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perspective; 3.1 Introduction; 3.2 Gathering online: In groups or communities?; 3.3 Taking a look inside: The community of practice of The Student Room; 3.3.1 Social roles revisited: The hybridization of the private and public; 3.3.2 The emergence of norms and codes of conduct; 3.4 Summary: Why we need to draw on FtF interaction

4. Interpersonal relations I: The origins of politeness, face & facework

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7.4 Other hotbeds for establishing contact: Profiles and signatures

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