

This volume presents a cross-disciplinary analysis of academic poster presentations, taking into consideration the text and visuals that posters display depending on the discipline within which they are created. As the academic poster is a multimodal genre, different modal aspects have been taken into consideration when analysing it, a fact that has somehow complicated the genre analysis conducted, but has also stimulated the research work involved and, in the end, provided interesting results.

The analysis carried out here has highlighted significant cross-disciplinary differences in terms of word count, portrait/landscape orientation and layout of posters, as well as discipline and subdiscipline-specific patterns for what concerns the use of textual interactive and interactional metadiscourse resources and visual interactive resources.

The investigation has revealed what textual and visual metadiscourse resources are employed, where and why, and as a consequence, what textual and visual metadiscourse strategies should be adopted by poster authors depending on the practices and expectations of their academic community.

Larissa D'Angelo, PhD in Applied Linguistics (University of Reading), is a Lecturer of English at the University of Bergamo. Her main research interests deal with EAP and multimodal genres employed in academic discourse. She is an active member of the Research Centre on Languages for Specific Purposes (CERLIS) and has been involved in several national and international research projects.

Larissa D'Angelo

## Academic posters

A textual and visual  
metadiscourse analysis





# Linguistic Insights

Studies in Language and Communication

Edited by Maurizio Gotti,  
University of Bergamo

Volume 214

## ADVISORY BOARD

Vijay Bhatia (Hong Kong)  
David Crystal (Bangor)  
Konrad Ehlich (Berlin / München)  
Jan Engberg (Aarhus)  
Norman Fairclough (Lancaster)  
John Flowerdew (Hong Kong)  
Ken Hyland (Hong Kong)  
Roger Lass (Cape Town)  
Matti Rissanen (Helsinki)  
Françoise Salager-Meyer (Mérida, Venezuela)  
Srikant Sarangi (Cardiff)  
Susan Šarčević (Rijeka)  
Lawrence Solan (New York)

Larissa D'Angelo

## Academic posters

A textual and visual  
metadiscourse analysis



PETER LANG

Bern · Berlin · Bruxelles · Frankfurt am Main · New York · Oxford · Wien



PETER LANG

Bern · Berlin · Bruxelles · Frankfurt am Main · New York · Oxford · Wien

**Bibliographic information published by die Deutsche Nationalbibliothek**  
Die Deutsche Nationalbibliothek lists this publication in the Deutsche National-  
bibliografie; detailed bibliographic data is available on the Internet  
at <http://dnb.d-nb.de>.

British Library Cataloguing-in-Publication Data: A catalogue record for this book  
is available from The British Library, Great Britain.

Library of Congress Control Number: 2015960080

ISSN 1424-8689 pb.                      ISSN 2235-6371 eBook  
ISBN 978-3-0343-2083-2 pb.            ISBN 978-3-0351-0934-4 eBook

This publication has been peer reviewed.

© Peter Lang AG, International Academic Publishers, Bern 2016  
Hochfeldstrasse 32, CH-3012 Bern, Switzerland  
[info@peterlang.com](mailto:info@peterlang.com), [www.peterlang.com](http://www.peterlang.com)

All rights reserved.

All parts of this publication are protected by copyright.

Any utilisation outside the strict limits of the copyright law, without  
the permission of the publisher, is forbidden and liable to prosecution.  
This applies in particular to reproductions, translations, microfilming,  
and storage and processing in electronic retrieval systems.

Printed in Switzerland

## Contents

List of Abbreviations.....	9
Chapter 1: Introduction.....	11
1.1 The poster session: the 'open market' of research.....	11
1.2 Rationale for the study.....	15
1.3 Overview of the volume.....	17
Chapter 2: Review of the literature.....	19
2.1 Overview of the chapter.....	19
2.2 The academic community, its disciplines and subdisciplines.....	19
2.3 What is academic discourse?.....	24
2.4 What are academic genres?.....	37
2.5 What is an academic poster presentation?.....	44
2.6 What is metadiscourse?.....	59
2.7 What is multimodality?.....	67
2.8 Principles underlying corpus design.....	73
2.9 Summary of the chapter and Research Questions.....	77
Chapter 3: Data collected.....	81
3.1 Introduction.....	81
3.2 Why a corpus of academic posters?.....	81
3.3 Selection of subdisciplines.....	82
3.4 Principles underlying my corpus design.....	83
3.5 The survey.....	86
3.6 Retrieval of posters.....	102
3.7 Interviews with poster presenters.....	106
3.8 Naming and formatting of files.....	110
3.9 Summary of the chapter.....	111



Chapter 4: Framework of analysis .....	113
4.1 Overview of the chapter .....	113
4.2 A new framework of analysis .....	113
4.3 Metadiscourse resources in texts .....	116
4.4 Metadiscourse resources in visuals .....	123
4.5 Searching the corpus .....	141
4.6 The limits of description .....	144
4.7 Summary and conclusions .....	145
Chapter 5: Results and analysis by subcorpora .....	149
5.1 Introduction .....	149
5.2 Textual and visual analysis of the High Energy Particle Physics subcorpus .....	150
5.3 Textual and visual analysis of the Law subcorpus .....	175
5.4 Textual and visual analysis of the Clinical Psychology subcorpus .....	196
5.5 A cross-disciplinary comparison of academic posters .....	214
Chapter 6: General discussion and conclusions .....	231
6.1 Introduction .....	231
6.2 Research question 1 .....	232
6.3 Research question 2 .....	245
6.4 Research question 3 .....	249
6.5 Research limitations and recommendations for further research .....	253
6.6 Conclusions .....	257
Appendices	
Appendix 1 .....	261
Appendix 2 .....	264
Appendix 3 .....	265
Appendix 4 .....	266
Appendix 5 .....	269

Appendix 6 .....	282
Appendix 7 .....	286
References .....	325
Index .....	361