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Books & Special issues

- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (Eds). (2019). *Analyzing Digital Discourse: New Insights and Future Directions*. Cham: Palgrave-Macmillan. ISBN 978-3-319-92663-6. ISBN 9789027242747 <https://doi.org/10.1007/978-3-319-92663-6>
- Bou-Franch, Patricia (Ed). (2016). *Exploring Language Aggression Against Women*. Amsterdam: John Benjamins (Benjamins Current Content Series). ISBN 9789027242747 <https://doi.org/10.1075/bct.86>
- Bou-Franch, Patricia, Brígido-Corachán, Anna & Coperías Aguilar, M.José (2014) *History and Culture of English-Speaking Countries: A Task-Based Approach*. Valencia: PUV
- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (Guest Editors) (2014). Special Issue: The pragmatics of textual participation in the social media. *Journal of Pragmatics*, 73.
- Bou-Franch, Patricia (Guest-Editor) (2014). Special issue: Language Aggression against Women. *Language Aggression and Conflict*, 2:2.

Journal articles (peer reviewed)

- Bou-Franch, Patricia (2022). Morality, aggression, and social activism in a transmedia sport controversy. *Language in Communication*, 84, 33-45. <https://doi.org/10.1016/j.langcom.2022.02.001>
- Bou-Franch, Patricia (2021). “Maleducados/ill-mannered” during the #A28 political campaign on Twitter: A metapragmatic study of impoliteness labels and comments in Spanish. (Thematic issue: New perspectives on Conflict). *Journal of Language Aggression and Conflict*, 9(2), 271-296. (online first, 26.11.2020). <https://doi.org/10.1075/jlac.00048.bou>
- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2018). Relational work in multimodal networked interactions in Facebook. *Internet Pragmatics*, 1(1), 134-160. <https://doi.org/10.1075/ip.00007.bou>

- Garcés-Conejos Blitvich, Pilar & Bou-Franch, Patricia (2014). ¿!Hispano y Blanco?!: *Racialización de la identidad Latina en YouTube*. *Discurso y Sociedad*, 8(3), 427-461.
- Bou-Franch, Patricia (2014). An introduction to language aggression against women. *Language Aggression and Conflict*, 2(2), 177-181. DOI 10.1075/jlac.2.2.oooint
- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2014). Gender ideology and social identity processes in online language aggression against women. *Journal of Language Aggression and Conflict*, 2(2), 226-248. DOI 10.1075/jlac.2.2.03bou
- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2014). Editorial: The pragmatics of textual participation in the social media. *Journal of Pragmatics*, 73, 1-3. DOI 10.1016/j.pragma.2014.08.009
- Bou-Franch, Patricia & Garcés-Conejos Blitvich, Pilar (2014). Conflict management in massive polylogues: A case study from YouTube. *Journal of Pragmatics*, 73, 19-36.
- Bou-Franch, Patricia (2013) Domestic violence and public participation in the media: The case of citizen journalism. *Gender & Language*, 7(3), 275-302. DOI: 10.1558/genl.v7i3.275
- Garcés-Conejos Blitvich, P.; Bou-Franch, P. & Lorenzo-Dus, N. (2013) 'Despierten, Latinos' ('Wake up, Latinos'): Latino Identity, US Politics and YouTube. *Journal of Language and Politics*, 12(4), 558-582.
- Garcés-Conejos Blitvich, P.; Bou-Franch, P. & Lorenzo-Dus, N. (2013) Identity and impoliteness: The expert in the talent show *Idol*. *Journal of Politeness Research*, 9(1), 97-120. DOI 10.1515/pr-2013-0005.
- Lorenzo-Dus, Nuria & Bou-Franch, Patricia (2013) A cross-cultural investigation of email communication in Peninsular Spanish and British English – The role of (in)formality and (in)directness. *Pragmatics and Society*, 4: 1, 1-25. DOI 10.1075/ps.4.1.01lor.
- Bou-Franch, P. (2012) Multimodal discourse strategies of factuality and subjectivity in educational digital storytelling. *Digital Education Review*, 22, 80-91. ISSN 2013-9144.
- Bou-Franch, Patricia; Lorenzo-Dus, Nuria & Garcés-Conejos Blitvich, Pilar (2012) Social interaction in YouTube text-based polylogues: a study of coherence. *Journal of Computer-Mediated Communication*, 17(4), 501-521. DOI: 10.1111/j.1083-6101.2012.01579.x

Book chapters

- 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. https://doi.org/10.1007/978-3-030-84602-2_8
- 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. (ISBN: 9781138316461).
- 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. ISBN: 978-84-460-4871-8.

- 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. ISBN : 978- 1- 138- 47959-3.
- 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. https://doi.org/10.1007/978-3-319-92663-6_1
- 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. <https://doi.org/10.1075/pbns.300.09bou>
- 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. <https://doi.org/10.1002/9781405198431.wbeal0932.pub2>
- 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. ISBN: 978-84-17157-16-6
- 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. ISBN: 978-1-137-37507-0. DOI: https://doi.org/10.1057/978-1-137-37508-7_25
- 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 (Benjamins Current Content Series).
- Bou-Franch, Patricia (2015). The genre of web-mediated service encounters in not-for-profit organizations: Cross-cultural study. In Hernández-López, M. & Fernández Amaya, L. (Eds) *A Multidisciplinary Approach to Service Encounters* (pp. 65-83). Leiden: Brill. (ISBN 978-90-04-26015-3)
- Bou-Franch, Patricia, & Rosana Dolón Herrero (2015). The literature review: how to relate, critically appraise, and render the specialized literature. In M. L. Pérez Cañado & B.

- Pennock Speck (Eds.), *Writing and Presenting a Dissertation on Linguistics, Applied Linguistics and Culture Studies for Undergraduates and Graduates in Spain* (pp. 23-40). Valencia: Universitat de València. (ISBN: 978-84-370-9593-6. Depósito legal: V-688-2015)
- Lorenzo-Dus, Nuria, Bou-Franch, Patricia, & Garcés-Conejos Blitvich, Pilar. (2013). Impoliteness in US/UK talent shows: A diachronic study of the evolution of a genre. In N. Lorenzo-Dus, N. & P. Garcés-Conejos Blitvich (Eds.), *Real Talk: Reality Television and Discourse Analysis in Action* (pp. 169-198). Basingstoke: Palgrave-Macmillan.
- Bou-Franch, P. (2013) EFL email writing: a focus on pragmatic transfer. In: Estevez, N. & Clavel, B. (Eds.), *La adquisición de una segunda lengua en el nuevo espacio europeo de educación superior* (pp. 39-55). Valencia: Universitat de València.
- Garcés-Conejos, Blitvich, P., Lorenzo-Dus, N, & Bou-Franch, P. (2013). Relational work in anonymous, asynchronous communication: A study of (dis)affiliation in YouTube. In I. Kecskes and J. Romero-Trillo (Eds.), *Research Trends in Intercultural Pragmatics* (pp. 343-365). Mouton de Gruyter.
- Bou Franch, Patricia (2012). Pragmatic Transfer. In C. A. Chapelle (Ed.), *The Encyclopedia of Applied Linguistics*. Oxford: Wiley-Blackwell. DOI: 10.1002/9781405198431. Online ISBN: 9781405198431

Conference presentations

Invited plenary talks

- 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 Noviembre de 2020)
- Bou-Franch, P. (2017). Identity, ideology and conflict on YouTube. Second SoNoGlo Workshop: From Nordic to Global Contexts. Stockholm. 12 de enero de 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., & Palomino Manjón, P. (2022). Praising, protesting and violence against women: A case study from Twitter. *10th International Symposium on Intercultural, Cognitive and Social Pragmatics – EPICS X*. 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 Petersburg, 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.
- Maruenda Bataller, S., & Bou-Franch, P. (2018). Projecte d'investigació DigiText. Ier Jornades de Recerca en Gènere. Facultat de Filologia, Traducció i Comunicació. Universitat de València. 24 de abril 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. (2017). DigiText y las nuevas textualidades digitales. *Encuentro 20 años de Estudios de Género en el Departamento de Filología Inglesa y Alemana*. Universitat de València. Valencia. 24 de noviembre de 2017.
- 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. (2017). 'Trolling in the name of hate speech': The Milo Yiannopoulos's controversy. *10th International Symposium on Politeness – Sympol10*. York St. John University. York. 12-14 de julio de 2017.
- Bou-Franch, P., & Maruenda-Bataller, S. (2016). Persuasion at work in journalistic Facebook: The discursive construction of newsworthiness. *International Conference on Language and Emotion*. Facultat de Filologia de la UNED. Madrid, España. 23-25 de noviembre de 2016. <http://congresos.uned.es/w11346>

- 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. *XXXVIII Congreso Internacional de la Asociación Española de Lingüística Aplicada - AESLA*. Alicante. 14-16 de abril de 2016. <https://web.ua.es/es/aesla2016/>
- Bou-Franch, P., & Maruenda-Bataller, S. (2016). Wall interaction practices in Facebook newspaper pages. *7th International Symposium on Intercultural, Cognitive and Social Pragmatics- EPICS VII: Pragmatics In/Through the New Technologies*. Universidad Pablo de Olavide. Sevilla. 4-6 de mayo de 2016. <https://www.upo.es/ocs/index.php/EPICSVII/epics>
- Bou-Franch, P. (2015). Conflicts in Facebook interactions. *Congreso Internacional de la Asociación Española de Lingüística Aplicada - AESLA*. Universidad Politécnica de Madrid. Madrid. 16-18 de abril de 2015.
- Bou-Franch, P. (2015). Revisiting online conflict in social networking sites: The role of anonymity / familiarity. *9th International Im/Politeness Conference: Im/politeness & Globalisation*. National and Kapodistrian University of Athens. Atenas. 1-3 de julio de 2015. <http://politeness-2015.enl.uoa.gr/>
- Bou-Franch, P. (2015). Understanding conflict in Facebook interactions. *14th International Pragmatics Conference –IPrA*. Amberes. 26-31 de julio de 2015. <https://ipra.uantwerpen.be/main.aspx?c=CONFERENCE14&n=1468&ct=1468&e=12228>
- Bou-Franch, P. (2014). Victims of violence against women in the Spanish press. *IV Seminar on English Discourse Analysis: Gender Inequality through Texts*. 20 de febrero de 2014.
- Bou-Franch, P., Garcés-Conejos Blitvich, P., & Lorenzo-Dus, N. (2014). Language aggression against women: Gender identity and inequality in online discourse. *6th International Symposium on Intercultural, Cognitive and Social Pragmatics -EPICS VI*. Universidad de Sevilla. Sevilla.. 12-14 de mayo de 2014.
- Bou-Franch, P. (2014). Friends and strangers in Facebook private and public interactions: a study of conflict. *MOOD-y: International Symposium on the Micro-Analysis of Online Data at York*. University of York. York. 14-15 de julio de 2014. <https://www.york.ac.uk/news-and-events/events/public-lectures/summer-2014/moody-symposium/>
- Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2014). Discourses of Inequality: gender violence in Spanish newspapers. *Critical Approaches to Discourse Analysis across Disciplines - CADAAD 5*. Eötvös Loránd Tudományegyetem. Budapest. 1-3 de septiembre de 2014. <http://cadaad2014.elte.hu/>
- Bou-Franch, P. (2014). Relational work in Facebook 'public' and 'private' interactions. *Las nuevas tecnologías en las Filologías y la Comunicación*. Universitat de València. Valencia, España.
- Bou-Franch, P. (2013). Helping women over the net: A contrastive study of electronic service encounters in Spanish/English. *1st Service Encounters and Cross-Cultural Communication Symposium*. Universidad Pablo de Olavide. Sevilla. 31 de enero a 1 de febrero de 2013..
- Bou-Franch, P. (2013). A quantitative and qualitative examination of the social identity of victims of domestic violence. *4th Biennial Meeting of the International Association for*

the Study of Spanish Society (SIS/EES)/6th Conference of Hispanic Linguistics. University of London. Londres, Reino Unido. 3-7 de julio de 2013.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2013). Conflict in online responses to public service advertising. *(Im)Politeness Conference (LPRG): Teaching and Learning (Im)Politeness*. Sheffield Hallam University / SOAS -University of London. Londres. 8-10 de julio de 2013.

Bou-Franch, P. (2012). Factuality and subjectivity in the History and Culture narratives. *Internacional Conference Relato Digital Storytelling*. Universitat de València. Valencia. 21-23 de marzo de 2012.

Bou-Franch, P., & Garcés-Conejos Blitvich, P. (2012). Gender inequality in YouTube: The construction of violence against women. *1st International Pragmatics Conference of the Americas and 5th International Conference on Intercultural Pragmatics – AMPRA I*. University of Charlotte, North Carolina. Charlotte, NC. 19-21 de octubre de 2012.

Externally Funded Research Projects

2021-2022. LA DIGITALIZACIÓN DE LA INTERACCIÓN HUMANA Y SU IMPACTO SOCIAL: CONSECUENCIAS, RETOS Y CONCIENCIACIÓN DE USO. Funded by the European Regional Development Fund (ERDF) and by the Regional Ministry of Economic Transformation, Industry, Knowledge and Universities of Andalusia, within the framework of the 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).

2013-2015. GEA (GENTEXT+ECPC+ADELEX): Un macrocorpus sobre genero, desigualdad social y discurso politico. Analisis y elaboracion de materiales didacticos, lexicograficos y computacional. Entidad financiadora: 7565 - Ministerio de Economía y Competitividad. Número de proyecto/contrato: FFI2012-39289 Importe: 45.000,00 €. Investigador responsable: José Santaemilia Ruíz. Código de proyecto/contrato: 028358.

Editorial Board

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

Since 2019. Co-editor of *Spanish in Context*. John Benjamins.

Since 2018. Member of the Comité Científico de la Colección *English Studies*. Universidad de Las Palmas de Gran Canarias.

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

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

Since 2012. Member of the Editorial Board of *Journal of Language Aggression and Conflict*. John Benjamins.

Since 2009. Member of the Editorial Board *Advances in Pragmatics and Discourse Analysis Book Series*. Cambridge Scholars Publishing.