



museo
delle genti
d'abruzzo



CONVENORS

ELEONORA SASSO (UdA)
MARCELLO GIOVANELLI
(ASTON U)



Città di Pescara
Medaglia d'oro al Merito Civile



CenTraS
Centre for Translation Studies
@UCL

Aston University
BIRMINGHAM UK

COGNITION & THE MEDIA

14:15-15:15 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Marcello GIOVANELLI (Aston U, UK),
What Can Stylistics Teach Us About Cognition?

15:30 POST-CONFERENCE TOUR

KEYNOTE SPEAKERS

GIUSEPPE BALIRANO (ITALY)

CHARLOTTE BOSSEAU
(SCOTLAND)

Jorge DÍAZ-CINTAS (UCL)

YVES GAMBIER (FINLAND)

MARCELLO GIOVANELLI (UK)

LUC VAN DOORSLAER
(ESTONIA)

30-31 OCT 2025
PESCARA - UdA

CONTACTS

cognition.media2025@unich.it



<https://www.cognition-themedia.it/>



8:30-9:00 REGISTRATION

9:00-9:30 WELCOME ADDRESS (AUDITORIUM)

Institutional Greetings

Ugo PEROLINO (Director of DLLCM)

Giuseppe BALIRANO (AIA President)

Eleonora SASSO (Conference Convenor)

Marcello GIOVANELLI (Conference Convenor)

9:30-10:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Giuseppe BALIRANO

Yves GAMBIER (Turku U, Finland), *Reception Studies and Audiovisual Translation: Complexities of the Parameters. Focus on Subtitling*

10:30 -10:50 COFFEE BREAK

10:50-12:00 PANEL 1 (AUDITORIUM) //

Chair Mariaconcetta COSTANTINI

Andrea LOMBARDINILO (Rome Tre U), *Laws of the Media: Marshall McLuhan's Myth of Metaphors*

Eleonora SASSO ("G. D'Annunzio" U of Chieti-Pescara), *Inside the Mind Palace: Media, Memory, and Cognition in BBC Sherlock*

Esterino ADAMI (U of Turin), *"Uploaded to the cloud, sounds like heaven": intertextuality, split self and embodiment (in the mind)*

12:00-13:00 KEYNOTE SPEECH (AUDITORIUM)

Chair Marcello GIOVANELLI

Giuseppe BALIRANO (U of Naples "L'Orientale"), *Cognitive Stylistics of Excess: Queer Disidentification in Audiovisual Media*

13:00-14:30 LUNCH BREAK

14:30-15:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Jorge DÍAZ-CINTAS (UCL), *Subtitles Without Borders: Voices of Activism on Screen*

15:30-16:40 PANEL 2 (AUDITORIUM) //

Chair Flavia CAVALIERE

Irena CIOBANU (West U of Timisoara), D. DEJICA-CARTIŞ (Politehnica U of Timisoara), *Lexical Framing in University Marketing: A Discourse and Psycholinguistic Analysis*

Isabella WETSON (Aston U, UK), *Using Cognitive Grammar and the Media to Support Pedagogical Resources*

F. CRĂINEANU, D. DEJICA-CARTIŞ (Politehnica U of Timisoara), *The Role of English for Specific Purposes in Romanian Medical Education: A Case Study of Curriculum Design and Pedagogical Practice*

16:40 -17:00 COFFEE BREAK

17:00-18:10 PANEL 3 (AUDITORIUM) //

Chair Esterino ADAMI

Jelena KIREJEVA (Kaunas U of Technology, Lithuania), *Russian Culture as the Target of Hatred: The Case of Russia-Ukraine War*

Robin DONADIO ("G. D'Annunzio" U of Chieti-Pescara), *Countering Climate Anxiety in Short-Form Digital Storytelling: Coping and Community-Action on TikTok*

Polina GAVIN and Marcello GIOVANELLI (Aston U, UK), *Pandemic Intervention in Art: An Ekphrastic Account of Self in Lockdown*

20:30 CONFERENCE DINNER

8:30-9:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Marcello GIOVANELLI

Luc VAN DOORSLAER (U of Tartu), *News Translation Flows: Where Media and Translation Meet*

9:30-10:40 PANEL 4 (AUDITORIUM)

Chair Mirko CASAGRANDE

Flavia CAVALIERE (U of Naples Federico II), *"A square is not a circle". From Shapes to Frames: Multimodal Perspectives on Ethnic Representations in the Media*

Miguel Á. BERNAL MERINO (U de Las Palmas de Gran Canaria), *What Game Localisation Reveals about Translation and Cognition*

Yvonne TSAI (National Taiwan U), *Gendered Cognition and Media Perception: Taiwanese Lunar New Year Traditions in Focus*

10:40 -11:00 COFFEE BREAK

11:00-12:10 PANEL 5 (AUDITORIUM) //

Chair Michaela QUADRARO

Andrea GAGGIOLI (Catholic U of the Sacred Heart), *Beyond Presence: Introducing Antipresence in Media Experience*

Agis SIDERAS (U of Heidelberg), *Methods of Deconditioning as Tools for the Development and Emancipation of the 21st Century Mind*

Sonja TRZIN BERTA (U of Innsbruck), *Unwanted Media Attention: When Interpreting Turns Out to Be a Reputational Risk*

12:10-13:10 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Charlotte BOSSEAU (Edinburgh U), *Translating Emotions: Towards More Caring and Ethical Practices in Audiovisual Translation*

13:10 LUNCH BREAK



museo
delle genti
d'abruzzo



CONVENORS

ELEONORA SASSO (UdA)
MARCELLO GIOVANELLI
(ASTON U)



Città di Pescara
Medaglia d'Oro al Merito Civile



Aston University
BIRMINGHAM UK

COGNITION & THE MEDIA

14:15-15:15 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Marcello GIOVANELLI (Aston U, UK),
What Can Stylistics Teach Us About Cognition?

15:30 POST-CONFERENCE TOUR

KEYNOTE SPEAKERS

GIUSEPPE BALIRANO (ITALY)

CHARLOTTE BOSSEAU
(SCOTLAND)

Jorge DÍAZ-CINTAS (UCL)

YVES GAMBIER (FINLAND)

MARCELLO GIOVANELLI (UK)

LUC VAN DOORSLAER
(ESTONIA)

30-31 OCT 2025
PESCARA - UdA

CONTACTS

cognition.media2025@unich.it



<https://www.cognition-themedia.it/>

8:30-9:00 REGISTRATION
9:00-9:30 WELCOME ADDRESS (AUDITORIUM)

Institutional Greetings
 Ugo PEROLINO (Director of DLLCM)
 Giuseppe BALIRANO (AIA President)
 Eleonora SASSO (Conference Convenor)
 Marcello GIOVANELLI (Conference Convenor)

9:30-10:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Giuseppe BALIRANO

Yves GAMBIER (Turku U, Finland), *Reception Studies and Audiovisual Translation: Complexities of the Parameters. Focus on Subtitling*

10:30 -10:50 COFFEE BREAK
10:50-12:00 PANEL 1A (FAVETTA ROOM) //

Chair Tania ZULLI

Roberto ESPOSITO (U of Naples "L'Orientale"), *Jabs of Hate: Multimodal Cognitive Frames Around Olympic Gold-medallist Imane Khelif*

Carla MANNO (U of Naples "Parthenope"), *Unsteady Frames: Cinema, Memory, and the Reframing of Masculinity in Charlotte Wells' Aftersun (2022)*

Giuseppe DE BONIS (Ca' Foscari U of Venice), *Dealing with Multilingual Cinema: Cognitive and Translational Dimensions of Diegetic Interpreting on the Silver Screen*

12:00-13:00 KEYNOTE SPEECH (AUDITORIUM)

Chair Marcello GIOVANELLI

Giuseppe BALIRANO (U of Naples "L'Orientale"), *Cognitive Stylistics of Excess: Queer Disidentification in Audiovisual Media*

13:00 -14:30 LUNCH BREAK
14:30-15:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Jorge DÍAZ-CINTAS (UCL), *Subtitles Without Borders: Voices of Activism on Screen*

15:30-16:40 PANEL 2A (FAVETTA ROOM) //

Chair Mariaconchetta COSTANTINI

Mirko CASAGRANDA (U of Calabria), *Adapting an Alien Language to the Screen: From Ted Chiang's Story of Your Life to Denis Villeneuve's Arrival*

Michaela QUADRARO (U of Calabria), *Constructing Dystopian Futures in Media Forms: An Analysis of the Discursive Construction of Fear in Short Films*

Abderrahim ELJAZOULI (Cadi Ayyad U), *Laughing Across Borders: Cultural Sensitivity and Audience Reception in English-Arabic Humour Subtitling*

16:40 -17:00 COFFEE BREAK
17:00-18:10 PANEL 3A (FAVETTA ROOM) //

Chair Miguel Á. BERNAL MERINO

Daniel CABEZA-CAMPILLO (U of Warwick), *Translation of Brexit-related Metaphors in the Media: Findings from a Bilingual Corpus*

Francesco MELEDANDRI, G. FALCO, M. GATTO (U of Bari "Aldo Moro"), *'@Grok, please explain': How AI Assistants are Shaping Digital Habits and Knowledge Acquisition. Are We Going too Far?*

José Antonio ROSADO TERRERO and E. ALONSO JIMÉNEZ (U of Pablo de Olavide), *Generative AI and the Framing of Spanish Electoral News: Cognitive Perspectives on Political Fiction and Their Translation*

20:30 CONFERENCE DINNER
8:30-9:30 KEYNOTE SPEECH (AUDITORIUM)

Chair Marcello GIOVANELLI

Luc VAN DOORSLAER (U of Tartu), *News Translation Flows: Where Media and Translation Meet*

9:30-10:40 PANEL 4 (AUDITORIUM)

Chair Mirko CASAGRANDA

Flavia CAVALIERE (U of Naples Federico II), *"A square is not a circle". From Shapes to Frames: Multimodal Perspectives on Ethnic Representations in the Media*

Miguel Á. BERNAL MERINO (U de Las Palmas de Gran Canaria), *What Game Localisation Reveals about Translation and Cognition*

Yvonne TSAI (National Taiwan U), *Gendered Cognition and Media Perception: Taiwanese Lunar New Year Traditions in Focus*

10:40 -11:00 COFFEE BREAK
11:00-12:10 PANEL 5A (FAVETTA ROOM) //

Chair Polina Gavin

Ekaterine GACHECHILADZE and M. LOBZHANIDZE (Akaki Tsereteli State U), *Linguistic-psychological Features in Media Translation*

Giulia MAGAZZÙ (Tor Vergata U of Rome), *Stylistic Strategies in Audio Description: An Analysis of Netflix Productions*

Eleni TIMPLALEXI (National & Kapodistrian U of Athens), *Expanding the Sensorial through Emerging Technologies: Speculations and Elaborations on Performance and Theatre*

12:10-13:10 KEYNOTE SPEECH (AUDITORIUM)

Chair Eleonora SASSO

Charlotte BOSSEAUX (Edinburgh U), *Translating Emotions: Towards More Caring and Ethical Practices in Audiovisual Translation*

13:10 LUNCH BREAK