Alessandra Rossetti

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MA Specialised Translation (English and Spanish), University of Bologna (Forlì campus) 2014

BA Languages and Intercultural Communication, University of Salento 2011

**Supervisor**: Dr Sharon O’Brien

**Research title:** Simplification and translation in crisis scenarios

**Brief description of my research**: My research explores possible ways to increase the effectiveness of communication at the prevention stage of health-related crises. The target audience considered is the lay public in limited English proficiency communities. The goal of effective communication is achieved by means of simplification and translation of information on preventive measures. A combination of different methodologies will be adopted to test the usability of simplification rules and the levels of text readability and comprehension, such as Coh-Metrix and eye tracking.

**Research interests**: crisis and risk communication; health-related content; machine translation; human translation; controlled language; usability; reading comprehension.