

NOVA Lancaster seminar: Digital futures and global health

On Monday, May 24, please join us for the next session of our NOVA Lancaster seminar series. Our second session will combine two of the partnership's main themes – digital futures and global health.

It will be a great pleasure to host two distinguished colleagues as our speakers: Professor Elena Semino (Lancaster, CASS) and Professor Rute Costa (NOVA, FCSH).

Both talks will illustrate how the social sciences, and in particular corpus linguistics, can make important and meaningful contributions to healthcare communication.

To join the session, please follow the Teams link in this message.

[Click here to join the meeting](#)

About our speakers:

Rute Costa is Professor of Linguistics – Terminology and Lexicography – in the Department of Linguistics Universidade NOVA de Lisboa, and Director of the CLUNL – Centro de Linguística da Universidade NOVA de Lisboa and head of the Group of Lexicology, Lexicography and Terminology. She is a member of the Advisory Board of the Portuguese Value for Health CoLAB. She is also teaching at the University of Olomouc, Czech Republic and Université Savoie Mont-Blanc, France.

Professor Costa's talk will demonstrate the impact of terminology and knowledge organisation in making healthcare communication more efficient to non-experts. Our vision is anchored in the double dimension of terminology, which comprises corpus processing and analysis plus ontologies, enabling interoperability.

Elena Semino is Professor of Linguistics and Verbal Art in the Department of Linguistics and English Language at Lancaster University, and Director of the ESRC Centre for Corpus Approaches to Social Science. She is a Fellow of the UK's Academy of Social Science and holds a Visiting Professorship at the University of Fuzhou in China.

Professor Semino's talk will demonstrate the contribution that linguistic research can make to global health via large-scale studies of online health communication, particularly in relation to the experience of cancer and attitudes towards vaccinations.

About the NOVA Lancaster partnership:
<https://www.lancaster.ac.uk/global-lancaster/nova/>

About our seminar series:

As part of their strategic partnership, NOVA University Lisbon and Lancaster University are co-organizing a seminar series on themes that have emerged as being particularly relevant to our partnership: Global health, sustainability, and digital futures.

The objective of the seminar series is to continue growing our partnership community, so please share this calendar invite with other staff and students.

For questions, please email Patrick Rebuschat (p.rebuschat@lancaster.ac.uk) or Joe Bourne (j.bourne@lancaster.ac.uk). For more information on the talks and the NOVA Lancaster partnership, please see below.