## **Contents**

Introduction
Part I Theoretical and Methodological Themes
Marina Bondi (University of Modena and Reggio Emilia) Bridging across Communities: Time Frames and Reader's Engagement in Popular History
Giuliana Garzone (University of Milano)  The Legal Blog (Blawg): Generic Integrity and Variation
Peter Kastberg (Aarhus University) Communicating Science: Appreciations of the 'Other'
Christopher Williams (University of Foggia) Further Reflections on Popularization and Plain Language in Legal Discourse: Some Recent Developments
Part II Issues in Specific Domains and Contexts
Patrizia Anesa (University of Bergamo) Explaining Science: The Popularization of Scientific Evidence in a Jury Trial95
Richard E. Burket (University of Palermo)  Competing Credibilities: The Impact of the Popularization of Courtroom Science on Public Confidence in the U.S. Legal System
Antonella Calogiuri, Grazia Marisa Saracino (University of Salento) Hedging in Marketing Research Articles and Introductory Textbooks131
Eleonora Chiavetta (University of Palermo) The Sociability of Learning in the Botanical Writings of Priscilla Wakefield
Susan Kermas (University of Salento) The Development of the Herbal as a Popular Text Type165
Adriano Laudisio (University of Naples) Popularization of Medical and Legal Language in TV Series183

6 Contents

Paola Clara Leotta (University of Catania)	
The Popularization of Psychological Discourse in the Media:	
Questioning the Boundaries of Genre	197
Giula Adriana Pennisi (University of Palermo)	
White Paper on Governance: EU Attempt to Popularize Legal Discourse?	213
Monica Rizzo (University of Palermo)	
Intralingual Translation as a Tool of Popularization: From Law to Information,	
from a Binding Regulation to an Informative Brochure	229
Silvana Sciarrino (University of Palermo)	
A Brief Summary, in Plain Language, of the Laws Concerning Women:	
Barbara Leigh Smith Bodichon's Contribution to Improve the Legal Status	
of Mid-Victorian Married Women	251
Sole Alba Zollo (University of Naples)	
Raise your Hand against Smacking! Raising Awareness on Children's Rights	
through Popularization	261