

INTERNATIONAL CONFERENCE INTERGEDI2021



Digital communication: Identity and visibility in research dissemination

December 10th-11th, 2021
Universidad de Zaragoza (Spain)

Plenary Speakers

VIJAY K. BHATIA
(The Chinese University
of Hong Kong)

JAN ENGBERG
(University of Aarhus,
Denmark)

Scope of our Conference

Communication of research is changing and expanding—possibly faster than ever—towards international and digital environments. The increasing demands of this highly competitive scenario situate researchers and their work in a new global, multimodal dimension, where a number of emerging trends can be perceived; thus, in this glocalized context, emphasis is laid

- on international collaboration, leading to a growing participatory culture, but also fostering each scholar's individual role and the need to retain their personal and professional identities;
- on a tendency towards open science with demands of greater transparency of processes and availability of tools and resources. In this area, the use of social media and multimodal communication has brought about an unprecedented visibility of the researcher and a wider dissemination of results but also the appearance of challenges in the traditional copyright or peer-review systems;
- on the reformulation/reconceptualization of scientific research through popularization practices, aimed at a more heterogeneous audience, but often coexisting with the rapid dissemination of vulgarized science or non-validated knowledge through the same channels.

Increasingly, scholars and researchers must acquire and maximize developing professional and discursive practices in relation to these emerging forms of digital communication. This process generally involves a number of adaptations, such as a more active and personal role of the researchers in the process of communication of results, their current aim to reach multiple audiences and the need to master the genres, uses and conventions associated with specific platforms and online environments.

We would like to trace and analyse these trends related to the digital communication of science and explore their area of confluence. More specifically, [the InterGedi2021 conference](#) aims at gathering current research on the practices related to the construction of digital identity and visibility, the emerging conflicts related to the public availability and appropriation of scientific culture, and the ways of validating and disseminating scientific knowledge in this new context.

Strands of Research

Authors are invited to submit proposals in the following areas:

1. Reconceptualization of genre(s) in scholarly and scientific digital practices
2. Discursive, multimodal, and pragmatic studies of identity and visibility in web-mediated texts
3. Promotion of public engagement in a participatory scientific culture
4. Scientific knowledge dissemination through social media
5. From popularization to vulgarization of science: implications of the dissemination of non-validated knowledge

Submission Guidelines

Abstracts must be submitted as MS Word documents using the Template provided and should be 250-300 words long. Authors can only submit one proposal and should indicate the strand of research that best suits their abstract. Abstract proposals should be formatted as follows:

- Title, centred, bold, Times New Roman 14
- Surname, first name, affiliation, e-mail address
- Main text, justified, Times New Roman 12
- Keywords (max. 5), italics, Times New Roman 12
- References (max.5), APA 7th Edition format

The document will be named after the author(s)' first name followed by the number of the strand (1-5) chosen. Proposals will be sent to intergedi2021@unizar.es. All proposals will be submitted to a double-blind review process. The allocated time for presentations will be 20 minutes, followed by 10 minutes for discussion.

Important Dates

Abstract Submission Deadline	9 th May
Notification of Acceptance	13 th June
Registration Period	4 th July-12 th November

Conference Fees

Participants presenting a paper	50€
Attendees	20€

Scientific Committee

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Organising Committee

RAMÓN PLO

ISABEL CORONA
(Universidad de Zaragoza)

DANIEL PASCUAL

Conference Publication

After evaluation, a selection of the proposals submitted will be published in an edited volume.

Contact

For any queries or doubts, please contact us any time at intergedi2021@unizar.es
You can also follow the updates of the conference:

- on our project website intergedi.unizar.es
- on our Twitter account [@IntergediUz](https://twitter.com/IntergediUz)