CLAVIER STUDY DAY

Evolving Discourses and Specialized Communication in Societal and Environmental Transformation: Linguistic Insights in the Age of AI

May 29th 2026

Faculty of Economics
Sapienza University of Rome
via Castro Laurenziano 9

Call for Papers

Contemporary societal and environmental challenges are increasingly mediated through specialized discourses – policy documents, scientific communication, media representations, corporate sustainability reports, climate-risk guidelines, and emerging AI-generated texts. These communicative practices do not simply transmit information: they shape public understanding, construct forms of expertise, frame uncertainty, and influence collective action and decision-making. In the age of AI, these dynamics become even more complex, as automated systems contribute to knowledge production, genre evolution, and new forms of linguistic and semiotic visibility, while potentially reinforcing existing bias.

The CLAVIER Rome Sapienza Research Unit invites contributions for a Study Day that will examine how specialized discourses are evolving in response to profound societal and environmental transformations, with particular attention to the role played by applied linguistics in understanding how such changes are exhibited, supported or resisted in communication. We welcome papers that explore how language constructs social equity, sustainability, risk, resilience, and environmental justice across different genres and modalities, from scientific and policy texts to media, institutional communication, and AI-mediated discourse. Interdisciplinary approaches rooted in corpus linguistics, discourse analysis, semiotics, multimodality, ESP/EAP, pragmatics, and AI-assisted linguistic methods are encouraged.

The event aims to bring together scholars who investigate how language both reflects and shapes social and environmental transformation, as well as the influence of AI development in reshaping the production, circulation, study, and interpretation of specialized knowledge.

Themes and areas of interest may include but are not restricted to:

Discursive construction of societal and environmental transitions
• Climate discourse, heat-health narratives, biodiversity, water scarcity

- Sustainability framing and environmental values
- Discourses of risk, uncertainty
- Environmental justice, vulnerability, inclusivity
- Sustainable Tourism discourse

Linguistic and genre-based approaches to specialized communication
- ESP/EAP genres (economics, finance, tourism, environmental science)
- Scientific communication and public understanding of science
- Policy discourse, institutional guidelines, EU/UN documents
- Corporate sustainability communication (ESG, CSR, SDGs)

Corpus linguistics and big data approaches
- Corpus-driven analysis of environmental, economic, or policy texts
- Large multimodal corpora (media + policy + scientific communication)
- AI-assisted corpus tools (LLMs, NLP, annotation automation)

AI and discourse
- AI-generated environmental or policy discourse
- Bias, transparency, epistemic and semiotic consequences in AI texts
- AI co-writing in specialized communication
- Evolution of genres under AI mediation

Pragmatics, rhetoric and argumentation, and SFL approaches to ecosocial topics
- Stance, evaluation, hedging, mitigation strategies
- Persuasion in sustainability and climate rhetoric
- Narratives and storytelling for environmental transitions

Multimodality and digital communication
- Social media, activism and digital social and environmental discourse
- Hybrid and interactive genres

Plenary Speakers
- Sylvia Jaworska (University of Reading, UK)
- Charlotte Taylor (University of Sussex, UK)

Abstracts – maximum of 300 words (excluding references) – indicating the theme of the contribution, following the APA 7th edition citation style (https://apastyle.apa.org/), should be submitted to **ersilia.incelli@uniroma1.it.**

Deadline: 10th February 2026

Complete paper expected by the end of 2026 for possible publication

Please register **here** before the 1st May, 2026.

Scientific committee
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