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	in different cultures / Tréguer-Felten, Geneviève Variational Pragmatics in Chinese: Some insights from an empirical study / Ren, Wei / Lin, Chih-Ying / Woodfield, Helen Discourse and stylistics The evaluative function of cohesive devices in three political texts / Belén Cabrejas Peñuelas, Ana / Díez Prados, Mercedes Relational work in anonymous, asynchronous communication: A study of (dis) affiliation in YouTube / Garcés-Conejos Blitvich, Pilar / Lorenzo-Dus, Nuria / Bou-Franch, Patricia Manipulation and pragmatics in political discourse / Grzywna, Agnieszka Intercultural business pragmatics: The case of the business letter of introduction / Guillén-Nieto, Victoria Zoo-pragmatics: performative acts among animals / Mandoki, Katya Naming practices and negotiation of meaning: A corpus-based analysis of Spanish and English newspaper discourse / Santaemilia Ruiz, José / Maruenda Bataller, Sergio A compelling need to evaluate: social networking sites as tools for the expression of affect, judgment and appreciation / Santamaría-García, Carmen Strategies of discursive manipulation in the headlines of articles about Russia in the quality British press / Smirnova, Alla Subject index Person index
Sommario/riassunto	This volume looks at current issues in Intercultural Pragmatics from an applied perspective. The content is organized in three sections that encompass the primary applications of intercultural exchanges: the linguistic and cognitive domain, the social and cultural domain, and the discourse and stylistics domain. The chapters analyze real language situations in English, Russian, Chinese, Portuguese, Spanish, Greek, Filipino or Polish.