

VITAL SIGNS

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

CONFERENCE
PROGRAMME

10—11 February 2026

Aula Miazzi | 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

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 BESEGGI**

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 BESEGHÌ**

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 BESEGHÌ**

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 Mureș | 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



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