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Rita Salvi and Judith Turnbull (eds.), *The discursive construal of trust in the dynamics of knowledge diffusion***, Cambridge Scholars Publishing, Cambridge, 2017, pp. 384.**

In an age in which communication at all levels is facilitated and influenced by the so-called new technologies, and particularly by the Internet, issues like those of trust and knowledge dissemination form a relevant part of people's and institutions' lives. Moreover, today every sector of society that holds some kind of public resonance, from businesses to scientific institutions, from politicians' official websites to the medical field, needs to carefully construct its own image and to develop adequate communication skills.

The book, *The discursive construal of trust in the dynamics of knowledge diffusion*, edited by Rita Salvi and Judith Turnbull, groups a collection of critical essays that effectively carry out a number of perceptive linguistic analyses on knowledge dissemination and trust in various professional settings.

The thirteen chapters making up the book are evenly distributed in four main sections; each section is devoted to a specific aspect of trust and communication. The chapters included in Part I, entitled '*Building Trust'*, deal with the way trust is strategically constructed in different fields through various communicative strategies. The opening chapter, *The discursive construction of trust in European political communication,* written by Rita Salvi, examines the rhetorical and linguistic aspects of Angela Merkel's speeches on migration issues drawn from the Chancellor's official website. The analysis demonstrates that the speeches are a mixture of event narrations that are linguistically constructed in an effort to reduce the distance between politics and citizens.

In her chapter - *The PhD thesis report: building trust in an emerging genre* - Sara Gesuato analyses PhD thesis reports written by university professors. While acting as an honest and authoritative assessor, the report writer also displays the role of a supportive and trustworthy mentor.

Giuliana Diani studied a corpus of travel blogs on Italian vacation sites written by American tourists. In her contribution, entitled *The appeal of travel blogs: The image of Italy through American eyes*, Diani focuses on the way cultural images of Italy are constructed and communicated, thus allowing the 'tourist-writers' to acquire the status of credible reliable informers. Federico Sabatini's contribution, *Repositioning Museum on Children's Agenda*, discusses how, through a different use of Museum Discourse, it is possible for museums to construct a distinct educational stance which clearly departs from a traditional expert discourse to favour knowledge acquisition through 'hands-on' experiences. This approach is especially addressed to children.

Part II, entitled '*A corporate culture of trust*', mainly deals with corporate social responsibility and the various ways in which companies try to tackle and solve environmental and social problems, and to effectively communicate to the public. In her chapter, *Markers of trust: Epistemic adverbs of certainty and restrictive adverbs in CSR reports,* Paola Catenaccio studies epistemic adverbs of certainty and restrictive adverbs. The use of such adverbs discloses relevant strategies through which companies try to build trust and maintain a positive and solid reputation.

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In the same line of study, Franca Poppi's chapter, *Conveying trust in a globalized era*, fruitfully compares the English version of CSR reports published on the websites of two airlines, namely the USA's Delta Air Lines and Japan's JAL. The fact that these airlines belong to two different countries quite logically influences the values they communicate to their public; one has to consider, however, to what point globalization influences the construal of trust while pushing these companies to tone down their national and cultural identity.

In her chapter, *Building trust through corporate identity: An analysis of CRS reports and webpages*, Donatella Malavasi compares the way a number of leading European companies construct their identities in two different but equally promotional texts: CSR reports and websites. CSR reports turn out to be more technical texts, while webpages display a more 'popularized' style, clearly targeting a wider public.

Janet Bowker's contribution, *Organizational trust creation in peer coaching events: Multimodal means and representations*, adopts a multimodal approach to study the processes of trustwork in organizational discourse. Differently from the other three contributions of this section, Bowker gathered samples within a specific business, a large multinational consulting group, and was then able to analyse and compare oral and video data by observing and listening to ten hours of audio-conferenced, internal employee coaching.

Part III of the book deals with *Maintaining and repairing trust*, especially when trust needs to be reinforced, or is menaced by difficult circumstances or events.

In her chapter, *A digital 'meeting place'? A socio-semiotic and multimodal analysis of the WhiteHouse.gov social hub*, Ilaria Moschini deals with the "social hub" page of the White House in the attempt to discuss its function as the "*locus* of Obama's call for public engagement through social media" (p. 199). Obama's ultimate aim was then to use the Government website as a place aimed at encouraging citizens' participation in discussions and sharing of ideas on the one hand, and to encourage a more transparent communication with the digital network, on the other.

The chapter by Chiara Prosperi Porta, *Knowledge transfer ideologies and trust in public financial reporting*, analyzes the central bank's annual reports published on the websites of three banks, namely the Bank of England, The Bank of Greece and the European Central Bank. By comparing the language data pertaining to the three institutions and by analyzing given discursive practices, ideologies and trust, it was possible to determine relevant differences in each institution.

The focus of Christina Samson's chapter, *Past in present: Disseminating credible heritage knowledge online*, is an analysis of online guidebooks of Florence, whose aim, apart from providing detailed cultural and historical accounts of the city, is to become a reliable source of knowledge dissemination and thus build a trusting relationship with the their readership.

The chapter by Judith Turnbull, *Repairing trust: A case study of the Volkswagen gas emission scandal*, focuses on the language used in the Volkswagen car company's website to provide an explanation for the scandal derived from the supposed non-compliance with US gas emission rules. Among the various strategies adopted by Volkswagen in order to rebuild trust, there is an attempt to regain trust through the writing of a detailed document in which the company emphasised its technical ability based on a long-term tradition.

As suggested by its title – *Trust in medical communication* -, Part IV of the book deals with the medical sector, which is variously analyzed from different angles. The chapter by Renzo Mocini, *The construal of trust through relevance. Patterns of evaluative language in medical writing*, explores evaluation patterns and stances in a corpus made of medical-journal articles. Interestingly, these linguistic evaluative stances

expressed by the writers also contribute to the construal of credible and trustworthy specialists.

The next chapter, *Medical knowledge dissemination and doctor-patient trust: A multimodal analysis*, by Daniele Franceschi examines three doctor-patient filmed dialogues taken from an online source. Through a multi-semiotic approach, it was possible to study both the dialogues and the body language. The author concludes that generally doctors employ strategies to facilitate comprehension and to create an empathic rapport with the patient.

Ersilia Incelli's chapter, *Spin in health news: Levels of trust in knowledge diffusion* deals with the re-contextualization of scientific and medical information. The corpus analyzed is gathered from medical journals, press releases and online newspaper articles. Because of the pressures to render a piece of news more newsworthy, journalists often make lexical choices that distort the original news, leading to severe misinterpretation.

In his contribution entitled *Informational, promotional and trust building strategies in the web genre of clinical negligence case studies*, Girolamo Tessuto explores the rhetorical strategies in the language and structure of a number of clinical negligence case studies, sampled from two British law firm websites. Through this analysis Tessuto was able to identify a standard structure and a common move repertoire that make these texts of great use for clients as injury victims.

Thus, throughout the book the topic of trust is discussed and explored according to various perspectives and in considerably different fields of study, from politics to corporate culture, from business communication and news discourse to medical knowledge dissemination.

As Professor Giuseppina Cortese writes in her afterword to the book, "trust has come to designate a cornerstone institution. Operating as a term, it is central to a highly complex system of specialized knowledge and globalized power affecting all levels, styles and practices of communication" (p. 371). This book has the merit to have tackled and clarified a number of mechanisms of trust building and maintenance as a solid base for knowledge dissemination in many diverse social and corporate contexts.