Contents

Part I Introduction 1

1 **Introduction to Analyzing Digital Discourse: New Insights and Future Directions** 3
Pilar Garcés-Conejos Blitvich and Patricia Bou-Franch

Part II Past, Present and Future 23

2 **The Coevolution of Computer-Mediated Communication and Computer-Mediated Discourse Analysis** 25
Susan C. Herring

Part III Multimodality 69

3 **"Of course I'm married!" Communicative Strategies and Transcription-Related Issues in Video-Mediated Interactions** 71
Maria Grazia Sindoni

Analyzing digital discourse

digitalisiert durch:
IDS Luzern

4 **Multimodality in Memes: A Cyberpragmatic Approach** 105
Francisco Yus

5 **Digital and Written Quotations in a News Text: The Hybrid Genre of Political Opinion Review** 133
Marjut Johansson

6 **Emoticons in Relational Writing Practices on WhatsApp: Some Reflections on Gender** 163
Carmen Pérez-Sabater

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
Camilla Vásquez and Addie Sayers China

8 **Linguistic Expert Creation in Online Health Practices** 219
Marie-Thérèse Rudolf von Rohr, Franziska Thurnherr, and Miriam A. Locher

9 **How Social Media Shape Identities and Discourses in Professional Digital Settings: Self-Communication or Self-Branding?** 251
Sandra Petroni

10 **Losing Face on Facebook: Linguistic Strategies to Repair Face in a Spanish Common Interest Group** 283
Carmen Maíz-Arévalo

Part V Language and Media Ideologies 311

11 Sexting and Hegemonic Masculinity: Interrogating Male Sexual Agency, Empowerment and Dominant Gendered Norms 313
Antonio García-Gómez

12 Twitter, Politeness, Self-Presentation 341
Maria Sifianou and Spiridoula Bella

13 Pedagogy, Audience, and Attitudes: Influencing University Students' Metalinguistic Awareness About Texting Practices 367
Rebecca Roeder, Elizabeth Miller, and Pilar Garcés-Conejos Blitvich

Index 391