

# Contents

Contributors xiii

- 1 Introduction: Welcome to the Multilingual Internet 3  
*Brenda Danet and Susan C. Herring*

## PART I WRITING SYSTEMS AND THE INTERNET

- 2 “A Funky Language for Teenzz to Use”: Representing Gulf Arabic in Instant Messaging 43  
*David Palfreyman and Muhamed Al Khalil*
- 3 The Multilingual and Multiorthographic Taiwan-Based Internet: Creative Uses of Writing Systems on College-Affiliated BBSs 64  
*Hsi-Yao Su*
- 4 Neography: Unconventional Spelling in French SMS Text Messages 87  
*Jacques Anis*
- 5 “It’s All Greekl-ish to Me!” Linguistic and Sociocultural Perspectives on Roman-Alphabetized Greek in Asynchronous Computer-Mediated Communication 116  
*Theodora Tseliga*

- 6 Greeklish and Greekness: Trends and Discourses  
of “Glocalness” 142  
*Dimitris Koutsogiannis and Bessie Mitsikopoulou*

PART II LINGUISTIC AND DISCOURSE FEATURES OF  
COMPUTER-MEDIATED COMMUNICATION

- 7 Linguistic Innovations and Interactional Features in  
Japanese BBS Communication 163  
*Yukiko Nishimura*
- 8 Linguistic Features of Email and ICQ Instant Messaging in  
Hong Kong 184  
*Carmen K. M. Lee*
- 9 Enhancing the Status of Catalan versus Spanish in Online  
Academic Forums: Obstacles to Machine Translation 209  
*Salvador Climent, Joaquim Moré, Antoni Oliver,  
Míriam Salvatierra, Imma Sánchez, and Mariona Taulé*

PART III GENDER AND CULTURE

- 10 Gender and Turn Allocation in a Thai Chat Room 233  
*Siriporn Panyametheekul and Susan C. Herring*
- 11 Breaking Conversational Norms on a Portuguese Users’  
Network: Men as Adjudicators of Politeness? 256  
*Sandi Michele de Oliveira*
- 12 *Kaomoji* and Expressivity in a Japanese Housewives’  
Chat Room 278  
*Hirofumi Katsuno and Christine Yano*

PART IV LANGUAGE CHOICE AND CODE SWITCHING

- 13 Language Choice Online: Globalization and Identity  
in Egypt 303  
*Mark Warschauer, Ghada R. El Said, and Ayman Zohry*
- 14 Language Choice on a Swiss Mailing List 319  
*Mercedes Durham*
- 15 Language Choice and Code Switching in German-Based  
Diasporic Web Forums 340  
*Jannis Androutsopoulos*
- 16 Anyone Speak Swedish? Tolerance for Language Shifting  
in Graphical Multiuser Virtual Environments 362  
*Ann-Sofie Axelsson, Åsa Abelin, and Ralph Schroeder*

**PART V BROADER PERSPECTIVES:  
LANGUAGE DIVERSITY**

- 17 **The European Union in Cyberspace: Democratic  
Participation via Online Multilingual Discussion Boards** 385  
*Ruth Wodak and Scott Wright*
- 18 **How Much Multilingualism? Language Diversity on  
the Internet** 408  
*John C. Paolillo*
- Index** 431