

School of Medicine and Surgery
Department of Precision Medicine

2nd International CIRLaM Conference
25 - 26 - 27 May 2023
Naples, Italy

**Communicating medical science in the digital age:
culture, knowledge, expertise, practices**

PROGRAMME

Thursday May 25

09:00 Registration

Aula Magna
Via Luciano Armanni, 5
Complesso di Santa Patrizia
80138 Napoli

10:00 Aula Magna Welcome

Chair: Jerome Tessuto

Giovanni Francesco Nicoletti

Rector, University of Campania *Luigi Vanvitelli*

Lucia Altucci

Rector's Delegate for Research & Innovation, Department of Precision Medicine, *Vanvitelli*

Ferdinando de Vita

Director, Department of Precision Medicine, *Vanvitelli*

Maria Luisa Balestrieri

Director of Studies, Medicine & Surgery Degree Course in English, Department of Precision Medicine, *Vanvitelli*

Michele Caraglia

AICC President, Italian Association of Cell Cultures, Deputy Director, Department of Precision Medicine, *Vanvitelli*

Massimiliano Galdiero

Director, Microbiology and Virology Specialist School, Department of Experimental Medicine, *Vanvitelli*

11:15 Coffee

S. Andrea delle Dame
Via L. De Crecchio, 7
80138 Napoli

11:45 Aula Bottazzi – Keynote Session

Chair: Jerome Tessuto

Srikant Sarangi

Aalborg University, DENMARK

On 'distributed expertise' in the digital healthcare era
Discussion

13:00 Lunch

14:00 Aula Bottazzi – Keynote Session

Chair: Srikant Sarangi

Giuliana E. Garzone

University of Milan IULM, ITALY

Computer-mediated support groups / online health communities: self-help or tailor-made popularization?
Discussion

15:15 Coffee

15:45 Aula Bottazzi - Session 1

Chair: Michael Zerbe

15:45 Michele Caraglia

University of Campania Luigi Vanvitelli – ITALY

From communication in medical sciences to mechanisms genetic code translation: lessons from cancer

16:05 Giuseppe Balirano / Maria De Santo

University of Naples L’Orientale – ITALY

Sharing medical knowledge on SNSs: a corpus-based investigation of online medical communications supporting families of gender-diverse children

16:25 Annalisa Federici

Roma Tre University – ITALY

“Designed for you and others involved in your care”: the discursive construction of femininity in online RCOG patient information leaflets

Discussion

15:45 Aula Donatelli – Session 2

Chair: Antonella Napolitano

15:45 Giulia A. Pennisi

University of Palermo – ITALY

Blurring the boundaries between discipline’s culture and citizens: the ‘European Science Association’ and the democratisation of scientific and medical knowledge

16:05 Vanessa Leonardi / Chiara Prospero Porta

Sapienza University of Rome – ITALY

Bridging the web-based health information gap: the case of rare diseases

16:25 Maria Cristina Aiezza

University of Naples L’Orientale – ITALY

Life in plastic, not so fantastic: a corpus-assisted discourse analysis of academic and popular science articles on the impacts of microplastics on human health

Discussion

17:00 Aula Bottazzi – Keynote Session

Chair: Stefania Maci

Michael Zerbe / Gabriel Cutrufello

York College of Pennsylvania, USA

Cristina Hanganu-Bresch - Saint Joseph’s University, Philadelphia, USA

Negotiating ethos in 21st-century health communication: contexts and case studies

Discussion

18:15 Close

Friday May 26

09:00 Registration

09:30 Aula Bottazzi – Keynote Session

Chair: Giuseppe Balirano

Trish Greenhalgh (online)

Oxford University, UK

Science in the public eye: communicating and debating research findings in real time in global public health crisis
Discussion

10:45 Coffee

11:15 Aula Bottazzi – Session 1

Chair: William Bromwich

11:15 Annalisa Zanola / Carlotta Fiammenghi /

Roxanne B. Doerr

University of Brescia – ITALY

News that never was: healthy (and unhealthy) quoting in uncertain medical communication

11:35 Ersilia Incelli

Sapienza University of Rome – ITALY

Communicating uncertainty in clinical study reports

11:55 Cristina Pennarola / Angela Zanfardino

University of Naples Federico II / University of Campania Luigi Vanvitelli - ITALY

Online resources on type 2 diabetes in the USA: a sweet and bitter literacy

12:15 Roxanne H. Padley

University of Salerno – ITALY

Navigating medical lexis: a digital era and shifting patient expertise

Discussion

13:00 Lunch

11:15 Aula Donatelli – Session 2

Chair: Richard Ashcroft

11:15 Stefania Maci

University of Bergamo – ITALY

Parents' narrative about congenital heart diseases: acquiring knowledge and sharing empathy

11:35 Stefania D'Avanzo

University of Campania Luigi Vanvitelli - ITALY

Digitalization of doctor-patient communication from a cross-cultural perspective

11:55 Kim Grego

University of Milan - ITALY

Covid-19 'brain fog' narratives in institutional, news media and academic sources

12:15 Francesco Meledandri

University of Bari "Aldo Moro" – ITALY

Facts or followers? Identifying key variables in medical-related digital communication. A case study from covid-19 tweets

Discussion

14:00 Aula Bottazzi – Keynote Session

Chair: Jerome Tessuto

Richard Ashcroft

City Law School, University of London, UK

The functions of a professional school in an AI-disrupted legal world

Discussion

15:15 Coffee

15:45 Aula Bottazzi – Session 1

Chair: Ersilia Incelli

15:45 William Bromwich

University of Modena and Reggio Emilia – ITALY

“I am one of the alarmists”. Critical responses to text generation with Artificial Intelligence: evaluating ChatGPT

16:05 Rosita Maglie / Francesco Tramacere / Maurizio Portaluri

University of Bari Aldo Moro / A. Perrino Hospital / A. Perrino Hospital - ITALY

Does medical science consider Artificial Intelligence without bias? A critical discourse analysis in the field of radiation oncology

16:25 Francesca Cappellini

University of Milan – ITALY

Discursive trends in the scientific community on radical life extension: a systematic review

Discussion

15:45 Aula Donatelli – Session 2

Chair: Kim Grego

15:45 Lucia Abbamonte

University of Naples Parthenope – ITALY

The impact of infographics in medical communication

16:05 Dániel Mány / Csillag Tarnai / Tamás Weigert / Katalin Fogarasi

Semmelweis University / Eötvös Loránd University / Semmelweis University – HUNGARY

“Why can’t I hold my pee when I laugh or cough?” (Non-)expression of taboo concepts in consultations and social media texts for urological cancer patients

16:25 Stefania Cicillini

University of Turin – ITALY

Do medical students improve their language skills while studying through English?

Discussion

17:00 Aula Bottazzi – Keynote Session

Chair: Paola Catenaccio

Teri Thompson (online)

University of Dayton, USA

Communicating medical science in the digital age: transactional and theoretical perspectives

Discussion

18:15 Close

20:30 Social dinner – Seaside fishing harbour Naples

Saturday May 27

09:00 Registration

09:30 Aula Bottazzi – Keynote Session

Chair: Annalisa Zanola

Paola Catenaccio

University of Milan, ITALY

Competing interests in online news reporting of scientific information at times of crisis: misinformation in an infodemic
Discussion

10:45 Coffee

11:15 Aula Bottazzi – Session 1

Chair: Cristina Pennarola

11:15 Lucia Altucci

University of Campania Luigi Vanvitelli - ITALY
Medical Science & Communication: experience of the editorial level

11:35 Antonella Napolitano

University of Naples L'Orientale – ITALY
Mind your health: a corpus-assisted discourse analysis of mental health blogs in the UK and Australasia

11:55 Sole Alba Zollo

University of Naples Federico II – ITALY
“Knowing about something is not the same as knowing something”. Promoting mental health literacy in the digital public sphere

12:15 Adriano Laudisio / Daniela Giordano

University of Campania Luigi Vanvitelli - ITALY
MedScape as an informational source of expert perspective: analysing health speeches for metadiscourse patterns

Discussion

13:00 Closing remarks

11:15 Aula Donatelli – Session 2

Chair: Lucia Abbamonte

Language and Aging Research in China – online panel

11:15 Lu Song

Zhengzhou University – CHINA
Response to compliments during care: self-denigration in Chinese dementia discourse

11:35 Wei Wei

Xi'an International Studies University – CHINA
A study on the narratives of ageing and the construction of ageing identity in the perspective of appraisal theory

11:55 Zeming Lyu

Zhengzhou University – CHINA
Studies on pragmatic competence of persons with cognitive impairment: pasts and prospects

Discussion

Things to do nearby:

Vanvitelli MUSA Anatomical Museum - "weird and wonderful insight into the intricacies of human biology"

Via Luciano Armanni, 5



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