Alberto Ángel Vela Rodrigo

With a background in the humanities, he is currently a professor and researcher in the Department of English and German Philology at the University of Zaragoza. He completed his doctoral thesis at the BIFI Institute on scientific crowdfunding. He participates in the CIRES (Intercultural Communication and Social Challenges) and GENCI 2.0 – Digital Genres and Open Science research groups, where he has contributed to the analysis of digital genres and their communicative and social implications. Since 2022, he has been a member of Dr. Pérez-Llantada's Digital Science Laboratory at BIFI.

Researcher profile

He is currently an R2-level researcher, working in discourse analysis and applied linguistics, with a special focus on academic and professional genres in digital environments, lexicography, and related areas. He studies phenomena such as scientific knowledge transfer, discursive hybridity, and remediation processes in emerging digital genres, such as scientific crowdfunding proposals.

Importance of his research

His research is relevant because it analyzes how scientific knowledge is communicated, adapted, and transformed in contemporary digital environments and reveals strategies for reaching both expert and non-specialist audiences. His work is key to understanding how digital platforms are redefining the production, dissemination, and reception of discourse. It also highlights phenomena that offer valuable perspectives for scientific communication, education, and the social dissemination of research.