Table of contents

Foreword 7

Section i: Discourse domains & genres

Exploring stance and identity construction in political discourse 11
Juana I. Marín-Arrese

Effective stance markers in newspaper opinion articles 29
Sergio Ferrer-Navas & Natalia Mora-López

The use of persuasive language: brexiteer's new beginning or remainer's daily grind? 51
Victoria Martín de la Rosa

Teaching language functions with an intention to persuade 63
María Pérez Blanco & Marlén Izquierdo

Section ii: Digital discourse(s)

Bringing socio-cognitive discourse studies to the higher education classroom: Intimate Partner Violence (IPV) as a case study 81
Alfonso Sánchez-Moya

Persuasion in the tourism discourse of newsletters and webpages 99
Mª Luisa Blanco-Gómez

Conservative and progressive female stereotype-based tools in 21st century advertising campaigns. An educational approach to the language of advertising 115
Elena Domínguez Romero

Im/politeness in digital communication 131
Carmen Maíz-Arévalo

Section iii: Software tools to help discourse analysis
An introduction to the forensic linguistic analysis of texts with the software ALTXA..... 149
Juan Antonio Latorre García

"Let's get digital" An introduction of the different software programs that can be used in linguistic research..... 161
Clara Cantos Delgado