International Conference
Genre(s) on the Move
Hybridization and Discourse Change in Specialized Communication
Naples, 9-11 December 2009
Centro Congressi, Università di Napoli Federico II - Via Partenope, 36 - 80121 Napoli

Wednesday 9 December

12:00 14:00
Registration

14:00 14:30
Opening addresses
Guido Trombetti, Rettore dell’Università di Napoli Federico II
Massimo Marrelli, Presidente del Polo delle Scienze Umane e Sociali
Raffaele Feola, Preside della Facoltà di Scienze Politiche
Domenico Piccolo, Direttore del Dipartimento di Scienze Statistiche
Maurizio Gotti, Coordinatore nazionale del Progetto PRIN
Gabriella Di Martino, Coordinatore locale del Progetto PRIN

ROOM 1
ACADEMIC DISCOURSE
Chair: Srikant Sarangi
Sara Gesuato
Course Descriptions: Communicative Practices of a Housekeeping Genre
Luisa Caiazzo
The Hybridization of Academic Discourse: The ‘About us’ Section of British and Indian University Websites
Stefania M. Maci
Genre Variation in Medical Discourse: The Case of Medical Poster Presentations

ROOM 2
FINANCIAL DISCOURSE
Chair: Gina Poncini
Rob Anderson
Telling It As It Is: From Sharing to Telling in Financial Journalism
Mariarosaria Provenzano
Hybridization in the Western-Islamic Academic Discourse of Finance: The Riba Case
Annalisa Zanola
Interdisciplinarity and Contamination: The ‘Financial Report’ Hybrid Genre

16:00 16:30
coffee break

16:30 17:30
Chair: Gabriella Di Martino
Plenary: Srikant Sarangi, Discourse Types, Roles and Hybridity in Professional Practice

Thursday 10 December

ROOM 1
LEGAL DISCOURSE
Chair: Antonella Napolitano
Silvia Cavalieri
Genre Hybridization in Legal Discourse: The Case of the Public Inquiry Witness Examination
Liudmila Mikalayeva
Between Diplomatic and Legal Discourse: Monitoring Mechanism of International Conventions
O. Denti, M. Giordano
From Dowries to Prenups: The Evolution of a Genre

ROOM 2
INSTITUTIONAL DISCOURSE
Chair: Donna Miller
G. D’Acquisto, C. Pennarola
‘Make it Happen’: The Promotion of Human Values in the UN Millennium Project
Marchilia Volini
Hybridization: A Case-study on Maritime Power Point Presentations in the EU Context

11:00 11:30
coffee break

11:30 13:00
Chair: Giuliana Ladomery
Intertextual Elements in Sports-related Arbitration Discourse
Laura Martinez Escudero
A Contribution to Hybridization in Domain Name Arbitration: A Preliminary Analysis
Diana Giner
A Contribution to the Analysis of the Social Construction in the Argumentation of Investment Arbitral Awards

11:30 13:00
Chair: Silvia Bernardini
Sara Mayol
Weblogs: Voices of Emerging Genres
Stefania D’Avanzo
European Summaries of Directives on Asylum: Changes in Institutional Discourse
Claudia Ortu
Policies on the Move through Genres: How Think Tanks Produce and Promote their Policies in the US
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<th>MEDIA DISCOURSE</th>
<th>ONLINE DISCOURSE</th>
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<tr>
<td>Chair: Eleonora Chiavetta</td>
<td>Chair: Paolo Donadio</td>
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<td>Nicola Borrelli</td>
<td>J. Engberg, C. D. Maier</td>
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<td>New Narrative Genres in the EU’s Environmental Campaigns: A Comparative Case Study</td>
<td>Multimodal Transformations of Generic and Discursive Features in the Online Migration of Journals</td>
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<td>Mariavita Cambria</td>
<td>Anna Franca Plastina</td>
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<td>I'll Never Say: “I’m Sorry”: The Italian Prime Minister in a Corpus of English Newspapers</td>
<td>Exploring Genre Evolution: Characterizing the Cybergenre of Consumer Netvertising</td>
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<td>Maria Ivana Lorenzetti</td>
<td>Isabel Corona</td>
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<td>When Political Journalism Meets Satire: A Compared Analysis on the Coverage of Sex Scandals in Italy and in the Anglo-Saxon World</td>
<td>Following the Reading Path: A Cluster Analysis of Obituaries as a Multimodal Genre</td>
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14:30 16:00

| 16:00 16:30 | coffee break |

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<tr>
<td>Chair: Maurizio Gotti</td>
<td>Chair: Giuditta Caliendo</td>
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<td>S. Bernardini, A. Ferraresi, F. Gaspari</td>
<td>Irene Huiling XU</td>
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<td>Institutional English on the Websites of Italian (vs. UK/Irish) Universities: A Preliminary Corpus-based Analysis of Degree Programme Descriptions</td>
<td>Contested Discourse of Women Identity in Chinese Print Media</td>
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<td>Larissa D’Angelo</td>
<td>M. G. Busà, F. Dalzel, E. Barzon</td>
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<td>Professional DISCOURSE</td>
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<td>Chair: Jocelyne Vincent</td>
<td>Federico Gaspari</td>
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<td>Gina Poncini</td>
<td>Political News Reporting on the Move: A Corpus-based Lexical Analysis of Italian Online News Translated into English</td>
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<td>Hybridity, Interdiscursivity and Multiple Communities: The Case of an Inter-University Master’s Program in Viticulture and Enology</td>
<td>Eleonora Chiavetta</td>
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<td>The Chef’s Garden: Hybridizing Professional Genres</td>
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18.30 19.30

Friday 11 December

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<td>Chair: Cristina Pennarola</td>
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<td>Michele Sala</td>
<td>K. Grego, A. Vicentini</td>
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<td>Generic Traits in Legal Research Articles</td>
<td>Holiday Dialysis in Italy on the Web: Multidimensional Hybridization in Institutional Health Communication</td>
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<td>Claire Elizabeth Wallis</td>
<td>Paola Catenaccio</td>
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<td>Hybridization across Genres in EAP: Dilemmas and Ambiguities</td>
<td>Green Advertising and Corporate CSR Communication: Hybrid Discourses, Mutant Genres</td>
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<td>11:00 11:30</td>
<td>coffee break</td>
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11:30 13:00

Conclusions: Gabriella Di Martino, Maurizio Gotti, Norman Fairclough, Vanda Polese, Srikant Sarangi

SCIENTIFIC COMMITTEE
Giuditta Caliendo, Gabriella Di Martino, Paolo Donadio, Maurizio Gotti, Antonella Napolitano, Vanda Polese, Marco Venuti

ORGANIZING COMMITTEE
Giuditta Caliendo, Cinzia Della Monica, Gabriella Di Martino, Paolo Donadio, Antonella Napolitano, Cristina Pennarola, Vanda Polese, Marco Venuti, Filomena Vilardi, Sole Alba Zollo

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PETER LANG