(DES)CORTESÍA EN EL ESPAÑOL CONTEMPORÁNEO: DISCURSO DIGITAL Y METÁFORA

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Abstract

This paper aims to analyse (im)politeness in social networks and, specifically, the metaphor as an argumentative tool and generator of new contents. It will focus on its impolite use, fundamentally, since digital discourse tends to use highly con-flictive and highly emotional image projection mechanisms. Metaphor, as an indirect device, appears in these texts with many different functions, whether interactive, ideological or argumentative. It develops procedural meaning and can thus generate discursive elements that perform pragmatic functions and, in some cases, may be grammaticalized as discursive operators.