

INTERGEDI 2026 INTERNATIONAL CONFERENCE



**Digital recontextualization practices in expert
knowledge communication**



March 18th-20th, 2026

Universidad de Zaragoza, Spain

Edited by Rosa Lorés, Silvia Murillo and Ana Sancho-Ortiz

Table of Contents

Plenary Lectures Abstracts

The power of showing: Signs of knowledge in social media videos..... 3

Elisabetta Adami (University of Leeds, UK)

Digital recontextualization and audience construction: A cognitive pragmatic perspective 4

Kate Scott (Kingston University, London, UK)

Paper Abstracts in Alphabetical Order

Recontextualization of systemic thinking in the great simplification rally: A multimodal discursive analysis of a primer video 7

Samira Allani

Defining disciplinary knowledge for the public: How 3MT presenters mediate through definition strategies 9

Adil Doğan Andaç and Erdem Akbaş

Audiovisual persuasion in civic communication: A multimodal analysis of governmental campaigns on gender-based violence 11

Leticia Arrametapongsa-Brines

A multimodal approach to professional science communication in reels 13

Edgar Bernard-Mechó, Noelia Ruiz-Madrid and Elena Serrano-Hernández

Recontextualizing trans knowledge: Mediating expertise and accessibility in audiovisual narratives 14

Giulio Enea Bevione and Giulia Cinti

The use of exemplificatory markers on law blogs 17

Marina Bondi and Giuliana Diani

Law for non-experts on YouTube: Recontextualisations, reactions and responses 19

Ruth Breeze

Recontextualizing scientific knowledge on Instagram: A comparative analysis of Italian and English reels..... 21

Silvia Cavalieri and Francesca Cialdini

Performing identity through multimodal recontextualisation in social sciences and humanities video abstracts 23

Olga Dontcheva-Navratilova

Multimodal resources in TED talk videos.....	25
María Fanlo-Piniés	
The use of Instagram for didactic purposes in English and Spanish: Recontextualizing English phraseology with a multimodal approach.....	27
Lucía Lasheras	
Recontextualizing human rights: the Summaries of EU legislation as a case study.....	29
Donatella Malavasi and Jessica Lane Nocella	
Dialogicity in the recontextualization of digital science dissemination for adolescents: Analyzing the role of directives and reader references.	31
Luis Martínez-Kleiser	
Digital recontextualisation in Spanish academia: Researchers' reported practices in online science dissemination.....	33
Alejandro Mena-Alba and Noelia Ruiz-Madrid	
Multimodal recontextualization of specialized information in marine engineering corporate websites.....	35
Silvia Molina Plaza	
Projecting sustainability: A corpus-informed multimodal analysis of transparency in airline YouTube videos.....	37
Fabiola Notari	
Multimodal trust-building in CEO video statements: A case study of promotional business communication.....	39
Juan C. Palmer-Silveira and Miguel F. Ruiz-Garrido	
Experts producing and consuming science online: A netnographic approach to attitudes and patterns of use towards scientific knowledge.	41
Daniel Pascual	
Bridging worlds and audiences: Digital recontextualization in museums of art and science	43
Franca Poppi and Judith Turnbull	
Constructing expertise in digital dementia support groups: The CODEx Model.....	45
Carolin Schneider and Birte Bös	
“Your gut is a busy city for bacteria”: Knowledge dissemination through metaphors on science websites for children.....	47
Annalisa Sezzi and Silvia Cavalieri	
Recontextualisation and knowledge translation in digital research dissemination: A move analysis of research digests across disciplines..	49
Rana Suayin, Buket Güner and Erdem Akbaş	

Recontextualisation through dialogue: The role(s) of a science show host
..... 51

Krystyna Warchał

Disability accessibility in and through websites and AI: A linguistic case study on sustainable tourism 53

Federico Zaupa

Projecting sustainability: A corpus-informed multimodal analysis of transparency in airline YouTube videos

Fabiola Notari

University of Modena and Reggio Emilia, Italy

fnotari@unimore.it

Abstract

In the aviation sector, CSR transparency is increasingly framed as a resource for building stakeholder trust, yet visibility does not necessarily entail verifiability or responsibility (Schnackenberg & Tomlinson, 2016). In digital contexts, transparency operates along a continuum: claims may look clear and accountable while remaining only partially accessible or weakly evidenced. While corpus-based research has examined disclosure and opacity in textual genres and caption-centred social media, far less attention has been paid to how transparency is performed in audiovisual institutional communication.

This paper addresses this gap by analysing environmental commitments in airline YouTube videos and examining how credibility is negotiated through language, image, voice, editing and evidential cues. The dataset consists of climate-related videos (2023–2025) from four airlines (ITA Airways, British Airways, Delta Air Lines and China Southern Airlines). Methodologically, the study adopts a corpus-informed multimodal discourse approach informed by Systemic Functional Linguistics and social semiotics (Kress & van Leeuwen, 2006). Videos are segmented into analytically coherent sequences and coded for the co-articulation of verbal and audiovisual resources, focusing on (i) thematic focus (e.g., values, projects, targets), (ii) agency and responsibility framing, (iii) future-projection cues (targets, timelines, modal patterning), and (iv) evidential anchoring and clarity work realised through voiceover, on-screen text, imagery, editing, numerical overlays, and standards or certification markers. Coding is supported by light quantification (frequency counts and cue distribution across sequences) to compare how evidential cues are staged across the video's sequence structure.

Semiotic processes of iconization, recursivity and erasure (Irvine & Gal, 2000) are used to interpret how cross-modal repetition, symbolic condensation and strategic backgrounding reinforce, qualify or constrain evidential support. Findings from the coded patterns are synthesised through a previously developed Soft–Semi-Hard–Hard continuum (Notari, under review), grounded in signalling-based distinctions of evidential cost (Spence, 1973). This mapping captures sequence-level CSR transparency as symbolic projection, partially checkable support, or externally validated evidence. In conclusion, the continuum provides an operational bridge between textual approaches to disclosure and multimodal analyses of audiovisual transparency, offering a diagnostic basis for identifying

where evidential support is strengthened through multimodal staging and where transparency remains primarily performative.

Keywords: CSR transparency, environmental discourse, corpus-informed multimodality, future-oriented communication, airline YouTube videos

Irvine, J. T., & Gal, S. (2000). Language ideology and linguistic differentiation. In P. V. Kroskrity (Ed.), *Regimes of language: Ideologies, politics, and identities* (pp. 35–84). School of American Research Press.

Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). Routledge.

Notari, F. (under review). Transparent-looking, not necessarily transparent: A corpus-assisted multimodal study of airline CSR LinkedIn posts. *Hermes – Journal of Language and Communication in Business*.

Schnackenberg, A. K., & Tomlinson, E. C. (2016). Organizational transparency: A new perspective on managing trust in organization–stakeholder relationships. *Journal of Management*, 42(7), 1784–1810. <https://doi.org/10.1177/0149206314525202>

Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, 87(3), 355–374. <https://doi.org/10.2307/1882010>