

## Call for Papers

Workshop of the British Association for Applied Linguistics (BAAL)  
Health & Science Communication Special Interest Group (HSC SIG)  
**“Mixing it up: Multi-methods, media and modalities”**  
#healthsci18

**Wednesday 21<sup>st</sup> November 2018**

**Hosted by the School of Education, Communication & Society, King’s College London**

With the recent surge in use of technology and apps for personal health monitoring, researchers working on health and science communication have seized opportunities to explore new forms of digital and algorithmic data. This is no surprise; communication scholars have always kept up with changes in the ways that public and professionals communicate, updating methods and designing projects to accommodate images, videos, online forums, social media and so on. Through these data, the study of health and science communication reaches so much further than the spoken or written language that we use. While bringing together multiple methods or exploring multimodal data poses certain challenges, there is also strength in variety, offering insights that could not be found through explorations of text alone.

The aim of this workshop is to highlight the multiple and varied methods of research that are currently being used by researchers in health and science communication. We invite papers that analyse multimodal data, that adopt mixed methods approaches, that draw on several data sets or that are innovative in the methods they employ. Qualitative and quantitative papers are welcome. We are particularly interested in bringing together researchers from applied linguistics, medical sociology, media studies and social psychology with the intention of exploring how variety in methods can help shed new light on issues in health and science communication. Proposals are invited for 15-minute paper presentations as well as posters.

### **Confirmed Keynote Speakers**

- Professor Rick Iedema, King’s College London
- Dr Gabriella Rundblad, King’s College London

### **Format and Submission of Abstracts**

Abstracts should be submitted to Olivia Knapton ([olivia.knapton@kcl.ac.uk](mailto:olivia.knapton@kcl.ac.uk)) as a Word document or PDF file, containing the following information:

- Paper or poster presentation
- Title of paper/poster
- Name of presenter
- Contact email address
- Name and address of institution
- Abstract text maximum 300 words (including references)
- 12-point font, left-aligned, single-spaced

### **Key Dates**

- Abstract deadline: **14<sup>th</sup> September 2018**
- Acceptance notifications: **5<sup>th</sup> October 2018**
- Registration opens: **October 2018** (details about the exact date to follow)
- Workshop date: **21<sup>st</sup> November 2018**

### **Fees\***

- Standard (non-BAAL members) £50
- Standard (BAAL members) £45
- Student (non-BAAL members) £35
- Concessionary fee (BAAL students or unwaged BAAL members) - £30

\*Fees are payable through Eventbrite and include registration, tea/coffee and sandwich lunch; what is not included is the small fee charged by Eventbrite - expect to pay £2.44 to £3.74 more than the above-stated fees (depending on the price of your ticket).

### **Contact**

Please contact the workshop organiser, Olivia Knapton, with any queries:  
[olivia.knapton@kcl.ac.uk](mailto:olivia.knapton@kcl.ac.uk)