

SESSION 2: AUDIOVISUAL GENRES TO COMMUNICATE AND PROMOTE SCIENCE

Video abstracts

A Video Abstract (VA) is a short video that presents the main ideas of a research article. It can usually be found on the webpage of the scientific journal, but it is often also available in platforms such as Youtube or other social networks.

There are various types of video abstracts, according to their differences in:

- Authorship: VAs can be created by publishing houses or the authors of a research article.
- Intended audience: audiences with a certain degree of knowledge in the field, less expert audiences or the general public.
- Communicative purpose: VAs may have (a)specific goal(s) or making their research understandable to non-expert audiences.

Depending on the configuration of these variables, different video abstracts adopt different formats, giving place to a wide range of variety within the genre.

[See a video abstract!](#)

Related publication: Albero-Posac, S. (2021). Intended Audience in Video Abstracts: Towards a Better Understanding of an Emerging Multimodal Genre. *6th International Conference of the Asia-Pacific LSP & Professional Communication Association (LSPPC6)*. Online. City University of Hong Kong, China, 3-5 June 2021.

Video publications

Video Publications (VP) hosted on the *Latest Thinking* website are brief video summaries aimed at recontextualizing one or several published research articles which are also accessible through the website together with the researchers' and the institution biodata.

They include tailored or simplified scientific content for the assumed knowledge of potential viewers. VP are employed as a mechanism to increase the researcher's visibility in the scientific community and appeal to the general or lay public.

The typical structure of a VP includes five parts in the shape of questions: What is your research question? Which method did you employ? What are your findings? What is the relevance of your findings? And Your outlook for the future.

[See a video publication!](#)

Related publication: Velilla, M. A. (2023). Let me just give you one example: Academic Video Publications or how to promote scientific work without trivialising it. *40th International Conference of the Spanish Society of Applied Linguistics (AESLA)*. 26th-28th April 2023. Mérida, Spain.



Video methods articles

Video Methods Articles (VMAs) are a form of scientific communication that utilizes video to present research protocols. They are published in peer-reviewed video journals, which ensures the accuracy and reliability of the information presented. VMAs exploit audio and video resources to assist other researchers in reproducing or replicating both well-established procedures and the newest methodological advancements.

Typically, VMAs consist of an author introduction, the demonstration of the technique, representative results, and a conclusion or final recommendation. They are also accompanied by a written version of the protocol, a list of materials, and references.

Some researchers might find that the most challenging part of VMAs is the author introduction, or Author Spotlight, where they have to explain the relevance of the procedure presented and give some context regarding their work and their labs. Doing this in front of the camera for the first time might require a different set of skills from what researchers are customarily expected to do.

See a video
methods article!

Related publication: Guillén-Galve, I. & Vela-Tafalla, M. A. (2020). New research genres and English prosody: an exploratory analysis of academic English intonation in Video Methods Articles in experimental biology. *Language Value*, 12(1), 1-19. <https://doi.org/10.6035/LanguageV.2020.12.2>

