THE USE OF TWITTER IN SCIENCE DISSEMINATION: RECONTEXTUALISING KNOWLEDGE

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MOTIVATION

The scientific community has been compelled to adapt their research practices to the requirements of online communication due to the rapid development of digital technology.

In this context, scientists have become interested in how they could exploit digital genres to recontextualise and disseminate specialised knowledge, so it can reach multiple, more diversified audiences.

HEALTHTWEET CORPUS

OBJECTIVES

☐ Study the recontextualisation processes that take place in the context of scientific dissemination on Twitter within the field of health sciences.

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□ Explore the reliance of Twitter users on multimodality, hypertextuality and pragmatic strategies for the dissemination of specialised knowledge in this field of study.



METHODS

GENRE STUDIES

The set of approaches concerned with the analysis of a text as regards the context in which it is produced and its connection with other texts.

PRAGMATICS

Discipline focused on the analysis of the use of language as a context-bound practice for whose understanding it is equally important to consider the speaker's intention and the receiver's interpretation.

MAIN RESULTS

- ✓ The study shows how Twitter affordances are leveraged by users to share specialised knowledge originally displayed in experts' personal or corporative websites (e.g., blogs).
- ✓ It reveals the recontextualisation processes by means of which Twitter users craft highly multimodal and hypertextual texts aimed at adapting specialised discourse for both expert and non-expert audiences.

MULTIMODALITY

The conception of meaningmaking processes and communication as a result of the interaction between different semiotic modes such as the verbal, the visual and the aural.

DIGITAL DISCOURSE ANALYSIS

The study of the interplay between meaning-making systems such as language and social practices within the context of digital communication (Vásquez, 2022)

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