

Contents

Part I	Introduction	1
1	Introduction to Analyzing Digital Discourse: New Insights and Future Directions	3
	<i>Pilar Garcés-Conejos Blitvich and Patricia Bou-Franch</i>	
Part II	Past, Present and Future	23
2	The Coevolution of Computer-Mediated Communication and Computer-Mediated Discourse Analysis	25
	<i>Susan C. Herring</i>	
Part III	Multimodality	69
3	“Of course I’m married!” Communicative Strategies and Transcription-Related Issues in Video-Mediated Interactions	71
	<i>Maria Grazia Sindoni</i>	

4	Multimodality in Memes: A Cyberpragmatic Approach	105
	<i>Francisco Yus</i>	
5	Digital and Written Quotations in a News Text: The Hybrid Genre of Political Opinion Review	133
	<i>Marjut Johansson</i>	
6	Emoticons in Relational Writing Practices on WhatsApp: Some Reflections on Gender	163
	<i>Carmen Pérez-Sabater</i>	
Part IV Face and Identity		191
7	From “My Manly Husband...” to “... Sitting Down to Take a Pee”: The Construction and Deconstruction of Gender in Amazon Reviews	193
	<i>Camilla Vásquez and Addie Sayers China</i>	
8	Linguistic Expert Creation in Online Health Practices	219
	<i>Marie-Thérèse Rudolf von Rohr, Franziska Thurnherr, and Miriam A. Locher</i>	
9	How Social Media Shape Identities and Discourses in Professional Digital Settings: Self-Communication or Self-Branding?	251
	<i>Sandra Petroni</i>	
10	Losing Face on Facebook: Linguistic Strategies to Repair Face in a Spanish Common Interest Group	283
	<i>Carmen Maíz-Arévalo</i>	

Part V	Language and Media Ideologies	311
11	Sexting and Hegemonic Masculinity: Interrogating Male Sexual Agency, Empowerment and Dominant Gendered Norms	313
	<i>Antonio García-Gómez</i>	
12	Twitter, Politeness, Self-Presentation	341
	<i>Maria Sifianou and Spiridoula Bella</i>	
13	Pedagogy, Audience, and Attitudes: Influencing University Students' Metalinguistic Awareness About Texting Practices	367
	<i>Rebecca Roeder, Elizabeth Miller, and Pilar Garcés-Conejos Blitvich</i>	
Index		391