

# VITAL SIGNS

*Teaching, Translating, and  
Popularizing Medical English  
in the Digital Age*

CONFERENCE  
PROGRAMME

10–11 February 2026

Aula Miazzì | Viale San Michele, 9 | Parma

DEPARTMENT OF HUMANITIES, SOCIAL SCIENCES AND CULTURAL INDUSTRIES



UNIVERSITÀ DI PARMA

9.00 \_ REGISTRATION

9.30 \_ WELCOME ADDRESS

**Fabrizio STORTI**

Deputy Rector | University of Parma | Italy

**Massimo MAGNANI**

Director | Department of Humanities, Social Sciences and Cultural Industries | University of Parma | Italy

**Stefano BETTATI**

Director | Department of Medicine and Surgery | University of Parma | Italy

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10.00 | KEYNOTE SESSION

**Marina BONDI** | University of Modena and Reggio Emilia | Italy

*Studying digital practices in knowledge communication: Models, approaches and issues*

10.45 \_ Christen Isabelle KISCH | University of Parma | Italy

*Translating medical English in the era of AI*

*Discussion*

CHAIR \_ **Micòl BESEGH**

11.15 | COFFEE

11.45 | KEYNOTE SESSION

**Jerome TESSUTO** | University of Campania Luigi Vanvitelli | Italy

*Engaging the public with medical science in popular news media: Strategies for popularizing expert discourse*

12.30 \_ **Emanuela TENCA** | UniCamillus – International Medical University in Rome | Italy

*Humanising medical discourse through podcasting: The case of AMA Update*

*Discussion*

CHAIR \_ **Michela CANEPARI**

13.00 | LUNCH

15.00 | KEYNOTE SESSION

**Franca POPPI** — **Judith Anne TURNBULL** | University of Modena and Reggio Emilia | Italy

*Health communication in the digital age – From websites to AI doctors*

15.45 \_ **Elena Giovanna BIGNAMI** — **Antonio BONACARO** | University of Parma | Italy

*New technologies and vital signs in perioperative medicine*

*Discussion*

CHAIR \_ **Carlo GALLI**



16.20 | Coffee

16.50 \_Ilaria GIORDANO | University of Turin | Italy

*From lab to screen - Multimodal health communication strategies on Instagram's @drhensays*

17.10 \_Francesca ILLIANO | University of Parma | Italy

*Pain, prevention and captions: reproductive health in Instagram reels and YouTube shorts*

*Discussion*

CHAIR \_Micòl BESEGH

17.40 | CLOSE

WEDNESDAY | February 11, 2026

10.00 | KEYNOTE SESSION

Eleonora FEDERICI | University of Ferrara | Italy

*From women to women: Health literacy, activism and feminist medicine*

10.45 \_Giuseppina PIROZZI | University of Parma | Italy

*Pathologizing diversity in digital space: A feminist critical discourse analysis of medical terminology in digital gender and sexuality discourse*

*Discussion*

CHAIR \_Michela CANEPARI

11.15 | COFFEE

11.45 \_Annalisa FEDERICI | Roma Tre University | Italy

*Discourses of care and control: Critical insights into AI-mediated communication in mental health support*

12.05 \_Virginia VECCHIATO | University of Parma | Italy

*Healthcare capabilities in autistic young people: Communication and access challenges*

*Discussion*

CHAIR \_Micòl BESEGH

12.35 | LUNCH



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14.30 | KEYNOTE SESSION (*online*)

**Stefania M. Maci** | University of Bergamo | Italy

*AI and the reconfiguration of linguistic structures and communicative norms in medical discourse*

15.15 \_ **Amir M. BEHROUZIAN** — **Carlo GALLI** | University of Parma | Italy

*Negation scope and screening errors in large language model*

*Discussion*

CHAIR: **Michela CANEPARI**

15.50 | COFFEE

16.20 \_ **Olivier HOKKE** (*online*) | Game Tailors, Delft | The Netherlands

*Intrinsically motivating Serious Games through modular design and AI*

16.40 \_ **Anisoara POP** (*online*) | University of Târgu Mureş | Romania

*Developing ethical awareness for healthcare learners through ethical debates*

17.00 \_ **Ali IDRIS** | Northwest University, Kano | Nigeria

*A study of Gricean quantity maxim in medical doctors' interviews on the programme 'Health Hour' of Rahma Radio, Kano*

17.20 \_ **Micòl BESEGHI** | University of Parma | Italy

*Teaching medical English via accessible audiovisual texts: Didactic applications of Audio Description and SDH*

*Discussion*

CHAIR: **Virginia VECCHIATO**

18.00 | CLOSING REMARKS

BOOK OF ABSTRACTS

