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INTRODUCTION

The notion of remediation can be taken to refer to a series of linguistic, cultural and psychological processes by means of which language and discourse are transformed and refashioned into new forms. Remediation functions via language, that is, the system through which we interpret and construct our understanding of reality, and at the same time, it functions through the sense of self we perceive and project onto others. Therefore, remediation can relate to the elaboration of new and hybrid text-types as well as representations of identity. For instance, politicians have always insisted on the 'identification-with-the-politician process' whether in Presidential addresses, political advertising campaigns, TV political interviews and so on. Thus, a series of procedures remediating their original identity is brought to the fore, as personal, collective and national identities converge or diverge, since the identity creation and recognition by the public the campaigns address, are key to gaining electoral consensus.

However, remediation can also take the form of recontextualisation (Calsamiglia, van Dijk 2004), reconceptualisation, and intralinguistic translation of exclusive expertise in knowledge that is suitable to the background of the addressee. In these cases we witness a shift from subject-orientation to addressee-/audience-orientation (the addressee becomes a participant in the communicative situation; cf. Jakobson's [1966] 1987 conative function) (Dressler, Ecckramer 2001); and from objectivation to subjectivation (Dressler, Ecckramer 2001). As a consequence, this implies a departure from the typical features of Languages for Special Purposes, such as lexical precision (Sager, Dungworth, McDonald 1980), monoreferentiality in context (Gotti 2008), textual precision (Merlini Barbaresi 1988), economy (Sager, Dungworth,

McDonald 1980), conciseness (Gotti 2008) – as in compounding –, and depersonalisation (Gotti 2008) and lastly objectivation (Dressler, Eckkramer 2001) – as observed in nominalisations and 3rd person passives. Typical examples of this process are, for instance, Patient Information Leaflets (PILs), which are characterised by the omission or reduction of information for prescribers, reduction of technical detail, as well as simplification of terminology, explicitation and reformulation (Mauranen 2006) which, in turn, can be defined as typical strategies of knowledge dissemination. In the same vein, but in a somewhat different way, we can also list information books as attesting to the link between remediation and knowledge dissemination. They are one of the essential vehicles for popularising and spreading knowledge among a juvenile audience. Bought and read with the aim of satisfying one's own personal curiosity on a specific topic, and thus "for interest or pleasure", or as parallel resources in classrooms (Mallet 2004: 623), they compete with and endorse school textbooks or coursebooks by exploiting devices and characteristics of more innovative and "modern" media, and by disseminating expert discourse (Derewianka and Coffin 2008: 187-188). They subscribe to the idea of popularisation as a sort of intralingual translation (Gotti 1998), which also involves a process of creation and re-elaboration (Paladin and Pasinetti, 1999: 15).

In point of fact, the popularisation of legal language offers lay viewers a hybrid type of discourse, where the intertextual quotations of different literary genres may be interspersed with the dialogic interplay of questions and answers in court. This allows for the reinterpretation and reformulation of justice and of the rhetoric of law and signal at the same time the transition between the technical and specialised kind of discourse that the law requires and a simple way of phrasing, describing,

explaining (Anesa 2013: 211) or even reformulating and thus representing it.

Furthermore, since in our present times, dominated as they are by virtual communication, contacts among speakers belonging to different languages and cultural backgrounds are increasingly frequent, lexical innovation and interference have been growing exponentially. Lexical borrowings very often occur in situations of language maintenance, that is, when the preservation by a speech community of its native language continues from generation to generation (Winford, 2003: 11-12). They are among the most common types of neological processes that are remediated in the recipient language and thus enrich it.

Journalism too, and sports journalism in particular, recontextualises its protagonists as heroes from the epic tradition, whose actions produce a desirable result for the collectivity, despite the personal cost at times involved. They do this because, like epic heroes, they possess virtues such as courage and determination or cleverness, as well as physical and mental attributes such as youthfulness or a blithe spirit. The same virtues are found in Homeric heroes such as Achilles, Hector and Odysseus and their triumphs and tragedies evoke the same kind of responses as, we might surmise, epics of the Homeric type.

Finally, the process of remediation can also be induced. This is for instance the case with non-native speakers (NNSs) who can, in fact, be guided to remediate their discourse management abilities, and eventually conform to native speaker (NS) use, by being made to notice the differences between NS and NNS usages and reconsider their own pragmatic choices in any communicative event.

In the light of these preliminary considerations, the contributions in this volume span a wide spectrum of text genres and subgenres in which remediation is examined in numerous

forms of formal and informal communication. The papers are roughly collocated in broad sections, according not only to the mode and medium of communication (Remediation and Discourse, Remediation and Media, Remediation and Social Media), but also in terms of the intra- and interlingual transpositions that are discussed in a comparative vein (Remediation and Translation). Needless to say, since the contents of many papers spill over into other sections, they may well be relevant to the discussions elsewhere.

Remediation and the Media

Focussing on the translation process from specialised and paper-based documents to popularised and online disclosures, Malavasi presents a comparative study of two small corpora containing Corporate Social Responsibility Reports and webpages published in printed and digital format, which imply a different kind of user/reader. Indeed, she notes not only the greater or lesser density of information that each text type contains, but also the way in which the information is structurally and linguistically organised, and concludes that the adaptation to the media and to the audience necessarily entails the provision of different knowledge and a recourse to dissimilar visual aids and language strategies.

Nisco's paper similarly focuses on media discourse and analyses the way in which British newspapers represented the so-called 'Tottenham summer'. Critical Discourse Analysis is therefore applied by the author in synergy with Corpus Linguistics, in an attempt to identify the main discursive strategies adopted in the conceptualization of identity.

In her paper, Fina investigates the degree and nature of translators' intervention in two tourist mini-guidebooks promoting Puglia. Throughout her work, the author analyses the

strategies of cultural adaptation adopted, in order to assess the degree of cultural mediation involved and the effectiveness of the translator's choices.

Antonucci's paper discusses the localisation strategies adopted in the rendition of advertising campaigns for beauty products that appeared in the British, Indian and Italian editions of *Marie Claire*. Thus, within her text, the author investigates the extent to which the advertising message is adapted to the local reality of the target culture.

Logaldo also focuses on the language of advertising, analysing how Augmented Reality requires an 'augmented' approach that considers, on the one hand, how the verbal and the visual codes interact, and, on the other, how the simultaneous perception of real and virtual layers may produce meaning. In her paper, the author demonstrates how the interplay between verbal text and imagery in 'augmented advertising' is essential for the connection between online and offline information.

Remediation and Social Media

Now moving more specifically into a framework of social networking and some of its more popular forms, this section contains contributions that examine the social media that are taking an ever-increasing role and prominence in everyday life.

Sindoni focuses on the discourse of blogs in social networking communities and applies a lexical corpus-based analysis to a complex web-based networked platform, Livejournal, which hosts millions of blogs, including both personal journals and corporate blogs in a wide range of blog categories that comprise more and less formal areas of discourse. The basic research questions she tackles is whether it makes sense or not nowadays to distinguish between the traditional categories and features of written and spoken modes in a blogging environment, and to

what extent spoken and written discourse is actually changing in a digital domain. Furthermore, she concludes that while, as we might expect, a formal written expression is avoided in favour of the spoken code, an interesting characteristic feature of bloggers is the use of a particular resource, e.g. visual representation as a means of expression and limiting written expression simply to captions of their pictures or drawings.

Introducing another kind of "immediate" social networking in the present age of Web 2.0 and New Media that has made its mark more recently, Borrelli classifies *Instagram* as a form of remediation of the traditional travel journals or travelogues. He emphasizes the sharing aspect of images that are appropriately anchored them with a caption, which thus creates an intersemiotic and multimodal narrative of a person's travels combining the visual with the verbal. Moreover, the interactive nature of the application affords not merely participation on the part of the writer of the travelogue, but also and more significantly that of his/her followers who are able to make their own contributions by using hashtags, for example, to comment on similar issues to those originally launched by the writer.

With the purpose of developing intercultural awareness and competence in network-based language teaching (NBLT), Grazzi discusses the pedagogical implications and potential of online collaboration between a group of Italian and American students taking part in a European funded project, *Telecollaboration*. This project is discussed in the context of remediation through the texts that the learners make available to each other. In agreement with his project partner, Grazzi claims that NBLT should be made a necessary component part in the foreign language-learning syllabus since it helps to maximise cooperative practices within a web-mediated, multilingual and multicultural learning context. Participants are actively involved both as native speakers and non-native speakers as they carry out

remediation activities in selective corrective feedback in the learning activities they collaborate in.

In her contribution, Moschini presents an original form of remediation in an analysis of a video "Yes, We Can" uploaded on YouTube, which purports to be used as a political endorsement of Senator Barack Obama during his presidential election campaign. Indeed, the video features Obama pronouncing an electoral speech, accompanied by celebrities and musicians echoing his words in hip-hop fashion. The paper analyses a seemingly complex multilayered/multicultural text where different remediations occur, not only in the verbatim quotes from Obama's New Hampshire concession speech, but also through the interdiscursive nature of a political speech that is deeply rooted in an example of African-American musical.

Remaining in the field of politics, Mattiello investigates, in a contrastive study of British/American English and Italian discourse, the ways in which social networking sites such as Facebook contribute to the process of conversationalisation and popularisation in political discourse and thus affect the representation of a politician's identity. In particular, she compares the linguistic means and rhetorical/discursive strategies that politicians use to construct their identities not only on Facebook, but also in more traditional forms of political discourse. Mattiello concludes her study by examining the resulting political profiles from the cross-cultural point of view of their impact on their audience.

Identifying signature blocks as mediated actions that adapt handwritten signature to new practices in the digital era, Plastina discusses the creating and appending of signature blocks in a corpus of emails and newsgroup posts. In particular, she focuses on the site of engagement, social agents and mediational means as the key components, in an attempt to discover whether any significant differences occur in the decontextualisation and

recontextualisation process. Her results reveal some remarkable differences in the type and frequency of information content where she witnesses personal identity still striving to gain its own autonomy in virtual sites of engagement.

Remediation and Discourse

Adami's paper sets out to investigate the multiple linguistic representations of identity in Cosh Omar's debut play *The Battle of Green Lanes* (2004), in which various characters of Turkish-Cypriot and Greek-Cypriot origin engage in complex and often clashing performances of cultural 'remediation', split between uncertainty of belonging, cultural displacement and religious fundamentalism. The analysis focuses on character-to-character communication and explores the pragmatic and stylistic resources of dramatic discourse, as well as the stage directions and characters' descriptions that the author cunningly employs to depict the anxieties of a composite and fragmented community.

Also displaying an interest in identity negotiation, Arizzi's chapter focuses on political communication, and in particular, investigates how personal, collective and national identities converge or diverge in US Presidential campaign commercials. Providing a brief diachronic perspective on identity representation in political commercials of the last sixty years, this paper outlines how national identity can be both in line, or at odds with, individual and collective identities and how the integration of visual, musical, and linguistic genres may empower the political message.

Castello's chapter explores a corpus of elicited informal and formal interactions in English between pairs of Italian university students of Mediazione Linguistica e Culturale at the University of Padua (Italy) and a control corpus of interactions between

English native-speaker students at the University of Melbourne (Australia). The aim is to investigate some aspects of the discourse co-constructed in the two corpora, as well as to gain insights into the Italian students' discourse management ability. Specifically, the non-native and native uses of discourse markers, hedging expressions, and subject-verb contraction are investigated. The paper also discusses the findings and their implications for teaching spoken interaction to intermediate/advanced EFL learners.

Cacchiani's chapter adapts notions from genre analysis and LSP research, contrastive textology and studies on knowledge dissemination in order to analyse and contrast the generic structure potential, as well as aspects of domain-specific knowledge construction, in a selection of section (sub-) headings in UK Summaries of Product Characteristics and Patient information leaflets. The outcomes of her analysis confirm the close link between knowledge dissemination strategies, patient orientation and subjectivation.

Cavalieri approaches remediation in the legal sector by examining the discourse of internationalisation in a university context in Memoranda of Understanding (MoU), as published on official university websites. Using a corpus of MoUs, her main aims are to discover the rhetorical strategies that are exploited when legal language undergoes remediation for the web and the role played by promotional discourse in the remediation of MoUs for university web pages. In doing so, she seeks to discover how a legal genre can actually be modified and rendered in a multimodal context of World-Wide Web, whether, and more specifically, to what extent the strategies typical of the popularisation of ESP are exploited for this purpose.

Giordano's chapter investigates the legal, discursive and rhetorical features in the courtroom drama 'Rumpole of the Bailey', focusing on the episode 'Rumpole and the Golden

Thread'. The linguistic analysis tries to ascertain whether and to what extent certain characters' discursive and rhetorical features not only entertain the viewers but also inform, instruct and lead them through the intertwining of civilised British culture, local barbaric practices, complex legal systems and procedures, the critical condemnation of imperialism, and the unethical connection between politics and law in a now independent country.

Ponton's study takes a narrative/stylistic perspective on the oral genre of the football match report, exploring a corpus of samples taken from BBC Radio 5-Live and adopting the classical Labovian components, i.e. abstract, orientation, complicating action, evaluation, resolution and coda (Labov 1972). After suggesting that, in our current post-modern social context, football and footballers occupy a particular niche, as their deeds, like those of epic heroes, are discussed, analysed, dissected by pundits and experts and passed on through popular culture (e.g. Maradona and the 'hand of God' episode), he then goes on to analyse the reporters' discourse in terms of stylistic features and rhetorical tropes such as alliteration, metaphor, ellipsis, tricolon and hyperbole.

Remediation and Translation

This section opens with the analysis of false Anglicisms which Furiassi develops in his article. The aim of this paper is to prove that the word formation processes, which are involved in the coinage of false Anglicisms, coincide with those active in the development of some vocabulary features of extraterritorial Englishes. Taking Caribbean English as a prototypical example, the paper thus highlights the similarities between false Anglicisms and lexical items of extraterritorial Englishes.

The aim of Toma's chapter is to explore the use of the Italian phrase *al fresco* in the English language. Its Italian core meaning, i.e. "in the shade" or "a cool place", has been extended and reinterpreted in English to mean "in the open air". A corpus-based analysis of the Italian expression *al fresco* is first carried out using the itTenTen10 corpus to verify its meanings and usage contexts. Then its use in American English is observed both from a quantitative and a qualitative point of view in the Corpus of Contemporary American English (COCA) to check the author's initial hypothesis. The frequency and usage of the false Italianism alfresco in American English are explored in two different periods of time, the 1990s and the 2000s, to observe its semantic profile and increase over these two decades.

Taking the emblematic case of the participatory English Heritage website, plural landscapes and collective engagement through the new social media, Paganoni's paper aims to illustrate how transmedia storytelling attempts to bring together the voices of social actors from different locales in a new discursive space, where the notion of heritage as a public value is prioritised. In fact, she shows how digitally enhanced interaction on heritage discourse appears not only to be narrowing the gap between the narrating and the narrated cultural world, but also it appears to be preserving local heritage affectively through actual participation in it.

By presenting a research project in translation teaching, designed for a class of students in Economic and Financial translation, Falco's paper investigates the changes which the advent of New Information Technologies has brought about in translation teaching.

Molino's paper equally addresses issues related to translation, presenting a state-of-the art overview of research on the translation of academic discourse from and into English, and

suggesting that this type of translation has only recently undergone systematic examination.

Di Martino and Di Sabato's paper is written in a pedagogical vein, but focussing mainly on language teaching from the perspective of translation. Thus, the paper sets out to investigate the relationship between translation and language teaching, highlighting the usefulness of translated literature in a foreign language class, and presenting different materials and activities that might prove useful in language learning contexts.

Sezzi's paper deals with the popularisation and spreading of expert knowledge, and focuses on young readers who are not only lacking in specialised knowledge, but have also a limited understanding of the world, due to their early phase of cognitive development (Myers 1989). She focuses on the re-mediation process that meets the tastes and background encyclopaedia of particular lay readers, by discussing the re-mediation strategies which are implemented to facilitate children's access to knowledge and through which they are engaged.

Finally, Manfredi's paper explores the impact that the digital era has had on mass media communication. In particular, the author investigates the process of remediation that the headlines contained in Tables of Contents undergo in the digital online version of a printed magazine on popular science (*The National Geographic* in particular). Her aim is to assess whether the differences between printed and online publications in general might be due to practical constraints, issues of global communication and/or the need to cope with the rhetoric of 'immediacy' and 'transparency' typical of the new media.

In conclusion, this volume comprises many aspects of remediation and confirms its potential as a fruitful area of study and research, particularly in the digital era, but also as far as media communication in general is concerned regarding formal and informal language, expert and lay dissemination of

knowledge. We hope these contributions will stimulate the reader into finding further examples of the multifaceted forms that remediation takes on in written and spoken communication.

Michela Canepari, Gillian Mansfield, Franca Poppi

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