

Table of contents

Preface to the handbook series	v
Acknowledgements	ix
 1. Log in: Introducing the pragmatics of social media <i>Christian R. Hoffmann</i>	 1
 I. The nature of social media	
 2. Participation as user involvement <i>Daniela Landert</i>	 31
 3. Participation as audience design <i>Marta Dynel</i>	 61
 4. Publicness and privateness <i>Birte Bös and Sonja Kleinke</i>	 83
 II. Social media platforms	
 5. Message boards <i>Jenny Arendholz</i>	 125
 6. Blogs <i>Theresa Heyd</i>	 151
 7. YouTube <i>Marjut Johansson</i>	 173
 8. Twitter <i>Michele Zappavigna</i>	 201
 9. Social network sites/Facebook <i>Volker Eisenlauer</i>	 225

III. Social media and discourse

10. Discourse and organization
Maximiliane Frobenius and Cornelia Gerhardt 245

11. Discourse and topic
Elisabeth Fritz 275

12. Discourse and cohesion
Christoph Schubert. 317

13. Discourse and cognition
Andreas Langlotz 345

14. Discourse and ideology
Stephen Pihlaja and Andreas Musolff 381

IV. Social media and identity

15. Facework and identity
Miriam A. Locher and Brook Bolander 407

16. Evaluation
Michele Zappavigna. 435

17. Politeness and impoliteness
Sage Lambert Graham 459

18. Flaming and trolling
Claire Hardaker 493

19. Narration
Ruth Page. 523

20. Fandom
Monika Bednarek 545

V. Social media and functions

21. Getting “liked” <i>Carmen Maíz-Arévalo</i>	575
22. Conflictual and consensual disagreement <i>Brook Bolander and Miriam A. Locher</i>	607
23. Compliments and compliment responses <i>María Elena Placencia and Amanda Lower</i>	633
24. Requesting and advice-giving <i>Phillip R. Morrow</i>	661
About the authors	691
Name index	699
Subject index.	721