

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 which integrates with publications in scientific journals. VP are employed as a mechanism to communicate with the scientific community and appeal the general or lay public.



The **typical rhetorical structure** of a VP includes five moves in the shape of questions:

- **What is your research question?** (stating the social problem or challenge they are contributing to solve)
- **Which method did you employ?** (outlining methods, avoiding delving on the data sources and analytical procedures)
- **What are your findings?** (reporting, exemplifying results with a didactic style)
- **What is the relevance of your findings?** (guiding viewers towards a perceived relevance of the reported research, aligning the researcher with the audience in the need for investigation).
- **Your outlook for the future** (presenting researchers aiming to acquire new insights and advancements to solve a problem or socially relevant challenge).



The main **rhetorical features** of these VP are:

- **Simplification strategies:** to tailor or simplify information to the assumed knowledge of potential viewers (using non-specialized terminology, simile, reformulation, exemplification, etc.)
- **Strategies to construct an authorial persona:** to construct the researchers’ credibility and authority (positive verbal evaluation of their research, hedges to express researcher's plausible reasoning, use of exclusive personal pronouns “we, I”, etc.)
- **Bonding strategies:** to bond with the viewers and guide them towards a common perceived relevance (Inclusive “we”, reference to viewers (“you, your”), rhetorical questions, verbal expression of feelings or emotional reactions, lists of uses and applications, etc.)



These strategies can be performed through the **orchestration of various semiotic modes**: the principal multimodal combination comprises the verbal mode used by the researchers in their oral discourse and still images appearing on the right-hand side of the screen. **Visual and verbal** resources are combined to ensure that the content presented is not only comprehensible but also engaging for the audience.



Click to access two examples of Video publications:

- <https://lt.org/publication/how-can-artificial-intelligence-enhance-our-understanding-earth-system>
- <https://lt.org/publication/do-land-management-changes-have-effects-climate-large-land-cover-changes?list=4158>



Related publications:

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.

Velilla, M.A. & Fage-Butler, A. (2024). Scientists as Engaged and Engaging: Investigating the Scientific Discourse about Climate Change in the Website Latest Thinking. *Twentieth International Conference on Technology, Knowledge, and Society*. 7-8 March 2024, Valencia, Spain.

Velilla, M. A. (Forthcoming). Recontextualizing Knowledge in Academic Video Publications: A Discourse Analysis of Multimodal Science Dissemination. *Journal of Pragmatics and Society*.

