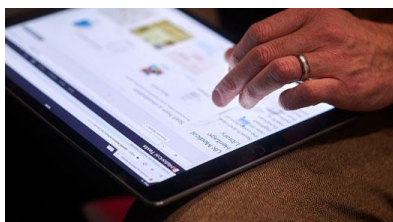


Modulo del Dottorato di ricerca **UMANESIMO E
TECNOLOGIE (UmanTec)**



When investigating communication in and on new technologies and the expertise behind it, the concept of knowledge is central. Knowledge is the central characteristic behind this type of communication. Hence, taking a knowledge perspective on aspects of verbal and multimodal communication of technologies and expertise gives us access to the central features. In the online teaching sessions to be held in June 2020, focus is upon the Knowledge Communication Approach developed at Aarhus University. This approach is characterized by seeing expert knowledge as simultaneously individual (the knowledge of the expert) and collective (the shared knowledge of the group of experts) and to see knowledge asymmetries between participants in the communication as a central condition for expert communication. The main idea in the sessions is to present different approaches to the textual analysis and evaluation of texts written by and for experts. We will look at approaches to the cognitive construction, textual and multimodal representation and socially influenced communication of knowledge. Concepts like knowledge structures (with a focus upon different knowledge-oriented approaches to expert meaning like Frame-Based Terminology (e.g., Faber / Arauz 2016) and Termontography (e.g., Kerremans et al. 2008), popularization and expertise as well as the influence of competing epistemic cultures on textual communication will be central in the presentations and the textual analyses.

Lezioni del Prof. Jan **ENGBERG**
| Professor of Knowledge
Communication at Aarhus University

INTRODUCE Antonella **NARDI** | UniMC

Central references (selection):

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KNOWLEDGE IN TEXTS. A SURVEY OF APPROACHES

Mercoledì 3 giugno 2020 | ore 10.00-12.00

Session 1: Basic concepts of knowledge in expert communication

- Building blocks of knowledge: Frames and similar network models
- Knowledge between a personal and a collective concept

Martedì 9 giugno 2020 | ore 10.00-12.00

Session 2: Instances of Knowledge Communication

- Experts communicating with other experts of the same field
- Popularizing expert knowledge in institutions

Martedì 30 giugno 2020 | ore 10.00-12.00

Session 3: Discussion of concepts in the context of your projects

Lezioni a distanza su piattaforma TEAMS | collegarsi all'aula TEAMS della prof.ssa Antonella Nardi