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Books & Special issues

Garcés-Conejos Blitvich, Pilar, & Bou-Franch, Patricia. (Eds.). (2024). *Evaluating Identities Online: Case Studies from the Spanish Speaking World*. Palgrave-Macmillan.

Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (Eds). (2019). *Analyzing Digital Discourse: New Insights and Future Directions*. Cham: Palgrave-Macmillan.

Bou-Franch, Patricia (Ed). (2016). *Exploring Language Aggression Against Women*. Amsterdam: John Benjamins.

Journal articles (peer reviewed)

Bou-Franch, Patricia (2026). '"Oh, women always…". Yeah 🤔 🤔 🤔' The mediated construction of medical gaslighting in an Instagram echo chamber. *Discourse, Context & Media 73*.

Bou-Franch, Patricia, & Yus, Francisco. (2025). Humour in times of mourning? A contrastive analysis of memes. *The European Journal of Humour Research*, *13*(2), 1-25.

Garcés-Conejos Blitvich, Pilar & Bou-Franch, Patricia (2025). Identities in conflict: Latinos in Spain. *Journal of Language Aggression and Conflict, 13*(1), 16-43.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2024). Condolence posts in English and Spanish: A contrastive pragmatic study. *Journal of Contrastive Pragmatics*, 1-30.

Bou-Franch, Patricia (2022). Morality, aggression, and social activism in a transmedia sport controversy. *Language in Communication,* 84, 33-45.

Bou-Franch, Patricia (2021). *"Maleducados/Ill-mannered"* during the #A28 political campaign on Twitter: A metapragmatic study of impoliteness labels and comments in Spanish. *Journal of Language Aggression and Conflict,* 9(2), 271-296.

Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2018). Relational work in multimodal networked interactions in Facebook. *Internet Pragmatics,* 1(1), 134-160.

Book chapters

Garcés-Conejos Blitvich, P & Bou-Franch, P. (forthcoming). Online language aggression and conflict: A socio-technical perspective. In P. Garcés-Conejos Blitvich & M. Sifianou (Eds.) (in progress). *Handbook of language aggression and conflict*. John Benjamins.

Márquez Reiter, R., & Bou-Franch, P. (2025). Moralizing (un)civil behaviour. The case of interpellations on Facebook. In M. Haugh & R. Márquez Reiter (Eds.), *Morality in discourse* (pp. 275-296). Oxford University Press.

Garcés-Conejos Blitvich, P., & Bou-Franch, P. (2024). 'Desengañate ...NO ERES BLANCO/Face it...YOU'RE NOT WHITE.' Identity attribution and (non) verification – A cross-cultural discursive struggle. In P. Garcés-Conejos Blitvich & P. Bou-Franch (Eds.), *Evaluating identities online: Case studies from the Spanish speaking world* (pp. 91-123). Palgrave Macmillan.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2024). Introduction. In P. Garcés-Conejos Blitvich & P. Bou-Franch (Eds.), *Evaluating identities online: Case studies from the Spanish speaking world* (pp. 1-17). Palgrave Macmillan.

Bou-Franch, P. (2023). The lived experience of place in a Twitter affinity space around the death of sports celebrity Maradona. In A. Parini & F. Yus (Eds.), *The Discursive Construction of Place in the Digital Age (*pp. 95-120). Routledge.

Bou-Franch, P., & Clavel-Arroitia, B. (2024). Pragmatic transfer. In C. A. Chapelle, N. Taguchi, & D. Kádár (Eds.), *The Encyclopedia of Applied Linguistics, second edition: Pragmatics.* Wiley-Blackwell.

Bou-Franch, P. (2021). Evaluation, conflict, and prescriptive metapragmatic comments: (Re)constructing transmedia stories. In M. Johansson, S-K. Tanskanen & J. Chovanec (Eds.), *Analysing Digital Discourses: Between Convergence and Controversy*. (pp. 189-217). Cham: Palgrave Macmillan.

Bou-Franch, P. (2021). Pragmatics and digital discourse in Spanish research. In D. A. Koike & J. C. Félix-Brasdefer (Eds.), *The Routledge handbook of Spanish pragmatics: Foundations and interfaces* (pp. 533-547). New York: Routledge.

Garcés-Conejos Blitvich, P., & Bou-Franch, P. (2020). Imagen pública, cortesía y descortesía. In M. V. Escandell-Vidal, J. Amenós Pons & A. K. Ahern (Eds.), *Pragmática* (pp. 462-480). Madrid: Akal.

Garcés-Conejos Blitvich, Pilar & Bou-Franch, Patricia (2020). La descortesía en las redes sociales. In M. E. Placencia & X. Padilla (Eds.), Guía práctica de pragmática del español (pp. 95-104). Oxon: Routledge.

Bou-Franch, P. & Garcés-Conejos Blitvich, P. (2020). Socioeconomic variation and conflict in Spanish retailer-consumer interactions on Facebook. In J. C. Félix-Brasdefer & M. E. Placencia (Eds.), *Pragmatic variation in service encounter interactions across the Spanish- Speaking World* (pp. 189-206). New York: Routledge.

Garcés-Conejos Blitvich, P. & Bou-Franch, P. (2019). Introduction to analyzing digital discourse. In P. Bou-Franch & P. Garcés-Conejos Blitvich (Eds.), *Analyzing digital discourse: New insights and future directions* (pp. 3-22). Cham: Palgrave-Macmillan.

Bou-Franch, P. (2019). Relational practices in commercial Facebook wall interactions. In P. Garcés-Conejos Blitvich, L. Fernández-Amaya & M. Hernández-López (Eds.), *Technology-mediated service encounters* (pp. 435-478). Amsterdam: John Benjamins.

Garcés-Conejos Blitvich, P. & Bou-Franch, P. (2019). Emic conceptualizations of *imagen* in Peninsular Spanish. In E. Ogierman, & P. Garcés Conejos Blitvich, P. (Eds.), *From speech acts to lay understandings of politeness: A multilingual and multicultural perspective* (pp. 301-327). Cambridge, UK: Cambridge University Press.

Bou-Franch, P. & Clavel-Arroitia, B. (2018). Pragmatic transfer. In C. A. Chapelle (Ed.), *The encyclopedia of applied linguistics*. John Wiley.

Bou-Franch, Patricia (2017). Víctimas de la violencia de género en la prensa digital española. In Cutillas Espinosa, Juan A.; Hernández Campoy, Juan M.; Manchón Ruiz, Rosa M. & Mena Martínez, Florentina (Eds.). *Estudios de Filología Inglesa: Homenaje al Profesor Rafael Monroy* (pp. 89-108). Murcia: Universidad de Murcia, Servicio de Publicaciones.

Márquez-Reiter, Rosina & Bou-Franch, Patricia (2017). Service encounters and (im)politeness. In J. Culpeper, M. Haugh, & D. Kádár, (Eds.), *The Routledge handbook of linguistic Im/politeness* (pp. 661-687). Palgrave-Macmillan.

Bou-Franch, Patricia (2016) "'Did he really rape these bitches?' Aggression, Women, Language". In Bou-Franch, P. (ed) *Exploring Language Aggression against Women*. Amsterdam: Benjamins.

Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2016). "Gender ideology and social identity processes in online language aggression against women". In P. Bou-Franch (ed.) *Exploring Language Aggression Against Women*. Amsterdam: John Benjamins.

Conference presentations

Invited plenary talks

Bou-Franch, P. (2026). Medical Gaslighting and Epistemic Activism on Instagram. *6th International UCM Predoctoral Conference on English Linguistics: Expanding the Horizons of English Linguistics*. Complutense University of Madrid (Spain).

Bou-Franch, P. (2025). Gaslighting médico y activismo: agresión y solidaridad en Instagram. *III Jornadas de conflicto verbal en conversaciones orales*. Universitat de València. 19-20 de junio de 2025.

Bou-Franch, P. (2024). La metapragmática del conflicto. *II CoCoMInt Workshop* – Jornada de la Red temática sobre comunicación conflictiva y mediación: interacción, vínculos relacionales y cohesión social (RED2022-134123-T). Universitat de València. Valencia, 16 de abril de 2024

Bou-Franch, P. (2022). Solidaridad y ofensa en Twitter. Plenary talk delivered at the *2do Seminario Internacional sobre el Discurso de Twitter*. Universidad Politécnica de València, 15.12.2022.

Bou-Franch, P. (2022). La pragmática del conflicto verbal en el discurso digital. Plenary talk delivered at the *IV Congreso Internacional de la Red de Estudios de la Comunicación por Ordenador – RECOD*. Alicante, October 6-7.

Bou-Franch, P. (2021). Transmedia Stories and Evaluative Discourse: Between Aggression and Activism. Plenary talk delivered at the *Conference on Audiovisual Translation and Computer-Mediated Communication: Fostering Access to Digital Mediascapes*. Palermo, October 2021.

Bou-Franch, P. (2020). Moral aggression and social activism: Evaluative discourses in a transmedia controversy. Plenary talk delivered at the *EPICS IX_9TH International Symposium on Intercultural, Cognitive and Social Pragmatics* (4-6/11/ 2020)

Bou-Franch,P. (2017). Identity, ideology and conflict on YouTube. Second SoNoGlo Workshop: From Nordic to Global Contexts. Stockholm.12/01/2017. https://sonoglo.wordpress.com/

Bou-Franch, P.(2016). Reconsidering relationships and identities in social media. *PLIN Linguistics Day: Language and the new(instant) media*. Université catholique de

Louvain (UCL).Louvaine-la-Neuve.12 de mayo de 2016. http://acougnon.wixsite.com/plinday2016/keynote-speakers

Conference presentations

Bou-Franch, P. (2026). Social media and adolescents: A critical discourse approach. *XII International Symposium on Intercultural, Cognitive and Social Pragmatics - EPICS XII*. May 27-29. Universidad Pablo de Olavide. Sevilla.

Bou-Franch, P. (2025). Weight stigma: Media discourses of discrimination and resistance. *5th International Conference on Approaches to Digital Discourse Analysis – ADDA5*. Tilburg (Netherlands). 21-23 de mayo de 2025.

Bou-Franch, P. (2025). Discursos digitales sobre la identidad de las personas con sobrepeso y obesidad. *42 Congreso de la Asociación Española de Lingüística Aplicada – AESLA*. Palma, Universitat de les Illes Balears (UIB). 2-4 de abril de 2025.

Bou Franch, P. (2024). Personal narratives of medical gaslighting on social media. *XI International Symposium on Intercultural, Cognitive and Social Pragmatics - EPICS XI*. May 22-24. Universidad Pablo de Olavide. Sevilla.

Bou Franch, P. & Garcés-Conejos Blitvich, P. (2023). Spanish and English Socioaffective patterns of condolences on X/Twitter. *41 Congreso de la Asociación Española de Lingüística Aplicada – AESLA*. València (UPV). 17-19 de abril de 2024.

Bou Franch, P. (2023). Transmedia and corpus-assisted approaches to polymedia controversies. *VI Seminar on English Discourse Analysis:Conflict Discourse and Conflict Mediation*. (con Esther Linares). Universitat de València. Valencia, 30 de noviembre de 2023.

Bou Franch, P., & Yus, F. (2023). El humor en tiempos de duelo. *40 Congreso de la Asociación Española de Lingüística Aplicada – AESLA*. Mérida. 27-29 abril 2023.

Garcés-Conejos Blitvich, P., & Bou Franch, P. (2023). Attributing and non/verifying ethno-racial identities in on/offline spaces. *4th International Conference on Approaches to Digital Discourse Analysis – ADDA4*. Klagenfurt (Austria)

Bou Franch, P. & Garcés-Conejos Blitvich, P. (2023). Colorism claims/attributions and (non)verifications. *18th International Conference of the International Association of Pragmatics – IPrA*. Université Libre de Bruxelles. (Bélgica).

Garcés-Conejos Blitvich, P., & Bou Franch, P. (2022). La identidad latina en España: construcción discursiva (y conflictiva) en la red. *IV Congreso Internacional de la Red de Estudios de la Comunicación por Ordenador – RECOD4*. Alicante, October 6-7.

Bou Franch, P., & Palomino Manjón, P. (2022). Praising, protesting and violence against women: A case study from Twitter. 10*th International Symposium on Intercultural, Cognitive and Social Pragmatics–EPICSX*. Sevilla,23-25 mayo 2022.

Bou Franch, P. (2022). Twitter as a site for mourning and protesting: the discursive construction of place. *3rd International Conference Approaches to Digital Discourse Analysis–ADDA3*. Saint Petersburgh, Florida.13-15 mayo 2022.

Bou Franch, P., & Palomino Manjón, P. (2022). Estudio pragmático-discursivo de 'pésames' en Twitter: entre la excelencia deportiva y el abuso sexual. *39 Congreso de la Asociación Española de Lingüística Aplicada – AESLA*. Las Palmas de Gran Canaria. 27-29 abril 2022.

Bou Franch, P., & Palomino Manjón, P. (2021). A corpus-based metapragmatic study of Twitter 'obituaries': Between sport excellence and sexual abuse. XII International Conference on Corpus Linguistics – CILC XII. Murcia/online.

Bou-Franch, P. (2021). El discurso pseudopolítico en Twitter: Estudio de corpus de etiquetas metapragmáticas de descortesía. *III Congreso Internacional EntreTextos*. Alicante/online, Mayo 2021.

Márquez-Reiter, R., & Bou-Franch, P. (2021). Interpellations and relational violence in a 'non'-civic public space. *17th Conference of the International Pragmatics Association* – IprA. Online.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2021). The role of emotional evaluation in social media activism: A case study. *Symposium of Im/Politeness and i-mean*. Basel. June, 24-26

Bou-Franch, P. (2019). Online evaluations of conflict and impoliteness in newspaper comments. *2nd International Conference Approaches to Digital Discourse Analysis* – ADDA 2. University of Turku, Finland. 23-25 de mayo de 2019.

Bou-Franch, P. (2019). Newspaper reports of gender conflict in sports. *XI International Conference on Corpus Linguistics* – CILC XI. Valencia, 15-17 MAYO 2019.

Bou-Franch, P. (2018). Researching gender and discourse in the media. *VI Innovation Conference / Jornadas de Innovación Anglotic 2018*. Universitat de València. 20-21 de noviembre de 2018.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2018). Relational work in multimodal networked interactions on Facebook. *8th International Symposium on Intercultural, Cognitive and Social Pragmatics – EPICS VIII: Communication, Culture and Cognition*. Universidad de Sevilla. Sevilla. 2-4 de mayo de 2018. http://www.congreso.us.es/epicsviii/

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2017). Spanish retailer-consumer interactions on Facebook: A variational pragmatics perspective. *15th International Pragmatics Conference – IPrA*. University of Ulster. Belfast. 16-21 de julio de 2017. https://www.ulster.ac.uk/ipra

Garcés-Conejos Blitvich, P., & Bou-Franch, P. (2016). Emic perspectives on Face1: A multidisciplinary approach. *XXI - Sociolinguistics Symposium*. Murcia, España. 15-18 de junio de 2016. http://www.um.es/web/sociolinguistics-symposium21/

Bou-Franch, P. (2016). Service encounters in the social media: The case of commercial Facebook wall interactions. *XXXIIII Congreso Internacional de la Asociación Española de Lingüística Aplicada - AESLA*. Alicante. 14-16 de abril de 2016. https://web.ua.es/es/aesla2016/

Externally Funded Research Projects

2023-2027. *PATOLOGIZACION DISCURSIVA DIGITAL EN TWITTER, INSTAGRAM Y TIKTOK*. MCNN - Ministerio de Ciencia e Innovación ; UNER - Unión Europea; 14057 - Agencia Estatal de Investigación. (PID2022-136840OB-I00) PI: Manuel Padilla Cruz (US). 01/09/2023-31/07/2027. https://institucional.us.es/patdisc/

2023-2025. Concedida ampliación a 2026 - RED TEMÁTICA SOBRE COMUNICACIÓN CONFLICTIVA Y MEDIACIÓN: INTERACCIÓN, VÍNCULOS RELACIONALES Y COHESIÓN SOCIAL - (CoCoMInt).- Ministerio de Ciencia e Innovación. Programa Estatal para Impulsar la Investigación Científico-Técnica y su Transferencia, del Plan Estatal de Investigación Científica, Técnica y de Innovación 2021-2023. ~ MODALIDAD 1: Redes Temáticas. IP: Inés Olza Moreno (UNAV). (RED2022-134123-T). 01/06/2023-31/05/2025 – 31/05/2026.

2021-2023. *LA DIGITALIZACIÓN DE LA INTERACCIÓN HUMANA Y SU IMPACTO SOCIAL: CONSECUENCIAS, RETOS Y CONCIENCIACIÓN DE USO*. European Regional Development Fund (ERDF) / Regional Ministry of Economic Transformation, Industry, Knowledge and Universities of Andalusia. Andalusia ERDF 2014-20 Operational Programme. Specific objective 1.2.3. “Promotion and generation of frontier knowledge and knowledge oriented to the challenges of society, development of emerging technologies” as part of the research project (UPO-1380703). ERDF co-funding percentage: 80% . PI. Lucía Fernández Amaya and María de la O Hernández (UPO).

Editorial Board

Co-editor of *Spanish in Context*. John Benjamins. (2019-2024)

Member of the Advisory Board of *Verbum etLingua: Didáctica,Lengua y Cultura*(Universidad de Guadalajara, México). (Since 2020).

Member of the Comité Científico de la Colección*English Studies*. Universidad deLas Palmasde GranCanarias. (Since 2018).

Member of the Comité Científico de*IULMA-Monografías*. PUV-Publicacions de la Universitat de València. (Since 2018).

Member of the Editorial Board of *Internet Pragmatics*. John Benjamins. (Since 2017).

Member of the Editorial Board of *Journalof Language Aggression and Conflict*. John Benjamins. (Since 2012).