

Science Communication Plan of the COST Action European Network On Lexical Innovation (ENEOLI), CA22126



VERSIONS AND HISTORY OF CHANGES

Version	Approved MC	by	Notes (e.g. changes from previous versions)	Lead author(s)*
1.0	16. 5. 2024		The original proposal	Špela ARHAR HOLDT, Onorina BOTEZAT, Sorina CIOBANU

* The Science Communication plan is developed, updated and its implementation monitored under the overall supervision of the Science Communication Coordinator, and in close collaboration with other relevant contributors.

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1. INTRODUCTION

The European Network on Lexical Innovation (ENEOLI) focuses on neology, the study of lexical innovation in natural languages. The network aims to:

- 1) define the core terminology of neology through the creation of a specialised multilingual glossary;
- 2) adapt digital methodologies and tools to monitor lexical innovation and leverage them to raise awareness of societal implications of lexical innovation;
- 3) carry out comparative studies on lexical innovation in European languages, with a particular focus on borrowings and their equivalents,
- 4) design specific training in neology for translators, editors, journalists, technical writers and teachers.

In this document, we describe the dissemination and coordination activities intended to support the above mentioned and other network goals. We first outline the general aim and target audiences and then focus on specific activities pertaining to communication, dissemination, and valorisation, concluding with a section on monitoring and assessment.

The activities will be coordinated by the Science Communication Coordinator and Co-Coordiators and implemented in cooperation with the network leadership and members.

2. GENERAL ACTION AIMS AND TARGET AUDIENCES

The primary aim of our communication plan is to effectively disseminate the results of our Action, enhance visibility, and engage relevant stakeholders. By strategically reaching out to diverse audiences, we aim to promote the understanding and appreciation of our work beyond the specialist community.

Our target audiences are academics and researchers, language professionals, students, linguistic and language policy institutions and stakeholders, and the general public.

Target Audiences:

Academic and Research Community:

Objective: Share research findings, insights, and innovations related to neology.

Activities: Organize workshops, webinars, podcasts, and conferences for researchers.

Publish joint articles and papers.

Collaborate with international research networks.

Engage in scientific dialogues.

Language Professionals (Lexicographers, Terminologists, Teachers, Translators, Editors):

Objective: Provide practical tools and knowledge for language professionals.

Activities: Conduct training schools on lexical innovation.

Elaboration of a Multilingual glossary of neology.

Share best practices and guidelines.

Linguistic and Language Policy Institutions and Stakeholders:

Objective: Influence language policies and practices.

Activities: Share research outcomes with language policy stakeholders.

Include common rules for neologism treatment in language policies.

Collaborate on dissemination efforts.

Students:

Objective: Educate and inspire the next generation.

Activities: Offer Higher Education courses on lexical innovation.

Encourage student participation in naming tasks and surveys.

Promote student involvement in joint editorial projects.

Encourage PhD students to apply for STSMs and conference grants.

General Public:

Objective: Raise awareness and foster public interest.

Activities: Use social media platforms to share neologism-related content.

Conduct surveys involving citizen scientists.

Broadcasting a series of podcasts dedicated to Lexical innovation.

Organise public events (lectures, exhibitions) to showcase findings.

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

As our primary objective is to communicate the purpose and significance of our research to the public in a detailed and comprehensive manner and share its outcomes widely, we will employ **accessible language** that will engage various stakeholders, including the general public.

Our **communication topics** will highlight how our research addresses neology challenges and lexical innovation. We will explain our methodology and collaborative efforts, emphasizing interdisciplinary cooperation and knowledge exchange. We will communicate how language evolves and engage target audiences to identify new linguistic trends that could have far-reaching implications for society. We will also communicate about the applicative value of the outcomes, such as a multilingual glossary and training materials, for different stakeholders. We will illustrate the impact of our research on language professionals, students, and institutions, and how it can help them keep pace with the rapid changes in language usage. In addition, we will showcase the broader implications of our work, including its impact on language policies and education, since it will provide valuable insights into the evolution of language, which can inform policymakers and educators on how to improve language learning and teaching.

Our **key messages** are the value of investing in neology research, the need for a better understanding of language and its evolution, and the importance of lexical innovation in shaping society.

TABLE 1: COMMUNICATION PRODUCTS WITH TIMELINE AND TARGET AUDIENCES.

Communication Products	Timeline	Target Audience
Internal Communication Infrastructure	Y1: M1-6	Academic and Research Community

Action Visual Identity	Y1: M1-6	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
Templates for slides and posters	Y1: M3-9	Academic and Research Community
Action Website	Y1: M3-9, developed throughout the action	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
Social media (Facebook, Instagram, LinkedIn, X)	Y1: M3-9, developed throughout the action	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
Infographics and explainer videos	Y2-3	General Public, Language Professionals, Students
Brochures and leaflets	Y2-3	Language Professionals, Linguistic and Language Policy Institutions and Stakeholders
Podcasts	Y2-3	Language Professionals, Students, Academic and Research Community
Public lectures and attendance at community events	Y2-3	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders
Press releases and media interviews	Y2-4	General Public, Language Professionals, Linguistic and Language Policy Institutions and Stakeholders

The internal communication infrastructure supports collaboration and information sharing among the action leaders, action leaders and members, and members themselves. It will incorporate mailing lists on *Google Groups* (for all members and separately for members of a particular WG) and an organised system of shared folders on *Google Drive*. The internal communication infrastructure will be set up by the Science Communication Coordinator and managed by the Action and WG Leaders.

The action visual identity is a crucial component for establishing a cohesive and recognisable brand for ENEOLI. It will be developed to reflect the innovative and collaborative spirit of the research community, ensuring that all communication and dissemination materials have a consistent and professional appearance. The visual identity will be developed by a designer in cooperation with the Science Communication Coordinator and Co-coordinators, and green-lighted by the Action and WG Leaders. The

acceptability will also be tested among the MC members. The final product will be made available to all the network members.

The templates for slides and posters will be designed in alignment with the *Action Visual Identity*, incorporating the established logos and colour schemes to maintain a unified look across presentations at conferences, workshops, or other events. The templates will be developed by a designer in cooperation with the Science Communication Coordinator and made available to all the network members.

The action website will serve as the main information hub, providing a central point for accessing all ENEOLI-related information. It will host various content, including information on objectives, results, members, events, and grants. It will be intuitive and user-friendly, ensuring that all stakeholders can easily find and benefit from relevant information. The website will also feature interactive elements such as the *Neologism of the Week* to enhance community engagement within the ENEOLI network. The website will be developed by a designer in cooperation with the Science Communication Coordinator and Co-coordinators, and green-lighted by the Action and WG Leaders. The designer will prepare webpage templates in Wordpress that will be managed by the SCCs and by other appointed potential members. Parts of the webpage will be prepared in cooperation with the Action and WG Leaders, and network members.

Social media platforms, *Facebook*, *Instagram*, *LinkedIn*, and *X*, are carefully selected based on the established presence and preferences of our members across these channels. This approach ensures that our communications are optimised for engagement while offering outreach among different publics. The use of each platform will be tailored to its specific target audiences and interaction style. The templates for the selected social media will be prepared by a designer. The social media will be managed by the Science Communication Co-coordinators. Network members will be encouraged to actively engage with posts by commenting, sharing, and liking them for better visibility, and to use their institutional social media profiles if available.

Infographics and explainer videos are essential tools for communicating complex concepts in an accessible and engaging manner. Infographics will visually summarise key findings and ideas, designed to be eye-catching and in line with the Action Visual Identity. The explainer videos will be concise and crafted specifically to be social media friendly. The content for infographics and videos will be prepared in cooperation between the SCCs and the Action and WG Leaders, stemming from different network activities. Some products will be developed in cooperation with a designer. Aligned with the social media strategy, we will also try and actively engage the members to produce such content.

Brochures and leaflets, which may include policy briefs, will be strategically designed to engage language professionals, institutions, and language policy stakeholders. These tools will communicate the main findings and articulate the societal changes we aim to foster through our research. The content for brochures and leaflets will be prepared by the Action and WG Leaders, stemming from different network activities, and adapted for the anticipated use by the SCCs. The visual form will be developed in cooperation with a designer.

Podcasts offer an engaging way to discuss complex topics related to lexical innovation. They will feature key researchers and thought leaders in the field, providing insights into the project's progress and its implications for language and society. This format is

particularly effective for reaching those who may prefer audio content over written material. Preparing podcasts is a large-scale and difficult endeavour that will greatly depend on the engagement of the ENEOLI community. Concrete planning will take place in Y2 when the feasibility and the scope of the task are established.

Public lectures and attendance at community events aim to facilitate dialogue between the researchers and the public, thereby enhancing the societal relevance and impact of the research. SCCs will actively encourage network members to seek opportunities to attend and participate in relevant activities and communicate about these events to selected audiences.

Press releases and media interviews will maximise exposure and public understanding of the project's goals and achievements. Press releases will communicate relevant updates on research progress, and will be distributed to various media outlets to reach a broad audience. Media interviews will allow key researchers to discuss the implications of their work in greater depth, providing insights into how the research can influence language practices and policies. SCCs will actively encourage network members to seek opportunities to participate in interviews and communicate about them to selected audiences. The ideas for press releases will be prepared in cooperation between the SCCs and the Action and WG Leaders, stemming from different network activities.

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

As the research goals and activities are spread across Europe and beyond, there is an urgent need for **coordinated efforts**. Through our dissemination, we hope to bring additional value to a multidisciplinary network, inspire new collaborations, and drive impactful change by publishing our findings in Open Access Journals.

Our message is focused on **improving quality and exploring innovative techniques**. We plan to use various channels, such as scientific publications, social media, and events, to disseminate timely information throughout the Action's lifecycle.

We also plan to effectively **publicise the knowledge and results** of the Action, and to target audiences through customised communication strategies, ensuring adherence to Open Science and Open Access principles. This plan outlines a structured approach to sharing the Action's results, ensuring that the knowledge generated is widely disseminated and utilised by the appropriate audiences. The adherence to **Open Science principles** will further enhance the visibility and impact of the Action's contributions.

Target Audiences and Channels:

- Academics and Researchers: Scientific publications, peer-reviewed journals
- Practitioners: Specialized forums, workshops
- General Public: Social media, website articles

Open Science and Open Access Approach:

- Ensure all publications and outputs are accessible and adhere to FAIR principles (Findability, Accessibility, Interoperability, and Reusability).
- Intellectual Property Rights (IPR) to be respected and clearly stated.

TABLE 2: PLANNED DISSEMINATION PRODUCTS WITH TIMELINE AND TARGET AUDIENCES.

Planned Dissemination Products	Timeline	Target Audience	Responsible Working Groups
D1: Launch of Action website with an online repository, forum, and social media accounts	Q2/Y1, with regular updates	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community	Scientific Communication Team
D2: Establishment of two internal mailing lists for network-wide and Working Group-specific communications	Q1/Y1, updated regularly	Academic and Research Community	Scientific Communication Team
D3: Publication of at least two joint articles in open-access journals and presentations at international conferences	From Y2 onwards	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community	Working Groups
D4: Presentation of Action outcomes and recommendations	Q3/Y4	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community	Working Groups
D5: Annual progress reports to be published on the website	At the end of each year	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community	Core Group
D6: Release of a multilingual open-access glossary on neology by WG1	Q4/Y4	Language Professionals, Linguistic and Language Policy Institutions and Stakeholders, Language Policy Stakeholders	Working Group 1

D7: Development of a repository and reports on corpora and tools by WG2	Q1/Y4	Language Professionals, Linguistic and Language Policy Institutions and Stakeholders, Language Policy Stakeholders	Working Group 2
D8: Compilation of a collective volume with articles on neology by WG3	Q4/Y3	Language Professionals, Linguistic and Language Policy Institutions and Stakeholders, Language Policy Stakeholders	Working Group 3
D9 & D10: Creation of training modules and teaching materials by WG4	Q2/Y3 and Q4/Y3 respectively	Language Professionals, Students, Academic and Research Community	Working Group 4
D11: Development of glossaries of neologisms by WG4	Q2/Y4	Language Professionals, Students, Academic and Research Community	Working Group 4
Practical guidelines, best practice documents	Y3-4	Linguistic and Language Policy Institutions and Stakeholders	All Working Groups

Relevant Events and Forums for Dissemination:

- Identify key conferences, symposiums, and workshops related to neology and language innovation.
- Engage with related projects and initiatives for collaborative dissemination opportunities.
- The dissemination plan will be aligned with deliverables listed on e-COST, ensuring a coherent strategy that maximizes the impact of the Action's results.

Monitoring and Evaluation:

- Regularly assess the reach and impact of dissemination activities.
- Adjust strategies as necessary to improve effectiveness and audience engagement.

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

The Valorisation Plan for Action Results aims to achieve significant impacts in scientific research, technological advancements, and socio-economic development through a **set of deliverables**. The Action intends to engage with several target audiences, including: the research community - to share and discuss innovative findings; language professionals - to provide resources for practical application; students - to educate and involve in the field of neology, institutions and policy stakeholders - to inform and

influence language-related policies, and the general public - to raise awareness and interest in lexical innovation.

The Action's results will be utilised by academics and researchers in linguistics and related fields, language professionals such as lexicographers and translators, educational institutions and policy-making bodies, and the broader public interested in language and communication. The Action's outcomes will extend beyond academia, impacting language education and curriculum development, language policy formulation and implementation, and public engagement with language and cultural heritage. To promote these results, the plan will employ publications to disseminate knowledge widely, workshops and webinars for interactive learning and networking, and collaborations to leverage synergies with industry and academic partners. The Action will foster synergies through collaborative projects and joint ventures, sharing of best practices and resources, and networking events to connect stakeholders.

The data protection management and IPR will involve adherence to data protection regulations and clear guidelines on the use and sharing of intellectual property. The valorisation plan aligns with e-COST deliverables by ensuring that all valorisation activities are traceable to specific deliverables and demonstrating the tangible benefits and impacts of the Action's results.

TABLE 3: RESULTS' VALORISATION TIMELINE AND TARGET AUDIENCES.

Planned Dissemination Products	Timeline	Target Audience
D1: Launch of an interactive platform for knowledge exchange	Q2/Y1, with regular updates	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
D2: Communication channels for collaboration and updates	Q1/Y1, updated regularly	Academic and Research Community
D3: Dissemination of research through scholarly publications and conferences	From Y2 onwards	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
D4: Presentation of comprehensive outcomes and strategic recommendations	Q3/Y4	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community

D5: Transparency and accountability through annual progress reports	At the end of each year	General Public, Language Professionals, Students, Linguistic and Language Policy Institutions and Stakeholders, Academic and Research Community
D6-11: Tools and resources for the advancement of neology	Various timelines	Language Professionals, Students, Academic and Research Community

6. COMMUNICATION PLAN MONITORING AND ASSESSMENT

The effectiveness of our communication strategy and the state of its implementation will be subject to **ongoing evaluation** by the Science Communication Co-coordinators, who will meet regularly to assess the scope and impact of the actions carried out, and, when possible, will propose measures to improve future output and results. Whenever necessary, the Action Chair and Core Group will be consulted as well.

The quality and reach of our communication products and activities will be **monitored based on data** such as: website traffic, social media engagement (e.g. likes, shares, comments), downloads, event attendance, or media pickup.

Moreover, the implementation and efficiency of our communication activities and products will also be monitored by **surveys and polls** sent to Core Group and MC members, WG leaders, and Action members (e.g. to monitor the number of papers or news reports published). Two such surveys have already been conducted, gauging our members' opinions on ENEOL's visual identity and future social media platforms.