

Panel 12: New media, mediation and local-global reception

Saturday, 31 August	Time	
Introduction	10-10.15	
Musacchio, Maria Teresa & Henrot, Geneviève & Panizzon, Raffaella	10.15-10.45	Mediating Popular Science across Languages and Cultures: Science and Environment through the EU's Presseurop
Katan, David	10.45-11.15	The languages of tourism: mediating the cultural in the tourist gaze
	11.15-11.30	Coffee break
Fina, Maria Elisa	11.30-11.50	Communicating Tourism in the Web 2.0 Era: Cross-cultural Issues
D'Egidio, Angela	11.50-12.10	Eyeing Puglia: Comparing the tourist gaze in English, Italian and German travel articles
Engola, Stephanie	12.10-12.30	Translation and national identity: on promoting peace and ideology through literary translation
de la Cova, Elena	12.10-12.30	Peripheral constraints in the localization of online content
	12.30-14.00	Lunch
Anselmi, Simona	14.30-14.50	Rewriting and the mediating presence of rewriters. Self-translators as privileged (re)writers
Soliman, Luciana T.	14.50-15.10	Mediation and social diffusion: how utterances travel in French and Italian popular science
Magris, Marella & Ross, Dolores & Scarpa, Federica	14.50-15.10	Kommunikative Adäquatheit für Behinderte: Erfahrungen aus 4 EU-Ländern

Palumbo, Giuseppe	15.10-15.30	Promoting Universities through ELF: Institutional web communication by universities in non-English speaking countries
	15.30-17.00	Poster session
Valdés, Cristina	17.00-17.15	The impact of web communication on Translation Studies Research: new ways of collaboration
Lee, Yvonne	17.00-17.20	Sense and Sensibility: on the Chineses in Wikipedia
Bassam, Lubna	17.20-17.40	Self-translation on periphery: Code-switching in SMS messages of young people in Lebanon
	17.40-18.30	Panel discussion