (Álvarez Mellado 2017; Nissen 2013; Sczesny et al. 2015). In Spanish, several gender-neutral morphemes have begun to emerge among advocates of gender-neutral language modification as well as the LGBTQ+ community. The most notable trends are i) the use of the suffix *–x* as in *chicxs* — a gender-neutral alternative to *chicos* and *chicas*, ii) the use of an *–@*, as in *tod@s*, mostly in a written discourse, to address a group of both males and females, and iii) the emergence of the new gender neutral morpheme *–e* as in *alumne* for *alumno* and *alumna*. Usage of this type of language is still very limited, and many people often respond to these forms by saying that they are incorrect. In digital discourses, however, this trend has been rapidly expanding among younger generations on platforms such as Twitter, YouTube, and Facebook, thus challenging a perspective of prescriptive grammar of language in which such variation is considered only a marginal phenomenon. This study examines the usage of the gender-neutral words in Spanish found in social media and informal databases such as Twitter, YouTube, Facebook, and blogs, and analyzes more than 500 tokens of words. Findings indicate that there are semantic and morphological fluctuations in the usage of the gender-neutral forms, corroborating the usage-based account of language (Bybee 2001, 2006) that linguistic units are not fixed but changeable with experiences of language users.

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Promoting inclusiveness within LGBT+ communities within digital environments. A genre and corpus-based analysis of news releases from websites of English and Italian LGBT+ Organisations

Federico Zaupa
University of Modena and Reggio Emilia, Italy
federico.zaupa@unimore.it

Press releases have been analysed both within the field of public relations and by linguists from a genre-theory perspective. Jacobs (1999) first approached this genre featuring it as a pre-formulation device for the news report, highlighting the relationship emerging between press release writers and journalists. Drawing on Swales (1990) and Bhatia (1993), Company press releases have been analysed identifying typical standard structures (McLaren, Gurau 2005), as well as common moves and strategies, revealing their 'hybrid' nature, due to the tension between informative and promotional functions (Catenaccio 2008). However, the status of the press release as a genre has been questioned, due to continuous variation of stage combinations and communicative purposes conveyed through it (Lassen 2006). Furthermore, it has been explored how the development of digital technologies has challenged the genre in its textual structure and participation framework (Catenaccio 2007).

This paper considers an example of Non-profit Organisations and examines the language and features of a pilot corpus of news releases retrieved from websites of English and Italian LGBT+ Organisations, triangulating methods of corpus-assisted discourse studies and multimodal genre analysis. Results emerging from the exploration of keywords and collocations reveal that LGBT+ Organisations construct a cohesive and inclusive community identity, as well as self-promote their activities to actively involve addressees in supporting or joining in them. An analysis of rhetorical moves and multimodal resources is also carried out to explore how such informative, promotional and persuasive functions are achieved.

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