

ALAPP 2020

Digital Conference
Programme in Detail [REVISED 15. September]

Hosted by
Centre for Professional and Academic Communication (SEKOM)
Department of Language and Literature
Faculty of Humanities
NTNU- Norwegian University of Science and Technology
and

Danish Institute of Humanities and Medicine (DIHM), Aalborg University

Wednesday 16 September 2020

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| 09.00-09.15 | INAUGURAL SESSION Chairs: Professor Srikant Sarangi , Director of Danish Institute of Humanities and Medicine (DIHM), Aalborg University Associate Professor Heidi Gilstad , Centre for Professional and Academic Communication (SEKOM), NTNU Welcome by Rector Anne Borg, NTNU | | | |
| 09.15-09.35 | Plenary 1 Professor Karin Aronsson, Stockholm University, Sweden <i>Judges, attorneys and witnesses in courtroom storytelling: Choreographies of heated disputes</i> | | | |
| 09.35-09.50 | Break | | | |
| 09.50-10.10 | Plenary 2 Professor Daniel Perrin, ZHAW Zurich University, Switzerland <i>Management by writing: Investigating the communicatively constituted organisation</i> | | | |
| 10.10-10.25 | Break | | | |
| 10.25-10.45 | Plenary 3 (THE CANDLIN LECTURE) Professor Jemina Napier, Heriot-Watt University, UK <i>Framing professional practice through the lens of interpreter-mediated talk</i> Announcement of The Candlin Researcher Award 2019 | | | |
| 10.45-11.00 | Break | | | |
| 1 A-B-C | Parallel session 1A Moderator: Rein Ove Sikveland | Parallel session 1B Moderator: Kristin Halvorsen | Parallel session 1C Moderator: Heidi Gilstad | |
| 11.00-11.15 | Cinzia Giglioni Mandatory vs. voluntary information disclosure in corporate press releases: Differences in textual realization of the genre | Mark Nartey Emancipatory discourses in action: A feminist critical discourse analysis of Ghanaian feminist blogs | Esa Lehtinen and Elina Salomaa Public note-taking on a digital platform as a workplace practice | |
| 11.15-11.30 | Kristin Rygg , Paula Rice and Anne Linda Løhre "The world championship in misunderstanding": An investigation into communication in a shipbuilding project | Kim Tomlian , Jonathan Crichton, Kurt Lushington, Kerrilee Lockyer and Sara McLean 'A rose by any other name': The construction of psychological categories in the context of child protection in the court | Anna Franca Plastina From text-only abstracts to health infographics: The practice of intersemiotic translation in online medical journals | |
| 11.30-11.45 | Rosalice Pinto Social values in organizational communication: A | Neelam Nazir Critical discourse analysis of the text produced by Hijra | Martha Skogen Visual communication in the COVID-19 pandemic | |

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| | multi-level perspective | (transgender) community located in Lahore, Pakistan | | |
| 11.45-12.00 | Agnes Bamford Global paternity leave: A question of equality or ethnocentrism? | Averil Coxhead Technical vocabulary in trades education | Nadine Klopfenstein Frei Youth and news media: How the structural environment influences news consumption of young people | |
| 12.00-13.00 | LUNCH | | | |
| 2 A-B-C Panel 1 | Parallel session 2A Moderator: Marit Olave Riis Johansen | Parallel session 2B Moderator: Kristin Halvorsen | Parallel session 2C Moderator: Heidi Gilstad | PANEL 1 Moderator: Lars S. Evensen |
| 13.00-13.15 | Maxime Warnier, Anne Condamines, Nicolas Deslandres and Daniel Galarreta Improving the usability of a controlled natural language for requirements writing | Jonathan Crichton, Kerrilee Lockyer and Nicholas Procter "And close it or leave it open?": How categorisation shapes decision making in mental health case closure meetings | Elina Salomaa and Esa Lehtinen Changing ownership of ideas: Multimedial activity in constructing shared understanding of organizational problems | Lars S. Evensen Introduction: Non-fictional prose and professional practice |
| 13.15-13.30 | Daroon Yassin Falk and Marit Olave Riis-Johansen Establishing a context for writing in primary grade 1 | Virpi Yläne , Michelle Aldridge-Waddon and Tereza Spilioti Multiple roles and goals in nurse handovers: Relevance to staff well-being | Rosita Maglie The vaccine debate on Spotify: A corpus-assisted discourse study | Mona Blåsjö The PowerPoint, the Key Account Manager and the doctors: Non-fictional prose mediated in a medical 'specialist meeting' |
| 13.30-13.45 | Lubie Alatraste Reflexivity and multiple stakeholders: Facing the truth about research dissemination | Marilize Pretorius Under- and over estimating competence: Implications for training nurses to be competent accommodators | Giorgia Riboni Looking for visibility through YouTube: Persuasion and identity in new professional identities | Gøril Thomassen Hammerstad Right to know or not to know: Diagnostic uncertainties and accounts of role- responsibilities in genetic counselling communication |
| 13.45-14.00 | Break | | | |
| 3 A-B-C Panel 1 cont | Parallel session 3A Moderator: Anna-Lena Nilsson | Parallel session 3B Moderator: Rein Ove Sikveland | Parallel session 3C Moderator: Heidi Gilstad | Panel 1 continues |
| 14.00-14.15 | Ingrid Stock The bachelor thesis as an unsettled practice – conflicts between professional intentions and institutional conditions | | Jonathan Stokes and Kerrilee Lockyer Language and luxury branding: How social media influencers co-create brands | Jon Christian Fløysvik Nordrum & Johan L. Tønnesson Law students' acquisition of law-writing skills |
| 14.15-14.30 | Maureen Matarese Discursive constellations: Constructing responsibility in the neoliberal Community College | Nora Schleicher and Minna Suni Investing into learning a new language for health care work | Silke Creten , Priscilla Heynderickx and Sylvain Dieltjens The textual representation of dementia in Flemish blogs | Alexander Paulsson & Henrik Rahm The performative annual meeting and the expression of ownership |

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| 14.30-14.45 | Marlies Whitehouse Professional writing in times of high-speed mass text production. The case of finance | Helen Watts Discourses of care: Enactment of relational work in two dementia care settings | Maria Cristina Paganoni “Fly Responsibly”: Communication strategies in times of flight shaming | General discussion panel 1 |
| 14.45-15.00 | Break | | | |
| 4 A-B-C-D | Parallel session 4A Moderator: Anna-Lena Nilsson | Parallel session 4B Moderator: Rein Ove Sikveland | Parallel session 4C Moderator: Heidi Gilstad | |
| 15.00-15.15 | Yan Dong Quantifying Critical stance and evaluation in Chinese and Anglo-American academic Writing | Margaret van Naerssen Guidelines for communicating rights to non-native speakers in Australia, England and Wales, and the USA | Andrea Milde How do drama practitioners work with scripted text? | |
| 15.15-15.30 | Boitshwarelo Rantsudu Voices in the text: The evaluative power of alternative discourses in the news coverage of a public sector workers’ strike in two Botswana newspapers | Samuel Cameron-McKee Extremism by design? Framing, fabrication and radicalism on social media | Olga Denti Knowledge dissemination and popularisation strategies in financial news | |
| 15.30-15.45 | Nurul Nadia Ansar Ahmad Khan, Sharon Sharmini Victor Danarajan, Ngee Thai Yap and Zalina Mohd Kasim Standard Marine Communication Phrases (SMCP) among Vessel Traffic Service operators in shore-ship communication | Jana Declercq Mind-body dualism in health care settings: The discourses and pragmatics of constructing illness and the body when talking about chronic pain | Kerstin Sjöswärd, Matilde Grünhage Monetti and Alexander Braddell Language for work: A European answer to a global challenge – A network built on research and practice | |
| 15.45-16.00 | Break | | | |
| 5 A-B-C-D | Parallel session 5A Moderator: Gøril Thomassen Hammerstad | Parallel session 5B Moderator: Ingrid Stock | Parallel session 5C Moderator: Heidi Gilstad | |
| 16.00-16.15 | Karin Helgesson and Andreas Nord Providing the information needed for well-informed decisions: The texts of low-level political administration | Sanna Mustonen, Pauliina Puranen, Katharina Ruuska, Sirkku Lesonen and Minna Suni “Mixing us with Finns, it works fine”: Promoting immigrants’ participation, L2 development and expert identity construction in | Dermot Heaney Talking to the public through their *: Information campaigns about human waste-related issues | |

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| | | vocational education | | |
| 16.15-16.30 | | Madeleine Wirzén and Asta Čekaitė Assessing and assisting prospective adoptive parents: Social workers' communicative resources in adoption assessment interviews | Máisa Brum EFL: A multiliteracy pedagogical practice for youth and adult education | |
| Thursday 17 September 2020 | | | | |
| | PANEL 2 | PANEL 3 | | |
| 09.00-09.15 | Applied linguistics and applied ethics Moderators: Srikant Sarangi and Kristin Halvorsen Introduction to panel | Data visualization as a semiotic and aesthetic resource in society Moderator: Heidi Gilstad Introduction to panel | | |
| 09.15-09.30 | Srikant Sarangi Walking a tightrope: The ethical dilemma of rigour and/or relevance in interpretation-driven qualitative inquiry | Martin Engebretsen Data visualization as a semiotic tool for popular science communication | | |
| 09.30-09.45 | Theresa Lillis Ownership, access and representation: Dilemmas in researching social work professional writing | Anders Wiik Longitudinal research on science communication: Identities and discursive roles in Norwegian weather forecasts 1945-2015 | | |
| 09.45-10.00 | Break | | | |
| 10.00-10.15 | Kristin Halvorsen Accessing digital dialogues in labor and welfare services: Ethical and practical challenges in a collaborative project | Sara Brinch Windy representation: A study of wind in scientific and artistic discourses | | |
| 10.15-10.30 | Sara Atkins Ethics and research practices in applied linguistics: Case studies of collaborative research from across professional contexts | Wibke Weber Multimodal narrative techniques in data visualizations | | |
| 10.30-10.45 | Jonathan Crichton Interprofessional collaboration and ordinary ethics: Applied Linguistics as moral enquiry | General discussion panel 3 | | |
| 10.45-11.00 | General discussion panel 2 | | | |

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| 11.00-11.15 | Break | | | |
| 6 A-B-C-D | Parallel session 6A Moderator: Ellen Andenæs | Parallel session 6B Moderator: Ingrid Stock | Parallel session 6C Moderator: Gøril Thomassen Hammerstad | Parallel session 6D Moderator: Lars S. Evensen |
| 11.15-11.30 | Laura Theys , Heidi Salaets, Lise Nuyts, Peter Pype, Willem Pype, Cornelia Wermuth and Demi Krystallidou Beyond words: The non-verbal expression, rendition and response to emotion statements in interpreter-mediated consultations | Stefania Cicillini English language entry requirements in EMI degree programmes at bachelor level in Italy | Cathrin Larsen Communication in a digital health care system | Jean Parkinson Address terms in classroom discourse in vocational education |
| 11.30-11.45 | Annjo Greenall Non-professional translation in Norwegian professional practices | Naouel Zoghliami Professionalizing the English curriculum: uncovering the needs of lifelong learners in a French institution | Annelie Ädel , Catharina Nyström Höög and Jan-Ola Östman In case of emergency: A responsibility perspective on evacuation practices | Anthony Wotring , Honglin Chen and Mark Fraser Addressing the structure and tone of tertiary English language syllabuses: Towards an analytic model |
| 11.45-12.00 | Clarissa Surek-Clark , Eungang Peter Choi, Sophia Clark and Carmen Saldiva de André Translation strategies in verbal autopsy research | Rosineide de Sousa Socioliteracies and teacher training for ethnic diversity in Brazil | Jan Svennevig and Pawel Urbanik Comprehension strategies in the communication of rights to L2 suspects in Norwegian investigative interviews | Christina Widera and Anke Settelmeyer Language awareness of trainers in vocational education and training |
| 12.00-13.00 | Lunch | | | |
| 7 A-B-C-D | Parallel session 7A Moderator: Ellen Andenæs | Parallel session 7B Moderator: Hana Gustafsson | Parallel session 7C Moderator: Gøril Thomassen Hammerstad | Parallel session 7D Moderator: Heidi Gilstad |
| 13.00-13.15 | Johan Tønnesson Plain language in the context of "sakprosa" ("subject oriented prose") | Ayeshah Syed, Chirk Jenn Ng and Yew Kong Lee Conversational Trajectories When Using a Patient Decision Aid about Starting Insulin in Malaysian Primary Care Consultations | Andriela Rääbis , Andra Annuka, Tiit Hennoste, Piret Kuusk, Kirsi Laanesoo and Andra Rumm Reporting an incident in Estonian emergency calls | M. Antonietta Marongiu Metadiscourse in Business English: Ideas for the EBC classroom |
| 13.15-13.30 | Parichehr Afzali and Hana Gustafsson Identifying argumentation schemes in texts by Iranian EFL writers as future academicians | Tiffany Bourelle and Joseph Bartolotta Pseudotransactionality and the workplace: Authentic learning and metacognition | Sarah Bigi , Michela Brunori, Glauco Maria Genga and Maria Gabriella Pediconi Expressions of resilience in military pilots' narrations of emergency situations | Anne Marie Landmark and Jan Svennevig How persons with dementia may claim epistemic rights and accomplish agency |
| 13.30-13.45 | Maiju Strømmer Governmentality of work and security in a multilingual mine in Finland | Fabio Delano Vidal Carneiro The mother language teacher discourse about his own practice: Internal and external discourses interrelation | Rein Ove Sikveland Help resistance in negotiations with individuals in crisis | Victoria Susanne Nydegger Schrøder "Our employees share the same values worldwide": Translating corporate values in multinational corporations |

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| 13.45-14.00 | Break | | | |
| 8 A-B-C Poster pres | Parallel session 8A Moderator: Hana Gustafson | Parallel session 8B Moderator: Heidi Gilstad | Parallel session 8C Moderator: Gøril Thomassen Hammerstad | |
| 14.00-14.15 | Jon Christian Nordrum Using vague language in laws and regulations to facilitate interaction with professional judgement | Michela Giordano and Antonio Piga "Acting in accordance with the ordinary legislative procedure...": Metadiscourse in EU regulations on immigration | Kate Haworth , Felicity Deamer and Emma Richardson For the record: Applying linguistics to the production of English police interview records | |
| 14.15-14.30 | Vangela Vasconcelos Cultural and sociolinguistics realities of Brazilian rural education: The production of didactic material for elementary and high school peasant students | Donatella Malavasi Sincerity or opportunism? A comparative analysis of online CSR communication by socially responsible vs irresponsible companies | Dana Skopal Clear communication: the practical relevance of applied linguistics in professional organisations | |
| 14.30-14.45 | Break | | | |
| 14.45-15.00 | CLOSING SESSION Announcement of ALAPP 2021 | | | |