Mº José Luzón Marco

Senior lecturer in the Department of English and German Philology at the University of Zaragoza, dedicated to academic discourse and language teaching. She has taught English for specific purposes, academic and teaching English. Her doctoral thesis, in which she used corpus linguistics methods, analyzed the discourse of the medical article. Since then, her research has focused on genre analysis for scholarly communication and, more recently, on digital genres for science communication.

Researcher profile

She is an R4 researcher, and one of the PIs of the GENCI research group, focused on science communication and science popularization through digital genres. She analyzes how genres such as academic blogs, science videos and social networks are used for the production, dissemination and visibility of scientific knowledge. It studies strategies employed by scientists to make content understandable and attractive to diverse audiences. It also investigates the relationships between digital and traditional academic genres, as well as the processes of composing multimodal digital genres.

Importance of her research

Digital genres increase the visibility of research results and facilitate communication with different audiences, from experts to the general public. Research shows that scientists must adapt their language according to the digital medium and the audience, using semiotic resources such as text, images and video. The results reveal the strategies that scientists can employ to present their research in an attractive and understandable way, thus achieving greater visibility and academic and social impact.