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Sommario/riassunto	This volume pushes forward research on (im)politeness by focusing on interpersonal interaction's cultural, digital and emotional aspects. With contributions by established and emerging scholars in the field, this collection explores and expounds, with the combination of solid theoretical foundation and up-close empirical demonstration, how (im) politeness not only gives but also gives off communicative and interpersonal meaning in diverse cultural contexts. Included are chapters on how (im)politeness contributes to the construction of social reality online and in social media and how (im)politeness prompts and is prompted by emotional sensitivities. This book is of interest and value to students and researchers in the field and those keen to know how effective human existence and essence are possible through the lens of (im)politeness.