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Sommario/riassunto	This descriptive and comprehensive study on the discursive struggle over interpersonal relations in online message boards is located at the fascinating interface of pragmatics and computer-mediated discourse - a research area which has so far not attracted much scientific interest. It sets out to shed light on the question how interpersonal relations are established, managed and negotiated in online message boards by giving a valid overview of the entire panoply of interpersonal relations (and their interrelations), including both positively and negatively marked behavior. With the first part