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ABSTRACTS

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Globalization, transnational identities, and conflict talk: The complexity of the Latino identity

Pilar G. Blitvich

The aim of this presentation is to analyze the functionality of conflict talk (Grimshaw 1990) as an ideologically loaded, indirect index of identity construction (Kiesling 2013). Conflict talk is here used as umbrella concept to include, among others, terms such as rudeness or impoliteness that have been proven difficult to define (Culpeper 2011).

The data on which this study is based comprise the comments posted on a CNN discussion forum in response to the question “What did you think about Latino in America?” posed by Soledad O’Brien. In 2009, O’Brien hosted a two part documentary series titled “Latino in America” which, focusing on a number of individuals sharing the last name Garcia, aimed at presenting a comprehensive picture of the Latino experience in the US. A cursory look at the corpus indicated that many participants in the discussion, self-identifying as Latinos, felt insulted by the documentary as they believed it had presented the Latino community in a bad light, by accentuating negatives attributes and not dwelling on positives ones. The Latino identity is a transnational (De Fina & Perrino 2013), top-down, imposed identity, one that was created in the 1970s as a census category by the Nixon administration to refer to all immigrants that could trace their roots back to Latin America/Spain. Latinos leave their countries of origin as Salvadorians, Cubans, Mexicans, and so forth. However, they become Latinos in the context of the USA, as they acquire their new host culture (Mendieta 2000).

Thus, transnational identities and the internet, crucially related to globalization, come together in this study. The internet, more specifically, gives us unprecedented access to public discourse and has contributed to the growth of a transnational public sphere (Thörn 2007). The transnational public sphere – here viewed as a contentious arena within global civil society – is an ideal site to research transnational identities which are associated with transnational publics, defined by Olesen (2005) as social spaces for activism.

It will be argued that conflict talk (i) plays a major role in the construction of inter/intra-group identities (Locher 2008, Garcés-Conejos Blitvich 2009), (ii) is not necessarily destructive but can be constitutive of communal life (Paglia, 2010), and (iii) tends to be left unresolved (Bou-Franch & Garcés-Conejos Blitvich 2014). The lack of resolution of conflict is related to the dialectic of similarity/difference on which identity construction is grounded (Mendoza-Denton, 2008): different argumentative positions are associated with different out/intra groups. Thus, they should be maintained and even polarized as an index of identity construction and differentiation. Furthermore, the fact that complex selective dissociation (Garcia-Bedolla 2003, Garcés-Conejos Blitvich et al. 2013), rather than simpler dis/affiliation processes routinely associated with the construction of social identities (van Dijk 1998-), is more at play in the corpus seems to confirm the need for complexity in the study of culture and identity as advocated by Blommaert (2013).

Keywords: transnational identities, conflict talk, social media, Latino identity

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(Greek) Im/Politeness: Predication and evaluation practices

Marianthi Makri-Tsilipakou

On the ethnomethodological basis of combined sequential Conversation Analysis (Sacks, Schegloff & Jefferson 1974) and Membership Categorization Analysis (Sacks 1966, 1972, 1992, Watson 1978, Jayyusi 1984, 1991, 1995, Hester & Eglin 1997, Schegloff 2007a, 2007b, Housley & Fitzgerald 2002, Fitzgerald 2012, Stokoe 2012, Makri-Tsilipakou 2015), this study explores the social practices of predicating and evaluating real instances of (non)linguistic im/politeness, as they are witnessably produced by (Greek) members themselves –grounded in their reality (cf. Schegloff 1996: 172, 1998: 415)– in a variety of contexts.

It utilizes the concept of Membership Categorization Device in order to locate category-bound activities and other related predicates, such as rights, entitlements, obligations, knowledge, attributes and competencies the native incumbents invoke themselves or are (mostly) imputed to them by other members in the production of (im)politeness evaluations, as instances of 'first-order (im)politeness' (Watts 2003) or '(im)politeness₁' (Eelen 2001) – though this distinction hardly arises for the ethnomethodological study of talk-in-interaction, as analysts strive to adopt members' categories.

The theoretical premise is that although MCDs/categories are depositories of common-sense knowledge and so they might be said to house *culturally* based im/politeness *stereotypes* (cf. Sifianou 1992, Sifianou & Tzanne 2010, Mills 2009), they are in fact highly indexical entities and as such a contingent accomplishment of the production and recognition work of members (Zimmerman & Pollner 1970), who go about their daily activities, ever aware of the 'moral order' of the 'immortal, ordinary society' (Garfinkel 1967, 2002), and the accountability of their actions and omissions (West & Fenstermaker 2002). In this sense, individual im/politeness cannot be effectively separated from its social counterpart as culture is hearably produced in interaction.

The aim of this investigation is to offer a glimpse of the currently relevant native practices/concepts of (im)politeness as instantiated in explicit evaluations proffered by members (cf. classificatory/metapragmatic politeness₁, Eelen 2001) –compared to im/politeness₂ formulations concerning Greek culture. Additionally, given members' long but varying exposure to the globally dominant English language/culture and its relevant patterns, the data will be examined for any effects which could be plausibly, if at all, traced back to globalization/glocalization (cf. Sifianou 2013, Terkourafi 2011).

Keywords: MCDs, category-boundedness, evaluation, moral order, globalization

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Gender, indexicality, and im/politeness

Theodossia-Soula Pavlidou

In recent research on im/politeness a growing tendency for the invocation of the concept of indexicality and the employment of terms such as 'indexing', 'indexical' and the like can be observed. While it is clear that some function from one (usually linguistic) domain to another (commonly, the interactional context) is always at play, further specification (of e.g. the domains or the mapping itself) and the theoretical underpinnings thereof are rather rare. One exception is Kádár and Haugh's (2013) application of Silverstein's (2003) model of 'orders of indexicality' in delineating the 'moral order' and, by extension, the practices pertaining to im/politeness.

With respect to gender and im/politeness the theoretical basis of indexicality derives – at least indirectly – again from Silverstein (1976), this time mediated by Ochs (1992). So, for example, Mullany (2007) maintains that interactional styles, though not gender-exclusive, may be influenced by the norms/stereotypes for gender-appropriate behavior and concomitant evaluations, such that "[E]nacting linguistic politeness strategies can be seen as being indirectly indexed with a stereotypically feminine gendered style. In contrast, failing to abide by politeness norms and conventions, or being impolite, can be identified as indirectly indexed with a stereotypically masculine interactional style" (Mullany 2007: 76).

Apart from presupposing independent access to societal norms, studies like Mullany's often give the impression that the speakers' gender is taken for granted. The aim of the present paper is, therefore, to explore alternative ways of looking at the gender-im/politeness interface, ways that do greater justice to the conceptualization of gender and

im/politeness as non-essentialized, non-homogenized, etc., and ultimately discursive phenomena. In order to tease out what is involved in saying that something indexes gender and im/politeness, I focus on processes of gendering (Pavlidou 2015) in disagreements that are not face-enhancing and cannot be regarded as multifunctional (Sifianou 2012). More specifically, adopting a conversation analytic perspective, instances of non-referential self-gendering in informal conversations (drawn from the *Corpus of Spoken Greek*) are examined and shown to render both gender and face concerns relevant. It is suggested that such self-referring practices may be another locus for 'finding face' (Lerner 1996, Arundale 2010) in talk-in-interaction.

Keywords: gendering, indexicality, impoliteness, disagreements, conversational analysis

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Winds of Change? Voicing im/politeness in English-Greek translated political science discourse

Maria Sidiropoulou

Translation practice is a code interaction situation (Schäffner and Adab 1997, Cronin 2003, Heine and Kuteva 2005, House 2006), which can bring about change in target linguistic systems through the cumulative effect of hegemonic donor languages on reception ones.

The study traces the development of im/politeness-related features in English-Greek samples of translated political science discourse. A pilot study first identifies a set of shift

types between the English and Greek versions of John Stuart Mill's essay *On Liberty* [1869,1983] tracing a prevailing set of positive politeness shifts in the Greek target version, occasionally balanced with some negative politeness ones. An experiment follows, framing impoliteness as "a specific domain of negatively evaluated behaviours" (Culpeper 2011: 24), to examine rendition of three im/politeness devices which are claimed to realize quality, social identity and relational aspects of facework (Spencer-Oatey 2007), in samples from two Greek versions [1990, 2006] of John Locke's *The Second Treatise*. Informants overwhelmingly preferred the version which enforces the positive politeness orientation and weakens the negative one, verifying that the positivization of certain politeness features does meet the expectations of Greek addressees (Sifianou 1992, Makri-Tsilipakou 2001, Pavlidou 2001, Terkourafi 2001, Tzanne 2001, Sifianou & Antonopoulou 2005). The study further traces the treatment of the three phenomena in two sets of source/target pairs of political science discourse, published between 1983-1990 and 2006-2011, with a view to examining aspects of the development of these features in target versions of political science discourse. Findings show that im/politeness markers display homogenization tendencies across time. The hybridity produced in target texts is claimed to be motivated by a 'bilingual mode' the mind of the translator is set into, under the influence of English. Findings seem to assume facework-enacting priorities in translation-induced change situations.

Keywords: translation, borrowing, language-change, face enactment, academic communities of practice

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The ambiguity and polysemy of im/politeness in professor-student emails

Deborah Tannen

Studies examining professor-student email exchanges have shed light on the relative im/politeness of emails sent by students, often non-native speakers and particularly focusing on students' requests. (Biesenbach-Lucas 2007, Economidou-Kogetsidis 2011, Stephens, Houser and Cowan 2009). I examine professor-student email exchanges from the perspective of undergraduate students' perceptions that they send highly polite email requests to faculty and receive rudely cryptic responses. Analysis of naturally-occurring email exchanges documents the descriptive accuracy of the students' perspective, while playback indicates that the impression of rudeness does not match the professors' intentions. The professors' and students' strikingly different perspectives can be explained by, and provide insight into, the ambiguity and polysemy of im/politeness, as seen through the lens of power and solidarity. Students' emails to professors (much like those Greek university students, according to Bella and Sifianou 2012, send to professors) typically include a salutation, greeting, full explanation of a request, closing well wishes, and signature block. The professors' responses are typically bare-bones: just an answer to the question or request. How can professors and students have such different perspectives on these emails? The disconnect is explained in part by the fact that professors tend to regard email as casual, so their omission of formality markers reflects Lakoff's (1973) application of Politeness Rule 3, camaraderie. In other words, dispensing with formalities sends the solidarity-building meta-message of friendliness: "We don't have to stand on ceremony; we can be informal." Students, in contrast, tend to regard email as formal, so they interpret professors' cryptic replies as an exercise of power and failure to support students' positive face. That omitting the elements of a formal missive can mean casualness and positive politeness to professors, but rudeness and a violation of positive politeness to students, attests to the ambiguity of im/politeness as a reflection of power and solidarity. It also attests to its polysemy as professors who send such emails are both being casual and expressing their higher rank in the university.

Keywords: politeness theory, professor/student email, power & solidarity

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Civility on Twitter: How online media are changing the rules (or not) and why it matters

Marina Terkourafi

Taking as our starting point four tweets posted by Steven Salaita with respect to the Israeli-Palestinian conflict in the summer of 2014 that resulted in the retraction of his academic job offer, we focus on the role of Twitter in the shaping and reception of the controversial messages. Our analysis follows Wodak's (2007) triangulation model and combines a broadly Gricean pragmatic framework with insights from literature on im/politeness (Leech 2014) and hate speech (Leets & Giles 1997) to reveal a complex layering of meanings potentially inherent in each Tweet, which can extend far beyond what is linguistically encoded in the Tweet. However, this semiotic complexity can be lost in a medium as fast-paced and public as Twitter. While our analysis of Salaita's Tweets shows that they constitute instances of aggravating and impolite language use, it is less clear that they also constitute hate speech, despite such characterization by his critics. We account for this finding by considering the diversity of potential audiences of a Tweet and conclude that, while arguably composed of smaller ingroups of like-minded users, Twitter in its totality functions rather like a large outgroup with little being shared among all of its users. This finding puts pressure on messages posted on Twitter to follow norms applicable to public discourse in general, not only in terms of their form, as previous research has shown (Zappavigna 2012), but also in terms of their meaning.

Keywords: civility, Twitter, language aggression, hate-speech

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PANELS

Panel 1 – Politeness and interlanguage

Convenor: *Spyridoula Bella*

In the past two decades, the field of Interlanguage Pragmatics, which encompasses the study of nonnative speakers' acquisition and use of L2 pragmatic knowledge (Kasper & Rose 1999: 81), has seen considerable growth. Many of the studies that have been conducted are related indirectly or directly to politeness, since they focus on FL and SL learners' acquisition and use of pragmatic features such as speech acts, mitigation devices and interactional preferences.

The aim of the panel is to contribute to this growing body of research by exploring SL and FL learners' ability to behave politely in different developmental stages and in different target languages. The panel will be organised along two main axes:

- (1) The main causes acknowledged in the relevant literature as responsible for learners' divergence from native pragmatic norms (see e.g. Ishihara & Cohen 2010: 77) and their repercussions for their expression of politeness. The panel will focus on four of these causes, i.e., negative transfer, limited grammatical ability, overgeneralisation of pragmatic features, effect of instruction and/or instructional materials.
- (2) The influence of factors such as length of residence in the target community and overall proficiency on pragmatic development and the expression of politeness.

The studies can be single-moment, cross-sectional or longitudinal and can involve any target-language.

It is hoped that the results will shed more light on the acquisition of politeness phenomena and will provide insights that can be incorporated in teacher training courses and be applicable to language teaching practices.

Contributions of the Panel

Syrian EFL interlanguage requests: Examining cognitive processes through verbal report

Ziyad Ali & Helen Woodfield

While a growing number of studies have employed verbal reports (VRs) to examine L2 learners' cognitive processes involved in the production of numerous speech acts (Ren, 2013, Woodfield 2012), still largely lacking is an investigation of 1) whether the type of such data elicited by VRs differ according to L2 learners' proficiency level (Hassall 2008, Robinson 1992) and 2) the nature of such cognitive processes at lower proficiency levels. In the light of these research issues, this paper cross-sectionally investigates the cognitive processes of 18 Syrian EFL learners (6: elementary, intermediate and advanced) while engaging in a 12-item written discourse completion task (WDCT) which elicited both equal-status (student/classmate) and unequal-status (student/professor) English requests. Each participant was asked to think aloud concurrently while performing each of the 12 WDCT situations and to retrospect on his/her performance in the audio-recorded CVRs via a RVR administered by the researcher.

The quantitative analysis showed that advanced learners produced more verbalizations than the other two groups, whereas the qualitative analysis revealed that, in planning the requests, advanced and intermediate learners paid more attention to the sociopragmatic choices of power, social distance and imposition (Brown & Levinson 1987) compared to elementary learners who were more concerned about the pragmalinguistic choices of lexicon and grammar. The study also found evidence that advanced learners acquired more subtle knowledge of the social factors that affected their pragmatic production, thereby challenging Bialystok's (1993) claim that acquiring new pragmatic knowledge is a minor task for adult L2 learners. The study discusses the potential of the complementary use of CVR and RVR for detecting early developmental patterns in interlanguage knowledge and possible changes in learners' cognitive processes underlying L2 speech act production.

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Responding to thanks: Divergence between NSs and FL learners of Greek and the consequences for establishing rapport

Spyridoula Bella

Responses to thanks are speech acts frequently employed in daily encounters and constitute manifestations of the interactional (rather than transactional) function of language. Therefore, their importance lies on the interpersonal level of rapport. Moreover, they are what I will call 'post-reactive' speech acts, in the sense that they form reactions to a previously reactive speech act (the act of thanking). This makes their use particularly challenging for foreign language learners, since they have to possess a large amount of sociopragmatic knowledge in order to respond to a thanking speech act appropriately,

according to the various parameters involved in the thanking situation (power, distance, reason that triggered the thanking act, degree of indebtedness expressed by the thanking act).

Although there are several studies on the expression of thanks in various languages and L2s, no research has been made on thanks responders. Against this backdrop, this paper investigates the pragmatic means and conventions used by native speakers and advanced foreign learners of Greek when responding to thanks in various formal and informal situations. The data are drawn from discourse completion tests and verbal reports from 100 NSs and 100 advanced learners of Greek as a foreign language. It is shown that despite their advanced level, these learners lag far behind NSs in respect to both their pragmalinguistic repertoire of responding strategies and the ability of employing these strategies in a sociopragmatically appropriate and polite fashion. It will be claimed that the causes of this divergence can be traced in a combination of factors, such as lack of adequate sociopragmatic knowledge, a tendency towards overgeneralization and the effect of teaching materials.

A perception study: A comparison of native and non-native speakers' perceptions on the politeness of L2 learners' emails

Maria Economidou-Kogetsidis

Interlanguage pragmatics research has so far indicated that L2 learners tend to employ different types of request strategies and to generally underuse internal modification compared to native speakers, thus exhibiting a rather restricted pragmatic repertoire in their production and running the risk of causing pragmatic failure. More specifically, learners of various proficiency levels have been found to display an underuse of lexical/phrasal downgraders, a preference for 'grounders', and in the case of certain cultural groups (i.e. Greek learners) a reliance on the politeness marker 'please'. A number of studies relating to email requests produced by L2 learners, have also revealed similar results, while a recent study on Greek Cypriot learners' email production (Economidou-Kogetsidis 2011) found learners to resort largely to direct strategies (rather than conventional indirectness) with the imperative ('please + imperative'), direct questions and want statements as the most preferred substrategies.

The present study is a perception study which builds on Economidou-Kogetsidis' 2011 previous study and investigates the extent to which a number of L2 *direct* and *unmodified* emails are perceived similarly or differently by English NSs and Greek Cypriot L2 learners. Results from the data analysis have revealed that there are statistically significant differences in how the two groups perceive the same email in terms of a number of dimensions (i.e. politeness, abruptness, acknowledgement of imposition, sender's personality etc.). In a number of cases the native speakers perceived the same email as significantly more abrupt, less polite, as not acknowledging the imposition involved. In addition, the *personality* of the sender of the email was evaluated significantly less favorably by the NS group than the learners. These results might suggest that the learners lack sociopragmatic rather than pragmalinguistic knowledge which can indeed lead to pragmatic failure.

American native English speaking students and Chinese nonnative English speaking students' perception of a public corporate apology

Zohreh R. Eslami

The aim of this study was to explore Chinese and American university students' perceptions of a public apology made by Reed Hastings, the CEO of Netflix. Data was collected through a survey questionnaire and two focus group interviews. The survey participants consisted of 82 Chinese and 99 Americans. Each focus group consisted of a mix of 3 males and 3 females. The findings indicated that participants evaluated the effectiveness of Hastings' apology based on their cultural perspectives regarding the key verbal and non-verbal elements of the apology. Both groups indicated that offering compensation is a significant verbal component of an apology because it shows an apologizer's willingness to take responsibility for the offense. However, each group had different cultural perspectives regarding non-verbal cues such as eye contact, choice of dress, facial expressions, body posture, and setting. Chinese emphasized the importance of a formal setting, professional dress, bowing posture, and serious and remorseful facial expressions. In contrast, Americans emphasized the importance of eye contact and body posture embodying attentiveness. In addition, setting and choice of dress may differ depending on the severity of the offense, the location of the apology, and the relationship between the apologizer and the offended person. Overall, the majority of participants from each group evaluated Hastings' apology as ineffective. The study has implications for business communicating in intercultural setting and appropriate use of verbal and non-verbal strategies in performing public apologies.

Panel 2 – (Im)Politeness in public discourse: The dynamics of address in Portuguese speaking countries

Convenors: Isabel Roboredo Seara, Maria Aldina Marques & Veronica Manole

The aim of our panel is to address current manifestations of (im)politeness in public discourse across Portuguese speaking countries, with special emphasis on the usages of address terms.

As a pluricentric language (Baxter, 1992,) Portuguese is the official idiom in eight countries (Angola, Brazil, Cape Verde, East Timor, Guinea Bissau, Mozambique, Portugal, São Tomé e Príncipe) and has two standard varieties, those spoken in Portugal and in Brazil. The Portuguese language spoken in African countries has developed over the years a few typical lexical and morphological characteristics, different from the Brazilian and European varieties.

One of the most prominent aspects that differentiates between the current varieties of the Portuguese language is the usage of address terms both in everyday language and in specialized discourses. For instance, *você* is a typical T pronoun in Brazilian Portuguese, used especially when addressing to peers – although according to Silva (2008) it may also express different degrees of formality in a variety of contexts – while in Portugal it has different usages, according to several diastatic and diatopic factors (Duarte, 2011; Hammermuller, 2011; Cook, 2014).

Recent studies favoring a *discursive approach* show that some address forms, such as the pronoun *você*, assume non-prototypical values in *political* (Manole, 2014) and *media discourse* (Marques, in press), being subject to multiple negotiations (Oliveira, 2009; Manole, 2012). Analyzing their discursive and pragmatic values, Teletin (2013) demonstrates

that address terms are used in Portuguese presidential annual speeches as means of mitigating or intensifying speech acts. As far as the nominal address terms are concerned (for a detailed presentation see Araújo Carreira, 1997), the comparative analysis of presidential debates (Johnen, in press) show that in European Portuguese professional titles (e.g. *senhor professor*; *senhor doutor*) are systematically used by the candidates, while in Brazilian Portuguese there is a tendency for adopting a more familiar, informal address (e.g. *meu querido*).

Other studies that adopt a more *sociolinguistic approach*, such as Gouveia (2008), indicate that the address system in Portugal undergoes significant changes, especially among young speakers, which prefer a more relaxed communicative style, consistent with the current transformation of the present-day Portuguese society, influenced by immigration and global media communication.

Considering the current research on address systems in Portuguese and the manifestations of (im)politeness in public discourse, our panel will address the following issues:

1. The influence of the English language on the address systems in Portuguese, especially in public discourses;
2. The influence of Brazilian media on the address systems in other Portuguese speaking language (e.g. current usages of *você* in Portugal);
3. The discursive values of pronominal and nominal address terms public discourse(s), with special emphasis to European and Brazilian Portuguese.

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Contributions of the Panel

Political street protests and address forms: Impoliteness as a standard

Maria Aldina Marques

Impoliteness is a discursive phenomenon contextually dependent, which must, therefore, be analyzed taking into account the institutional place and the discursive genre in which it occurs.

The long and severe economic, political and social crisis that Portugal has been facing has given rise to anti-government demonstrations, marked by speeches in which forms of address have remarkable place and function. Occurring in conflict social contexts, the forms of address do not occur only within face threatening acts, identifying the FTA addressee as they are themselves acts of impoliteness, i.e., a discursive category strategically used to cause offense.

Within the framework of recent investigation on impoliteness (Culpeper 2005, Kerbrat-Orecchioni 2010), this research aims at analyzing the use of address forms (nominal and verbal forms) in speeches of political street protests (Grinshpun 2013, Marques 2014) in Portugal, in order to determine the preferred address forms, the contexts in which they occur and the images and interpersonal relations (Marques: 2009) constructed by participants when they are using these discursive categories.

Keywords: European Portuguese, terms of address, impoliteness, interpersonal relations

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The Brazilian Portuguese address forms in business messages to clients: Seeking closer ties

Ana Lúcia Tinoco Cabral

The increase of technological resources has expanded the ways in which companies act to attract new customers and promote products. In Brazil, in addition to messages sent by e-mails, commercial and service establishments resort to mobile applications such as WhatsApp and SMS to communicate with their actual or potential customers. In previous work we have explained (Cabral 2013) how virtual interactions allow the breaking of barriers and hierarchy and how this strategy, in spite of being used to integrate people, can lead to misunderstandings and move the interaction partner apart. In order to promote a sense of proximity to the addressee, many of the messages sent by trading or service companies aiming to capture customers use address forms normally used between people who share some intimacy, in which case the power hierarchies are more egalitarian. The data used in this study are in the form of 50 messages sent to clients or potential clients in order to attract them; our goal is to analyze the address forms used to facilitate approach and the meaning effects they assume, focusing on: 1) the address systems used by Brazilian companies in contact with customers; 2) the discursive values of pronominal and nominal terms of address in public discourse(s), with special emphasis on Brazilian Portuguese.

Keywords: Brazilian Portuguese, terms of address, business discourse

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Mas p senhor conhece-me de algum lado?
Impoliteness in using nominal address terms in European Portuguese

Isabel Roboredo Seara

In the present study we use the definition of Araújo Carreira (1997: 7), who considers address terms as “des moyens verbaux de régulation proxémique aux quels les locuteurs ne peuvent pas échapper en interlocution” (verbal means of proxemic regulation that interlocutors cannot avoid in interaction), since it is with the help of address terms that “les interlocuteurs s’adressent les uns aux autres en se désignant et en désignant des tiers” (interlocutors address each other, naming themselves and naming third parties), thus configuring a manner of regulating interlocutory distance (approaching, contact, detachment).

We will focus on the address terms *senhor/a* + given name *nome próprio* in public communication (service encounters) in allocutionary contexts between strangers. Our paper aims at showing that the usage of the nominal address term *o senhor(a) + nome próprio(a)*, in interactions between speakers who do not know each other is considered impolite in European Portuguese, as it creates an actually or potentially intrusive approach.

Bearing in mind this increasing trend in current European Portuguese, we would like to analyze address terms that do create relationships of proximity and their acceptance in the address system. For this purpose, we will analyze a corpus of 50 messages taken from service encounter interactions.

Keywords: European Portuguese, terms of address, service encounters

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**Televised political debate genre:
(Im)politeness strategies in the 2014 Brazilian presidential elections**

Rosalice Pinto

Political debates are public discourses (Pinto & Seara 2011) which take place during the election season (whether these are for the post of President or for the post of Prime-Minister, depending on the type of government) form the media subtype with very specific *scenographies* (Maingueneau, 1998). Candidates from different political parties appear on stage hosted by TV channels, sitting in a semi circle, with a journalist at the center, answering questions and defending their governing plans. In fact, these politicians address the each other, the moderator and the audience, answering questions posed both by the host as well as the audience itself. Indeed, on the one hand, there are the speakers who establish a more conflictual interaction, and on the other, there is the debate moderator and the auditorium itself seeking to bring up voters’ concerns. In view of that context, this work which is placed within an interactional perspective of text and discourse analysis

(Kerbrat-Orecchioni 2013), will seek to analyze how *(im)politeness strategies* were managed in the political debates at TV GLOBO in the last TV program before the Brazilian presidential elections of October 2014. 4 representatives of the major political parties for the presidential elections of 2014 took part in this debate. In order to study the dynamics of *address terms* (nominals, pronouns) in televised debates, our focus will be on the description of the forms of address used by the candidates and by the mediator verifying how they can act as *Face Threatening Acts* or FTAs (Brown & Levinson 1978, 1987) and the *Face Flattering Acts* or FFAs (Kerbrat-Orecchioni 2005) in discourses. These initial studies show that the mediator and the candidates use different linguistic strategies, depending on some contextual aspects: the audience which they are addressing, the ideology of the party, the asymmetric power relations.

Keywords: electoral debate, politeness strategies, forms of address, textual genre, power relationship

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On the negotiation of interlocutive distance in interaction: The Portuguese address forms in discourse – Its implications for (im)politeness

Thomas Johnen

Even if it is not unknown that Portuguese has a highly differentiated system of pronominal address forms (Jensen 1981, Medeiros 1985, Carreira 2005) – which is rather uncommon within contemporary Standard Average European – little attention has been paid to its analysis in real discourse by the highly ranked international linguistic journals published in English.

Due to the multiplicity of choices, in Portuguese, address forms are important means of negotiating interlocutive distance between speaker and addressee in interaction (cf. Carreira 2014, Oliveira 2006). This is especially true for Brazilian Portuguese. In this variety of Portuguese the negotiation of the interlocutive distance through address forms can be considered as being continuous, since it is possible to switch between proximity, distance and (in some contexts) very formal honorific forms in both directions in the same interaction (even in the same turn) without the necessity of metacommunicative acts and

without disturbing the communication (cf. Johnen 2006, 2011), whereas in languages like German or French, such a behaviour would disturb the communication seriously.

If we apply the common definition of politeness as effort of creating or maintaining a harmonious communication (cf. Kerbrat-Orecchioni 2014:295) to the phenomenon of interlocutive distance, polite behaviour means choosing the distance which is expected as adequate for the specific context and interpersonal relationship, impoliteness an inadequate distance with the potential of provoking a negative reaction of the interlocutor.

This presentation aims to analyze the interrelation between this continuous negotiation of interlocutive distance through address forms and its implications for (im)politeness in Brazilian Portuguese. The empirical basis are three corpora of service encounter dialogues in travel agencies, ice cream parlours, pharmacies, baker's and butcher's shops, collected by Sette & Ribeiro (1984), Zornig (1987) and Luna (1990), as well as political television debates (Johnen 2011).

Keywords: Brazilian Portuguese, terms of address, service encounters, interlocutive distance.

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Forms of address in constructing personal and group identity in Portuguese parliamentary discourse

Veronica Manole

The aim of our presentation is to present an analysis of the role that address forms (both nominal and pronominal) may play in constructing personal and group identities in Portuguese parliamentary discourse. Continuing previous studies on political identity (van Dijk 2010; Ilie 2010a; Marques 2010), and on address forms usages in parliamentary debates (Ilie 2010b) our analysis will focus on the way speakers use address terms in order to create personal and group identities of the others. The first part of the study will focus on pronouns and honorifics as a means of constructing interpersonal distance, while the second one will be dedicated to nominal address terms, as a means of expressing professional, relational and political identities. The corpus of our study consists of 33 parliamentary debates that took place in 2011 and 2012 in the Portuguese legislative body.

Keywords: European Portuguese, terms of address, parliamentary discourse, interpersonal distance

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Panel 3 – Culture, Globalisation and Impoliteness: Portraits of L2 Learners of Turkish

Convenor: *Çiler Hatipoğlu*

Cross-cultural comparative studies have shown that (im)politeness is a 'slippery' term which varies across languages and cultures and that it is difficult to learn '(im)politeness' in a language different from our mother tongue since usually its 'rituals' are implicit. Therefore, in order to be able to understand when and how L2 learners experience difficulties while

decoding and employing the (im)politeness rules of a new environment in-depth scrutiny of the context and speakers is required. Since, as far as the authors are aware, there are no previous studies examining impoliteness in L2 Turkish context, the five papers in this panel aim to be the first steps in filling this gap. The studies in the panel focus both on negative (e.g., apologies, criticism, refusals and suggestions) and positive politeness (e.g., well wishes) speech acts and employ various data collection procedures in order to be able to draw a more comprehensive picture of how factors such as culture and globalisation affect the perception, conceptualisation and production of interlanguage speech acts by native speakers of various languages (e.g., American English, Arabic, German, Japanese, Korean, Russian) and cultures in L2 Turkish study abroad context.

Contributions of the Panel

Impoliteness in L2 Turkish suggestion formulas in a study abroad context

Yasemin Bayyurt & Leyla Martı

Suggestions are directive speech acts that aim at getting the addressee do something to the benefit of both the speaker and the addressee. They are categorized as directives which are face-threatening depending on the relationship between the speaker and the hearer (Brown & Levinson, 1987). Therefore, interlocutors need to use mitigation devices such as hedges to minimize the imposition on the hearer. However, in languages such as Turkish, suggesting is usually perceived to be less face-threatening. Accordingly, L1 Turkish speakers make their suggestions in a more direct fashion and they are less inclined to soften the message to minimize the degree of imposition on recipients of their advice (Bayyurt & Martı, 2012, in preparation). In a second or a foreign language the assessment of face-threat becomes more of an issue. It is important for the learners when interacting with native speakers of the target language to use the appropriate strategy (Cohen & Shively, 2007). In the light of the findings of the earlier studies, this study attempts to make an original contribution to the field of impoliteness by focusing on indirectness of suggestion formulas in L2 Turkish in a study abroad context (SAC).

The participants of the study consist of advanced L2 learners of Turkish in SAC. They are attending a Turkish as a Foreign Language for advanced learners of Turkish. In order to be able to compare the suggestions formulas that are produced by the advanced L2 learners of Turkish, data from L1 Turkish speakers have also been collected. The participants of the study are asked to fill out a background questionnaire to gain an understanding of their previous language learning experience and practice. Two sets of data have been collected: short essays and a discourse completion test (DCT) comprising 10 situations.

The results of the study show that suggestion patterns of L1 Turkish speakers and L2 learners of Turkish are different. Specifically, L1 Turkish speakers prefer direct strategies such as imperatives when they are writing an essay in letter format to a friend. Turkish L2 learners, on the other hand, prefer direct forms when they respond to the 'conversational' situations of the DCT. The results also suggest that the L1 Turkish speakers show higher sensitivity to context than the L2 learners of Turkish and adapt their language to different situations and audiences accordingly. In sum, it can be said that the results of this study can provide important insights into teaching Turkish as foreign language in SAC.

Keywords: face, suggestions, (in)directness, L2 Turkish, study abroad context

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The speech act of criticism and (im)politeness in intercultural communication: The case of L2 Turkish

Hümeýra Can

Globalization has led to the creation of a “new world”, where people who belong to various cultural groups and speak different languages interact with each other on a daily basis regardless of their location, language and culture (Samovar et al. 2007). Thus, mono-cultural people have been transformed into multicultural individuals who are expected to comprehend and feel comfortable with unfamiliar social demands while bonding with people from other cultures (Hatipođlu & Can 2011). One of the main factors that have led to intercultural communication is the study abroad context. Considering the case of Turkey specifically, every year the number of foreign students coming to Turkey for their university education is increasing. Therefore, this study focuses on L2 learners of Turkish in a study abroad context and specifically aims to examine their performance of the speech act of criticism. This speech act has not been studied in L2 Turkish. Yet it is considered to be an important part of educational settings and students’ daily life and thus, a necessity for the development of their intercultural communicative competence. Therefore, criticism as a face-threatening and complex act is expected to shed light into the complexity of interaction that takes place among students from different cultural backgrounds in a language teaching and learning setting. In this study, criticism is defined as an illocutionary act which aims to express a negative evaluation of the hearer’s actions and products to improve future action (Wierzbicka 1987). In collecting the data for criticism speech act, advanced L2 learners of Turkish took part in peer feedback sessions in the form of dyads. The sessions were audio and video-recorded and then transcribed for qualitative analysis. The results of the study showed that there were some differences and similarities in the way learners of Turkish from different cultures achieved (im)politeness in realizing the speech act of criticism in Turkish.

Keywords: the speech act of criticism, L2 Turkish, intercultural communication, study abroad context

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L2 Turkish learners' conceptualization of the 'polite' speech act of congratulating in Turkish

Hümeýra Can & Çiler Hatipoğlu

For quite a while now, it has been recognized that there is a dynamic interplay between cognition and culture, and people view their world through categories, concepts, and labels that are products of their own culture and their perceptual frames of reference (Porter & Samovar 1982). Therefore, members of every community have their own rules and rituals of (im)politeness. This adds to the complexity of intercultural communication urging language learners to develop the cultural awareness necessary to acculturate and successfully make sense of the world around them (Dufon & Churchill 2006). This cultural awareness involves mastery of speech acts in a particular culture since speech acts show variations across languages and cultures in terms of their linguistic and pragmatic aspects (Johnson & Johnson 1999). Turkey is one of the countries where intercultural communication is increasingly evident with its development as a study abroad context. Research has shown that one speech act that is a crucial 'ingredient' of the conversations among native speakers of Turkish is congratulations which are an expression of approval aimed at strengthening social relations and intimacy (Tsilipakou 2001) and are considered to be "intrinsically polite" (Leech 1983). They are not only frequently used in everyday communications but they are also exchanged among interlocutors on special days and emotionally loaded occasions such as birthdays, anniversary, and weddings (Can 2011).

This study aims to uncover L2 Turkish learners' lexical conceptualizations of the Turkish congratulation performatives *tebrik* and *kutlama* and its cultural pragmatic aspects based on their experiences, views and attitudes. In doing this, a Metapragmatic Conceptualization Questionnaire was administered to advanced L2 learners of Turkish in a study abroad context and analysed quantitatively and qualitatively. The results of the study revealed intriguing facts about the ways L2 learners of Turkish perceived and conceptualised (im)politeness and congratulations in Turkish.

Keywords: the speech act of congratulating, conceptualization, L2 Turkish, intercultural communication, study abroad context

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The effect of culture on evaluation of (im)politeness in L2 Turkish

Çiler Hatipoğlu

Research examining the interlanguage pragmatic development of language learners (LL) has shown that LL experience difficulties while learning and employing the pragmatic rules of the second/foreign language (L2) since different cultures have different rules of (im)politeness (Bataineh & Bataineh 2008, Dalmau & Gotor 2007, Garcia 1989, Hatipoğlu 2009, Shardakova 2005). In order to be able to match the appropriate structures with the given social situation, however, LL first need to be able to evaluate the interacting variables in the target contexts appropriately (i.e., to calculate their weight as the native speakers of the language do). This ability is even more important in study abroad context (SAC) where LL constantly find themselves interacting with native speakers of the target language (Cohen & Shively 2007). Since, to the best knowledge of the researcher, no previous study has examined the effect of culture on the evaluation of level of imposition in L2 Turkish contexts the current study aims to be one of the first steps in filling this gap. The specific aim of the study is twofold. First to uncover how L2 learners of Turkish with different cultural backgrounds evaluate the weight of the offences in the vignettes provided to them and the level of (im)politeness of the apologies suggested for these situations; second, to compare and contrast the evaluations of LL with the assessments of native speakers of Turkish.

The data for this study were collected from advanced L2 learners of Turkish in SAC using background and evaluation questionnaires and interviews. The informants were asked to first rank the perceived seriousness of the offence in the situations presented to them in their own culture and in the Turkish culture and to explain the reasons for their evaluations. Then, they were instructed to evaluate the level of (im)politeness of the suggested apology expressions in the examined situations and again to explain the reasons behind their evaluations.

The results of the study show how factors such as the level of closeness between the mother and target culture of the participants affects the evaluation of the level of seriousness of the offence and how this initial assessment alters the interpretation of the level of (im)politeness of the provided apologies.

Keywords: apologies, interlanguage pragmatics, Turkish as a foreign language, evaluation of (im)politeness, study abroad context

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(Im)politeness in L2 Turkish refusals in equal status encounters in a study abroad context

Sevgi Şahin

Globalization has headed communities toward greater contact with each other and necessitated us to become multilingual speakers (Canagarajah & Wurr 2011). This, in return, has generated another essential necessity that the multilingual speakers possess intercultural competence (Byram 2012) since different cultural norms and contentions reveal themselves as often contradictory messages and behaviors in the language. Speech acts are also often verbalized and conceptualized differently across cultures as different cultures vary in their interactional styles (Wierzbicka 1985), exhibiting various strategies for realization of speech acts. As one of the face threatening acts, refusals are likely to create misunderstandings and irritating situations if realized inappropriately in terms of politeness rules of the cultures of the target language during intercultural encounters. What's more, in intercultural conversations, the same situation may even require speakers from a culture to refrain from refusing while in another culture, one can find refusing in that situation quite natural. Therefore, to maintain the flow of the conversation appropriately, refusals necessitate a great deal of pragmatic competence on the part of the speakers using a second or foreign language. This need is more evident in the study abroad contexts when learners aim to pursue their (under)graduate education in other countries. Thus, this study aims to investigate refusal conceptualizations of advanced L2 learners of Turkish in a study abroad context and their evaluation of the level of (im)politeness of example refusal realizations when refusing people with equal status.

The data were collected from advanced L2 Turkish learners in Turkey, through Discourse Completion Test and focused group interviews to gather in-depth data as to how participants evaluate the situations and whether they conceptualize them as contexts to refuse. The results show that gender and type of relationship between interlocutors and

their own culture are highly influential in the refusal conceptualizations and realizations of L2 Turkish learners.

Keywords: interlanguage pragmatics, L2 Turkish speech act of refusal, intercultural competence, (im)politeness

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Ti epTerms of address in Najdi dialect: Normativity and variation

Hessah Aba-alalaa

This paper describes the system of address terms in Najdi dialect through the results of a survey and interviews with native speakers of the dialect. The main argument in this paper departs from Watts' (2005) argument that terms of address might not express politeness. I argue in this paper that functions of address terms are varied and they could produce textual effects (situational role designation, reference maintenance, manipulation of voicing) or affective effects (endearment, aggression) in addition to the default social function i.e., (im)politeness which is taken in this paper to be simply a particular stereotypical effect.

It also attempts to explore how the indexicality approach suggested by Agha (2007) to the address terms enables researchers to account for infinite society-internal variability and heterogeneity in the address behaviours among the same group of users. Based on this approach, address terms are not seen to possess any inherent semantic characteristic or pragmatic value pertaining to politeness that can be implemented in interaction. Instead the address terms usage can stereotypically index different meanings of politeness (deference/intimacy) through reflexive models of interaction that indexically shape stereotypes of the language users' identity and their ideologies regarding their usage of the address terms. Additionally, the results of the used survey and interviews show intragroup variation that indicates social struggles over the terms of address usage norms and possibly normative uncertainty.

Keywords: address terms, politeness, norms, deference, intimacy

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Pragmatic politeness in scholarly book reviews: A cross-linguistic study

Reema Albilehi & Eva Ogiermann

This presentation provides a contrastive analysis of politeness in academic book reviews in the field of linguistics written in English, Arabic and Russian. Previous research has shown that the interpersonal relationship between the reviewer, reviewee and the wider audience in printed academic texts plays an important role in this genre's discourse construction procedure (Gea-Valor 2000, Gea-Valor & del Saz Rubio 2000-01, Hyland 2000), and that this relationship is treated and manifested differently in texts written by expert users of academic discourse of different language groups (Lores-Sanz 2012, Moreno & Suarez 2009, Moreno & Suarez 2011).

Scholarly book reviews play an important role, as they evaluate the validity of the contribution at hand. While reviewers need to strike the right balance between positive and negative evaluation in order to maintain a friendly relationship with the reviewee, the public

nature of this interaction intensifies the seriousness of the damage that a critical comment can bring to both the reviewee's and reviewer's face.

Brown & Levinson's Face-saving model (1987), which has previously been applied to the study of academic texts (Garces-Conejos & Sanchez-Macarro 1989, Lafuente-Milan 2000, Myers 1989, Salom & Monreal 2009) will be used to analyze the politeness strategies that reviewers employ to mitigate criticisms and downtone compliments and praise, which encode the interpersonal relationship between the participants of a textual interaction.

A preliminary cross-cultural analysis has revealed that there are significant differences not only in the proportions of positive and negative comments across the three language groups but also in the reviewer's pragmatic choices reflecting the amount of face-threat involved for both the reviewer and the reviewee. While English and Russian book reviews use similar strategies to balance positive and negative comments, reviews written in Arabic rely on excessive praise and tend to employ politeness strategies that are typical of Arabic oral discourse.

Keywords: pragmatic politeness, genre, cross-cultural rhetoric, textual analysis

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Discourse, gender roles and (Im)politeness: An exploration of political TV talk shows in Pakistan

Rooh Ul Amin

Keeping in view the culture-specific parameters with reference to gender in Pakistani social set up, this study explores the negotiation of gendered and social identities of Pakistani politicians through mediated conflict talk in cultural (im)politeness perspectives (Mills 2009) while focusing on the role of lexical choices, interruptions, accusations and discussion of taboos and profanity as discourse strategies. The corpus for this study consists of four TV talk shows aired on different Pakistani news TV channels between September 2009 and June 2011 based on a conflict debate over “hot issues” such as corruption, changing political loyalties, and efficiency of the government.

The contextualized analysis (Lave & Wenger 1991) of (im)politeness, negotiation of gendered and social identities and power relationship is treated at the cultural level (Lakoff 2004, Mills 2009) coupled with the notion of social conflict and disharmony (Culpeper et al. 2003, Culpeper 2008, 2010). The overarching methodological framework of this study is the genre approach (Garcés-Conejos Blitvich et al. 2010, Garcés-Conejos Blitvich 2013, Fairclough 2003) in the context of institutionalized TV talk shows.

The data reveals that women politicians challenged strong gender stereotypes through going beyond the cultural, social and gender norms to perform at their best in competing domains like the media and politics. However, the aggressive discourse strategies might increase the distance amid politicians and the overhearing target audience in light of already established sociocultural conventions in Pakistan and in turn, jeopardize their gendered and social identities. It is also evident that negotiation of identity and establishing harmonious power relationship in mediated political discourse is not an easy task because the invisible complexities of significant sociocultural values usually filter and evaluate the discourse through discursive gender discourse patterns. Last but not the least, the data also manifest that both men and women should adhere to the gender and sociocultural norms for the collaborative power relationship, otherwise, it might lead to the loss of solidarity in the institutional context that in the case of this study is the media and the audience.

Keywords: media discourse, gender impoliteness, TV talk shows

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Doing pride via threat: Immigrant voices in students' essay texts

Argiris Archakis

One of the main goals of researchers ascribing to Critical Discourse Analysis is the investigation of the relation between the macro-level (including the dominant values and views) and the micro-level (including speakers' various discursive strategies and texts) (Blommaert 2005). In this context, researchers explore speakers' positionings towards the naturalisation and thus perpetuation of social inequality via discourse. In this presentation, I employ basic concepts of Brown and Levinson's (1987) politeness theory and in particular the *positive face threatening acts*, to analyze immigrants' positionings towards the discourse of the majority in Greece.

While facing the influx of immigrants during the 1990s, the Greek majority adopted a particularly racist discourse. My purpose here is to explore how immigrant students attending Greek schools attempt to articulate their voice in relation to the assimilationist, racist discourse surrounding them. Focusing on the functions of the disclaimer *I am adjusting myself, but...* used by immigrant students, I argue that it constitutes a particularly effective means allowing them to raise a complex and polyphonic voice pursuing the adjustment to the host country, without however losing their face and pride. More specifically, the data analysis shows that in their school essays, and under the influence of their immigrant/ethnic communities and their negative experiences in the host country, immigrant students recontextualise the majority disclaimer *I'm not a racist, but...* used by majority population (van Dijk 1992). The disclaimer seems to have undergone an entextualisation process that has led to the new disclaimer *I am adjusting myself, but...*, which is intertextually linked with the former, but reversing its target (cf. Blommaert 2005). While the majority disclaimer is an expression of latent racism threatening the positive face of immigrants, the one discussed here involves mitigated threatening acts against the majority assumptions as well as the enhancement of immigrant students' face.

Keywords: positive face, threatening acts, entextualisation, immigrant students in Greece, Critical Discourse Analysis

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It's not me, it's you: Analysing conflict talk in a corpus of sitcom discourse

Çağla Baştürk Karatepe

According to Grimshaw (1990), conflict and talk are two features of human social life that are both pervasive and intellectually fascinating. This study aims to investigate types of disagreements taking place in the conflict talk within a sitcom discourse according to Muntigl and Turnbull's taxonomy (1998) and provide examples of conflicts from a politeness and impoliteness perspective; and tries to answer the question: *what makes impoliteness laughable?*

In ten conflicts in the British TV series 'Coupling', which constitute the data of this paper, the speakers used all types of disagreements, challenges and contradictions being the most frequent. Furthermore, the speakers use impolite vocatives, sarcasm, mock politeness and failed politeness during the conversations. This indicates that speakers do not try to use any mitigating devices such as hedges. Instead, speakers tend to be quite direct which is often considered as "impoliteness" (see Brown & Levinson 1987, Lakoff 1989, etc.).

The fact that unmitigated FTAs are quite frequently used within humorous dialogues indicates that this is entertaining impoliteness, which is a feature of TV entertainment shows. According to Culpeper (2008, 2011), entertaining impoliteness involves entertainment at the expense of the target of the impoliteness, and is thus always abusive to a certain extent. What makes it rather funny can be that the targets are entirely fictional. Culpeper (2011) argues that such symbolic violations to identities and social rights cannot be surprising when one remembers that people used to be entertained by gladiatorial shows in the past (p. 234). As Bousfield (2008) states, "impoliteness is genuinely ubiquitous" and can "exist across all discourses within human interaction", but in certain discourses, where it is sanctioned (such as army trainings, and comedies/sitcoms on TV), "face-damage and hurt is *precisely* what such linguistic behaviour is designed to do" (pp. 141, 149). And it is suggested that there are five sources of pleasure involved in such verbal aggression on TV sitcom discourse: (1) emotional pleasure, (2) aesthetic pleasure, (3) voyeuristic pleasure, (4) the pleasure of being superior, and (5) the pleasure of feeling secure (Culpeper 2011).

Keywords: conflict talk, disagreements, entertaining impoliteness

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**“Nice, but is the above really leading to the conclusion?”
Supervisor feedback comments on students’ drafts of dissertations**

Helen Basturkmen

The presentation reports part of a wider project into supervisor provision of feedback on writing in draft dissertations and theses in the New Zealand context (Bitchener, Basturkmen & East 2010). At postgraduate level little attention has been given to the specific types of response that supervisors give to their thesis students. The project involved participants from three disciplinary areas – Humanities, Sciences/Mathematics and Commerce at six universities and mixed data collection methods - questionnaires, interviews and requests for participants to supply a sample of written feedback.

This presentation reports our analysis of how supervisors framed their feedback comments on the samples of written feedback collected in the wider study. At postgraduate level, it is generally expected that supervisors take care to formulate feedback comments not only to express clearly what improvements are needed but also bearing in mind the face concerns of students who have expended considerable time and personal investment in their research. The data comprised the naturally occurring drafts student supervisees had given to their supervisors and on which their supervisors had written feedback comments. A total of 351 feedback comments were analysed. As a point of departure we drew from descriptions of pragmatic intention and strategies in previous research in the area of critical feedback (Kumar & Stracke 2007, Nguyen, 2008, Nguyen & Basturkmen 2010) and developed these to account for what we observed in our data set. Analysis revealed the ways supervisors typically couched their feedback comments, that the level of directness varied in relation to the focus of the feedback comments, that comments were often softened, that comments could be complex due to a piling up of pragmatic functions, and that positive responses were often used to ‘sugar the pill’ (Hyland & Hyland 2001) in advance of critique.

Keywords: feedback, critique, indirectness

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Politeness and rapport building mechanisms in globalised settings: An investigation into interactions at the hotel front desk

Géraldine Bengsch

The world is becoming increasingly interconnected, creating implications for investigations in global communicative settings (Blommaert 2010). Politeness remains of interest to scholars and research has extended to address these changes (Kerbrat-Orecchioni 2006, Placencia 2004). In line with this development and maturing of the literature, this project takes a postmodern approach to politeness (Holmes 2012).

Here, hotels provide an interesting environment for research related to global communication and questions of politeness usage. A hotel has been described as a naturally occurring “laboratory” for interaction research (Cohen 1979). Investigating conversations between hotel receptionists and their guests is used in this project to demonstrate how interdisciplinary approaches can further knowledge in a globalised world order. Politeness, or “courtesy,” is integral to the business operation in hotels (Buttle 1996). However, it is seldom addressed independently in studies in tourism or hospitality.

The social sciences have a long standing tradition in addressing talk in a various settings, including asymmetrical interactions like service encounters (Drew and Heritage, 1992). Conversation Analysis (CA) provides a framework to uncover “hunches” (e.g. Blue & Harun 2003) in the hospitality literature and back them with empirical evidence. Furthermore, it can add to the body of knowledge across disciplines by tying understanding about communication together.

For this study, 10 hours of naturally occurring conversations between receptionists and guests were collected from four hotels in three European countries (England, Germany, Spain). Unlike common practice in the tourism industry suggests, a top down approach to communication (see Solnet 2007) cannot account for the subtleties of politeness and rapport managing mechanisms between them. Patterns of politeness found in the corpus appear to be robust and represent how both receptionist and guest orient to mutual preferences of structures in talk over the course of the encounter. The data proposes that what constitutes an effective and efficient encounter is specific to arrival, stay and departure interactions.

Keywords: Conversation Analysis, international communication, tourism and hospitality, rapport building, courtesy, second language interaction, service encounters

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The expression of im/politeness in terms of address in Polish and French

Justyna Bernat

The purpose of this research is to tackle the question of terms of address in their interlingual perspective. A number of monolingual studies in both Polish and French described the entire system of terms of address in each language. But the lack of an advanced comparative study in different languages leaves translators, teachers and more importantly students to their own intuition. Thus, we do not aim to embrace the entire system of address for each language but only those terms that are frequent in everyday conversation.

We place our research in the perspective of Brown & Levinson politeness theory and cross-cultural pragmatics to demonstrate the intimate relation between language and culture.

With the help of software designed for computer aided (interactive) linguistic research, (SEMANA), we built parallel databases of real uses of terms of address. Our corpuses, extracted from native TV-shows, offer samples of modern usage in quasi-real situations including a variety of social contexts and relations. These databases display a diversity of terms of address which goes much further than the simple T (lat. 'tu') vs V (lat. 'vos') opposition. By analyzing verbal behavior of native speakers in similar situations we hope to draw a table of equivalents based on their pragmatic use and not on their literal meaning. The computer-aided approach makes it possible to define types of usage by reducing all form uses which are described by the same ontological features to one type. As a matter of fact, in our approach each term of address is categorized by a tree system of attributes and values consisting of two types of features: ontological features give account of the context and the social background in which terms are used, whereas form features describe the linguistic realizations.

This combination of universal ontological features will serve as *tertium comparationis* for the translation into the other language. Our software will make it possible to compare usages which are not totally identical but only similar on a scale of politeness the degrees of which are not the same in both languages. Thus we show how Polish language distinguishes different nuances in personal reference than French and at what point it may be problematic in interlingual and intercultural context.

Keywords: cross-cultural linguistics, pragmatics, politeness, discourse analysis, interactive linguistics

Do we switch codes for politeness purposes? A case study of Greeks living in Ireland

Irma Bochorishvili

The aim of this presentation is to link two topics that are usually studied independently in sociolinguistics, namely politeness and code switching (CS). Described as a notion developed by societies in order to reduce friction in personal interaction (Lakoff, 2004), politeness is an important issue in linguistics because of its role in human interaction and thus, the study of language in its social context. As regards CS, Milroy and Muysken (1995) describe it as the central issue in bilingualism research that occurs in all bi/multilingual societies to a greater or lesser extent and affects everybody who is in contact with two or more languages.

Given the plurifunctionality of CS in conversation, as established by previous studies (Auer 1998), it would be surprising if it was not implicated in the politeness strategies of bilinguals. And CS of Greeks living in English speaking countries appears to be of a particular interest for studying politeness since these two language speakers are assumed to conceptualise politeness in different ways, with Greeks normally preferring more positive politeness devices than speakers of English, who tend to prefer more negative politeness devices (Sifianou 1992).

In order to have a closer look at Hiberno-English (HE) and Greek CS, I have conducted a small scale qualitative analysis based on the audio recordings of 10 Greek families' everyday conversations. Varying from 3 to 40 years of their residence in Ireland, and representing first, second and third generation migrants, these speakers seemed to switch codes for numerous reasons one of which is politeness. Based on the data analysis, various examples of switching from HE to Greek appeared to be indicative of positive politeness, as in the use of Greek diminutives or expressions of sympathy or interest. There were also cases of switching codes for humour, for bonding as well as asking for favours. Finally, in many of the recorded dialogues CS was used for negative politeness by making ultimate authorship of the remark uncertain, and thus allowing the addressee more leeway as to how they understand the comment.

Keywords: positive politeness, negative politeness, code switching, bilingualism

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Revisiting online conflict in social networking sites: The role of anonymity / familiarity

Patricia Bou-Franch

This paper examines conflict in the social media, defined in terms of the range of tools and technologies which support social interaction and lead to the reconfiguration of online communities (Boyd & Ellison 2008, Page et al. 2014). Recent research suggests that a combination of media theories and social processes like self-presentation and self-disclosure aids to the systematic categorization of the different social media (Kaplan and Haenlain 2009). On the other hand, online conflict occupies a central place in digital interactions, as it has been found to be pervasive in online communication. Importantly, the technological affordance of anonymity is considered to play a major role in fostering processes of depersonalization and group identification which lead to hostility (Bou-Franch and Garcés-Conejos Blitvich 2014).

This paper focuses on the popular networking site Facebook, in which two relational frameworks are identified, namely, the private interactions among friends (Eisenlauer 2014) and the public interactions among strangers in response to institutional / corporate posts (Kaplan & Haenlain 2009, Thurlow 2013). This study investigates how users manage and orient to conflict within each relational framework and examines the role of anonymity / familiarity therein.

The analysis of conflict draws on a multidisciplinary framework which includes research on impoliteness, conflict and digital discourse analysis (Lorenzo-Dus et al. 2011, Bou-Franch & Garcés-Conejos Blitvich 2014, Bousfield 2007, Culpeper 2005, Grimshaw 1990, Hutchby 2001, Sifianou 2013). To carry out this study, data from private interactions among friends and from public interactions among strangers were compiled and analysed. The analysis combined quantitative and qualitative approaches. The results were interpreted in terms of media theories and social processes. In particular, the paper discusses the notion of familiarity, which is deemed to be more productive than anonymity in explaining conflict in Facebook interactions.

Keywords: conflict, impoliteness, Facebook, anonymity, familiarity

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From Eastern to Western “Globalization”: The case of the Romanian Principalities in 19th century

Mihaela-Viorica Constantinescu

The historical perspective on the development of politeness (including the analysis of socio-political factors and changes) within a culture allows for a better understanding of the phenomenon in general and of present-day communicative behaviour. As Turner (2010) suggested, there is a specific local-global dynamic, interesting not only in a synchronic perspective, but also in a diachronic one. The local and global aspects are intricate (see Sifianou 2013). We consider “globalisation” a phenomenon deeply rooted in the history of humanity, with specific features since Antiquity to present-day, reshaped in time (i.e., the presence of a model-culture copied (and also re-interpreted) by other societies).

Our study favours a first order approach to politeness, emphasising the contemporaries’ perspectives and evaluations of events and interactions. The corpus consists of literary texts, mainly narratives and drama, from the mid-nineteenth century. Our focus is on changes in face-enhancing and face-constituting communicative behaviour in the transition from eastern to western “globalization”. In the nineteenth century Romanian Principalities there are complex mutations in the orientation of the society from the South-Eastern model (Ottoman, Greek) to the West European model (mainly French). The “already existing frame of reference” (Held et al. 2003: 374) resists changes (for certain age, sex and social categories) but also adopts change (in the case of other age, sex and social categories).

Our observations follow different pragmatic studies on politeness that have noticed: a historical tension between “contrasting ideologies” – for example, *Romiosyni* and *Ellinismos* in Greece (Sifianou & Antonopoulou 2005), the impact of cultural contact in general, the overwhelming role of the elite in promoting change (see Yli-Vakkuri 2005 for Finnish), the influence of Renaissance and some cultural arias (Italian, French) over (mainly Western) Europe in promoting a certain ideal of *urbanitas* (Held 2005). The analysis aims to highlight the relationship between the (collectivistic) Romanian culture and the means of expressing and evaluating politeness in the nineteenth century.

Keywords: historical politeness, face-enhancing behaviour, face-constituting behaviour, cultural model

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Religiously aggravated "hate speech" in the UK

Jonathan Culpeper, Paul Iganski & Abe Sweiry

The context of this paper is an on-going project on hate speech, undertaken within the research centre for *Corpus Approaches to the Social Sciences* (CASS), at Lancaster University, UK.

The UK's Crime, Security and Anti-terrorism Act 2001 established provisions for religiously aggravated offences in response to a backlash of incidents against Muslims in Britain following the 9/11 terror attacks in the United States. We explore cases of hate speech prosecuted as religious aggravation for underlying offences in the UK's Crown Courts. The records of such cases are not normally made available for study. We will briefly report on the difficulties in obtaining records residing with the Crown Prosecution Service, and the quality of the data represented within those records.

Our focus will be on the language of the utterances deemed to constitute, or potentially constitute, religiously aggravated hate speech, along with their co-text and context, as represented in the records. In other words, it focuses on the components that construct hate speech events. Our first step is to segment our set of hate speech utterances (and non-verbal behaviours) into the conventional impoliteness formulae described in Culpeper (2011). We note the tendencies that emerge, and also distinctive linguistic features of this data set. We also consider how the notion of face might elucidate the data. Our next

step is to examine, where data permits, a range of contextual features, including, for example, the presence of provocation, the victim's (emotional) reaction, and the accused's own reflections on their purported hate speech. Generally, we will also reflect on how well hate speech can be treated within the field of impoliteness research (e.g. Bousfield 2008; Culpeper 2011).

Keywords: hate speech, impoliteness, legal discourse

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Staging impoliteness or how far can you go: Strategies of impoliteness in the Between Two Ferns talk show

Marta Dąbrowska

As a result of the introduction of the Internet the modern world has been more and more often marked by a far-fetched democratization of meanings conveyed publicly, freedom of expression, pushing boundaries of privacy and good taste, and not infrequently by breaking social taboos in the media. Observation of interactive Internet platforms leads to a conclusion that audiences get ever more accepting, even encouraging in their search for stimuli that will make them feel amused. The talk show *Between Two Ferns* hosted by Zach Galifianakis, an American actor and stand-up comedian, to be found on the Funny or Die platform to which the host invites various celebrities, appears to be a very good reflection of this iconoclastic trend.

The objective of the paper will be to analyse selected fragments of four talk shows from the series with Barack Obama, Brad Pitt, Charlize Theron and Natalie Portman as the invited guests. The choice of the above celebrities in the first place aims to investigate whether there are any differences in the behavior of the host towards his guests in terms of their gender, and identify what strategies of impoliteness and with reference to what topic he makes use of in his programme in order to entertain his viewers. Employing the participant perspective with regard to the evaluation of the meanings expressed, the paper will also analyse the reactions of the celebrities themselves as regards the treatment which they experience in the show as well as their strategies of dealing with it (e.g. reciprocal impoliteness, humour, avoidance, silence or threat). The overall aim of the discussion will be to investigate the sources of the impolite reading of the host's behavior as a part of the convention he has assumed in the programme and the techniques he uses in the given context which allow him, on the one hand, to convey offensive meanings towards his guests (in view of both themselves and the audience), and on the other, create an atmosphere of ambiguity and assure enough interest and support from the viewers to be able to continue the show.

Keywords: impoliteness, interaction, face, talk show, gender

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Disability etiquette from the standpoints of face and politeness theories (on material from English and Georgian)

Nino Daraselia

To respect the rights of people with disabilities is one of the duties of modern citizenship. However, the main question is how to do this: how to express deference towards representatives of the given minority group linguistically? How to refer to people having disabilities? What kind of verbal or non-verbal behaviour is considered (im)polite when interacting with them? Are the disability terms coined by linguists or human rights representatives always acceptable for people with disabilities? The paper is an attempt to examine the above-enumerated issues from the perspectives of face and politeness theories aiming to investigate whether the prescribed norms of disability etiquette are always valid in practice.

The empirical data cover samples of English and Georgian media genres (both spoken and written), dictionary data, the information obtained from English and Georgian social networking sites, besides the data gained by observation and note-taking.

The use of appropriate terminology is of particular relevance for promoting and maintaining social harmony with people with disabilities. The observations have shown that the terms reflecting the stereotypes *victim/hero* are insulting for the representatives of the group under discussion; any instance of their use might create a face-threatening act or lead to the communicants' face loss. The analysis of current English and Georgian disability-related terms has revealed the tendency of homogenization in term-building patterns: in both languages politically correct disability terms follow the principle *put the person first*, stressing the fact that individuals are not defined solely by their disability.

However, the study has also proved that in face-to-face communication term preferences differ from individual to individual, and the best way to solve the problem is to find out how a particular person with a disability prefers to be referred to, this may help us to choose the right politeness strategy to handle an interaction. It has also been stated that in general, the topic of disability is either tabooed or euphemized during exchanges.

On the whole, the results of the study support the viewpoint that being dynamic the concepts of face and politeness are continually under negotiation and control during any kind of interaction.

Keywords: disability etiquette, disability-related terms, face, politeness

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**The problem is, Nick, the problem is – nobody believes you:
Can we believe im/politeness? The role of im/politeness in successful
argumentation**

Rita Faria

This paper examines the links between im/politeness and argumentation and aims at devising an explanatory framework which illustrates how the usage of im/politeness as a facet of relational work (Locher & Watts 2005) contributes to shaping and establishing the actual content of arguments.

In an increasingly globalised world, argumentation is a pervasive discursive practice (Craig & Tracy 2005, Martin & Rose 2003), or a discursive genre (Hylan 1990) which deals with generating persuasive content conducive to a change of perspective (Johnson 2000, Dale 2005, van Eemeren 1996 et al.) or to the adherence of the audience (Perelman & Olbrechts-Tyteca 1969). Argumentation is therefore seen as a verbal activity from which im/politeness is detached – an argument can be framed with more or less face attack or redress while its content remains unaltered.

The aim of this paper is to show how im/politeness can be embedded in the content of an argument and is thus essential to determine an adversarial standpoint; this will be illustrated by a contrastive study of two political debates – a Portuguese-language 2011 debate between then Portugal's Prime Minister José Sócrates and then leader of the opposition Pedro Passos Coelho, and a 2014 English-language debate between Deputy Prime Minister Nick Clegg and Ukip Nigel Farage. Drawing on previous studies on im/politeness and public discourse (for example Blitvich 2010, Harris 2001, Locher 2004, Mullany 2002), this paper will resort to the aforementioned framework in order to ascertain the extent to which im/politeness “wins” debates – how persuasive is an argument which draws on im/polite discourse? Do “winners” of debates negotiate im/politeness in order to shape the content of their arguments? Or do they use im/politeness as strategic facework which bears no influence in contents?

This paper examines how negotiated, emergent im/politeness is a discursive practice embedded in the contents of argumentation which is prominently used to successfully establish adversarial arguments.

Keywords: im/politeness, argumentation, public discourse, discursive practice, facework

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Im/Polite directives in English and Spanish workplace emails

Vera Freytag

Globalization has led to the existence of numerous workplaces that aggregate people of different cultural backgrounds, who are faced with the challenges of working together and communicating effectively. Workplace communication has been revolutionized by computer-mediated means, which has also been accounted for in the field of pragmatics (e.g. Herring et al. 2013). In the field of cross-cultural pragmatics, however, studies based on authentic workplace data in the context of computer-mediated communication are still lacking.

The present paper reports on a study which is part of a PhD project and aims at addressing this gap by analyzing email directives in a multinational workplace taking an interactional sociolinguistic approach (e.g. Merrison et al. 2012, Stubbe et al. 2003). It compares the levels of explicitness and facework strategies of directives between 300 English and 300 Spanish emails written by native speakers of the respective languages. The findings show that both the English and the Spanish writers use explicit strategies about

twice as often as implicit ones but that these are realized differently in the two languages. The English data, for instance, reveal more imperative strategies than the Spanish data, which goes against findings of previous studies that investigated these two languages using DCTs (e.g. Díaz Pérez 2005, Márquez Reiter 1997). In line with more recent conceptualizations of politeness, the view is supported that the various ways in which directives can be framed should not be directly equated with im/politeness (e.g. Locher & Watts 2005, Mills 2003). Therefore, the email recipients of the community of practice were asked to evaluate a selection of directives in terms of directness and politeness. In addition to the quantitative analyses, qualitative methods such as ethnographic interviews and participant observation were employed to examine the influence of contextual factors on the choice of a particular directive strategy.

Keywords: email directives, face, workplace, cross-cultural pragmatics, interactional sociolinguistics

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A comparative study on attentiveness and its related concepts in Japanese and English

Saeko Fukushima

As there has been a growing need to focus on first-order im/politeness (im/politeness₁) in im/politeness research, especially from the discursive approach, this study focuses on politeness₁, eliciting interview data on attentiveness (defined as a demonstrator's preemptive response to a beneficiary's verbal/non-verbal cues or situations surrounding a beneficiary and a demonstrator, which takes the form of offering) and its related concepts, i.e., empathy and anticipatory inference. A cross-cultural (between Japanese and American people) as well as cross-generational (between people of two different generations, i.e., those with their early 20s and those with their early 50s) comparison was made. In Fukushima (2013), a cross-cultural and cross-generational comparison on evaluation of attentiveness was made using questionnaire data among the similar groups of the

participants as in this study, but the present study investigates attentiveness and its related concepts from the metapragmatic perspective through interview data. In Fukushima and Haugh (2014), a cross-cultural comparison between Japanese and Taiwanese people on the same concepts was made. A cross-cultural comparison between Japanese and American people in this study may further clarify cross-cultural differences and similarities on attentiveness and its related concepts.

The participants were asked to outline their understanding of the three notions above, including examples. The results show that there were some cross-generational (e.g., empathy and attentiveness were less important to the younger generation) and cross-cultural differences (e.g., in American culture, showing empathy is not that important, because of individualism). The results also tell us that some participants did not distinguish anticipatory inference from attentiveness, or empathy from attentiveness. There was an American student who stated that she tried to be polite by inferring others' needs. This implies that anticipatory inference can be one of the components to constitute politeness. These results would contribute to the understanding of im/politeness¹ in Japanese and English.

Keywords: politeness, attentiveness, Japanese, English

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Globalisation and social media: Swearing as the new means of communication?

Michael Gauthier

The importance and time we devote to social media sites is growing every year according to a study from Ofcom (see the 2013 Ofcom report), and it concerns people from all age groups, and all socioeconomic backgrounds (Smith and Brewer 2012). It would also seem that on these media, and especially on Twitter, people tend to swear more than in face to face interactions (Wenbo et al. 2014). Why would such a distinction exist between verbal exchanges, and computer-mediated ones? Do people feel more liberated on social media sites?

Computational linguistics can represent a very accurate and powerful way of analyzing the different uses people can make of certain speech patterns, though the objectivity of this method still relies on the methodology used by the researcher (Baker 2014). The aim of this presentation will thus be to introduce data taken from a corpus composed of several million tweets, and to analyze the way swearing is utilized in this corpus to try to make sense of the reasons why swearing is more present on Twitter than anywhere else. Swearing is often viewed as a taboo, and as something negative that has to be avoided, but it can often have a very positive linguistic value, and it may be a way to bond with people (Stapleton 2010). So, the emphasis will be laid on the contextual uses of swear words to better understand the pragmatic functions (either positive or negative) they may have on the media. Sentiment and concordance analysis will also provide more detailed examples of

vulgar interactions between users to highlight different reasons which may trigger the inclusion of swear words in the tweet, as well as the reactions they provoke.

Keywords: Twitter, swearing, globalisation, sentiment, aggression

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Civility, a neglected part of citizen's activity

Carole Gayet-Viaud

We will argue in this presentation, on the basis of long run ethnography of urban life and interactions in Paris, that every day urban interactions express and perform a commonsense of what relates people to one another, and, more generally, should be considered as way of studying citizenship as an on-going experience.

Though in ordinary situations of everyday life, the political, moral backgrounds and horizons of fleeting interactions are left unspoken, attentive ethnographies show that they do matter. What is at stake in these relations is not merely functionalist or even "ritual", if rituality is understood as these fake, empty "forms" and appearances, as opposed to "real", authentic, deep thoughts/ feelings/ideas, or whatever is supposed to be there, static and true "behind" the veils of appearances. Sometimes, events make people articulate those backgrounds expectations and those horizons again (those matters of moral and political principles) when they teach them to children, when they quarrel about them, when they teach them to one another.

This presentation will argue that, against what is usually admitted, ordinary urban civility is not just a matter of getting from A to B without problem, and living one's own life. It is also, more often than what is often acknowledged, a matter of experiencing the world we live in, testing who we are, what we can do with and among others.

We will therefore show that civility is not as much a virtue (of conducts, of people) than an activity, where people test and interpret their understanding of what the social bond is, of what they owe one another when they have nothing in common but their common belonging to a political community.

The data has been collected for several years through an ethnography of streets, public transportation, public cafés and gardens and consists of hundreds of sequences of interactions, from first-hand observations, as well as interviews, and an extra corpus of "unsolicited spontaneous narratives" about urban interactions in everyday life.

Keywords: civility, urban interaction, public realm, citizenship, ethnography, experiencing others

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"You are not going to turn me into Kasidiaris": Addressing women in the Greek parliament

Marianthi Georgalidou

The statement was addressed to a female member of the Greek Parliament, Liana Kaneli, by the then education Undersecretary during a parliamentary sitting. The person mentioned in the statement (Kasidiaris), the spokesperson of the extreme nationalist party, Golden Dawn, had previously physically assaulted Kaneli amidst a political discussion panel on television. The violent incident had been officially condemned by all political parties except for Golden Dawn. Nevertheless, reference to it in the verbal episode under scrutiny constitutes a verbal attack against Kaneli as it places full responsibility for the aforementioned violent act against her to her, indirectly justifying the attacker. Despite the fact that physical attacks against women parliamentarians have never occurred before or after the incident in question, sexist verbal attacks are rather common in the discourse of Greek MPs (Makri-Tsilipakou 2014).

In accordance with numerous studies highlighting aspects of political and parliamentary discourse that concern the rhetoric of political combat (Ilie 2001), verbal attacks and offensive language choices are shown to be a rather common choice in the context of a highly competitive parliamentary system such as the Greek (Tsakona & Popa 2011, Georgalidou 2011). In the present study, however, the analysis of excerpts of parliamentary discourse addressed to women reveals not just aspects of the organization of rival political encounters but, as far as female MPs are concerned, aggressive and derogatory forms of speech that directly attack the gender of the interlocutors. Drawing data from video-recordings and the official proceedings of parliamentary sittings for a period of two years (2012-2014), the present study investigates aggressive/ sexist discourse within this context. The theoretical issues addressed concern the impoliteness end of the politeness/ impoliteness continuum as well as face-threatening communication, in the light of extreme cases of conflict in parliamentary discourse that exceed the limits of expected political rivalry (Christie 2005).

Keywords: parliamentary discourse, gender, im/politeness

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Networked privacy: Saving face on Facebook

Mariza Georgalou

Participation, and concomitantly presence, in the popular social network site of Facebook is predicated upon publicness and disclosure which constitute the default (Marwick and boyd 2014). Yet, crafting, updating and monitoring a Facebook profile does not necessarily entail that we have to include every single detail about ourselves. Linking privacy to the concept of face, the public self image that people try to protect (Goffman 1955), this paper looks at the politeness strategies that users adopt to control the flow of information on their Facebook Timelines in order to regulate and safeguard their identity online. In doing so, it simultaneously investigates how they avoid, minimise or react to possible face-threatening acts (FTAs) (Brown and Levinson 1987) they recognise. My springboard is that 1) facework on Facebook varies according to our audience, and 2) privacy constitutes a function of controlling and managing our audience.

Drawing on discourse-centred online ethnography (Androutsopoulos 2008), a research paradigm which combines online ethnography with discourse analysis, I present and discuss a multimodal dataset of status updates, comments, video links, photographs, and interviews from five Greek users. In my analysis I consider such strategies as ambiguity, vagueness, presupposition, common ground assertion, impersonalisation, in-group language, code-switching, social steganography, self- and other-censoring.

By valuing privacy, both personally and socially, Facebook participants value their face. Protecting their informational privacy is equal to asserting control over their self- and other-presentation, that is control of how they wish to present, stage and craft themselves and others, to whom they want to do so, to what extent, in which contexts and under which circumstances (cf. Ellison et al. 2011). The findings provide insights not only on how Facebook participants see their faces but most importantly how and by whom they want to be seen, recognised and validated.

Keywords: Facebook, privacy, face, politeness strategies, discourse-centred online ethnography

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“Don’t make it so long, you know!”

Exploring violations of the turn-taking system and other incidents of impoliteness during sermon interpretation at an international Evangelical youth conference

Margarita Giannoutsou

The increasing presence of Evangelical churches on a global scale is largely owed to their extremely successful appropriation and usage of modern media as well as the regular orchestrations of mass media events for mission purposes. Sermon interpretation in front of mass audiences is an inherent component of such global conversionist events. The typical presentation mode encountered during the performance is a peculiar, institutionalized, environment-specific and linguistically strongly marked form of consecutive interpretation. In this mode, the sermonic discourse is “sliced” into ultra-short chunks of information, usually below sentence level, and preacher and interpreter take turns at a rapid pace with equal turn-taking rights. Structuring homiletic models in very specific ways, the smooth and symmetrical pattern also fulfils a number of aesthetic and symbolic functions, the most prominent being the projection of the image of a dynamic intercultural team, where each party passes the ball on to the other in an interactive mode of speaking, thereby conveying impressions of fraternal equality, cooperation and teamwork.

While the above seems to be the norm in church interpreting, striking instances of impoliteness, even aggression, where the interpreter’s increased latitude results in a competing co-presence on stage or in subtle or explicit conflict over speaking rights have also been found to occur (Giannoutsou 2014). Drawing on empirical data from an international Evangelical youth conference, I will analyse one such instance and discuss how the conditions of co-preaching vis-a-vis global mass audiences, and the high visibility it entails for the parties involved, challenges not only the traditional perspectives on interpreters as unobtrusive background facilitators, but may, paradoxically, even undermine the very Christian requisitions and values Evangelical ideology promotes.

Keywords: church interpreting, conversation analysis, institutional talk, ethnomethodology

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Silence is eloquent: Non-verbal responses to compliments in Chinese

Yun He & Chengyu Zhuang

This presentation reports on findings from a recent study that re-examines the much-researched Chinese compliment responding behaviour. It starts by outlining how approximately 400 compliments were identified from naturally occurring conversations. Then, drawing insights participants provided in follow-up interviews, we show that nearly half of the compliments received a non-verbal response, followed by acceptance, rejection and deflection in descending order of frequency. Since opting out has been largely ignored in previous studies, the saliency of this non-verbal response in our data came as a big surprise.

The paramount importance of opting out was brought to the fore, to our knowledge, for the first time in compliment response literature. Its centrality versus the peripheral status played by other strategies provide counterevidence for prevalent claims that the norm in Chinese culture is to (verbally) reject a compliment (Ye 1995, Chen 1993), or conversely that speakers of Chinese now overwhelmingly accept compliments (Chen & Yang 2010, Yuan 2002).

Viewing opting out as the figure against the background of verbal response, we discuss the above findings by developing two major arguments. At the macro or cultural level, drawing on communication studies (e.g. Scollon et al. 2012, Ting-Toomey 1999, Gao 1998, Tannen & Saville-Troike 1985), we argue that the preference of this strategy in my data is a reflection of the traditional value Chinese people place on silence and taciturnity in interpersonal communication. The claim that Chinese compliment response behaviour has been westernisation or anglicised as part of globalisation (e.g. Chen & Yang 2010) is critiqued. At the micro or pragmatics level, following previous works on silence and politeness or pragmatics (e.g. Ephratt 2008, Sifianou 1995/1997, Jaworski 1993), we maintain that opting out, like silence, is a complex speechless act that is inherently multifaceted and ambiguous. However, supported by participants' interview accounts, we argue that although opting out is not necessarily the most *polite* strategy as assumed by Brown & Levinson (1987), it is generally perceived by Chinese participants as socially appropriate or 'politic' in Watts' (2003) terminology.

Key words: politeness, opting out, silence, compliment response, politic

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Irony and im/politeness in Romanian parliamentary discourse: A diachronic perspective

Liliana Hoinărescu

Since its Socratic origin, irony has been related to a particularly intellectual attitude, by which the speaker simulates ignorance and modesty (see Aristotle, *Nicomachean Ethics* 4.7, 1127b 23-26). Apparently, irony reflects an altruistic rhetoric, according to politeness theories, the speaker favouring the interlocutor's face to the detriment of his own public image. However, by its sophisticated and ambiguous expression, irony connotes the speaker's elitist attitude and intellectual refinement. Whenever irony is successfully performed, it brings forward a marked discursive asymmetry for the benefit of the speaker, which could pass unobserved by the interlocutor, as the potential FTA is converted into a speech act with an intrinsic cooperative value (compliments, thanks, excuses). Politeness theories capture this discursive ambivalence of irony, interpreting it either as a politeness strategy (see Brown and Levinson 1987: 69) or, on the contrary, as an impoliteness strategy (see Culpeper 1996: 355-358). These contradictory pragmatic functions result from the complex and subtle discursive configuration of irony, which could emphasise, contextually, a dominant value: false modesty, critical distance, joke or derision (see also Kotthoff 2003, Leech 2014: 232-238).

Our paper aims at illustrating the different contextual expressions and pragmatic uses of irony in Romanian Parliamentary Discourse, from the perspective of the theories of im/politeness. The corpus includes a selection of debates in the Romanian Parliament, covering two historical and cultural periods: 1866-1938 / 1989 up to the present. The diachronic and comparative approach will allow us to reach some general conclusions regarding the rhetorical tendencies and the evolution of an institutional discourse characterised by formalism and conservatism (for a detailed discussion, see Bayley 2004, Ilie 2010). Special attention will be given to the dominant cultural models which have influenced and shaped Romanian parliamentary discourse, from the French model in the first decade to the Anglo-Saxon model and globalisation in present days.

Key words: irony, im/politeness, rhetorical devices, parliamentary discourse

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Cosmopolitanism and globalization. A bird's-eye view on the evolution of politeness structures and strategies in the Romanian cultural space

Liliana Ionescu-Ruxandoiu

The paper is based on the idea that globalization does not represent a brand new phenomenon. It is only the contemporary form of manifestation of a quite old tradition in the relationships between the local cultures and those which are perceived as dominant in a certain epoch. Borrowing, adjusting and tuning forms, structures and patterns of behaviour from a dominant culture were constantly a means of avoiding isolation and, at the same time, of giving more strength and legitimacy to a local culture. The role of dominant culture was variably assigned in time, depending on some politico-historical and social parameters; spatial factors had their influence too.

The author's intention is to illustrate with relevant examples the impact of the contacts with different foreign cultures on the evolution of politeness structures and strategies in the Romanian cultural space, from the eighteenth century until now. The old Byzantine and Slavonic models were replaced by Turkish and Greek models in the Phanariot times. Those were abolished in the first half of the nineteenth century, as a result of the opening of the Romanian Principalities towards the Occident (mainly France). Nowadays the global American influence is quite strong, changing the importance of some social parameters which traditionally governed the selection of politeness forms and strategies. What may appear as paradoxical is that nowadays Romanian culture tends to return to its original egalitarianism, via American influence. Yet, this egalitarianism is not the result of the relative social homogeneity – like in the old times – but a result of a specific hypertrophy of the individual ego.

The examples (illustrating mainly the evolution of the address forms) are excerpted from different kinds of written texts, as well as from corpora of present-day spoken language.

The data are explained and commented in an interdisciplinary perspective, combining some discursive (constructionist) theories of politeness (see Mills 2011) with elements from modern anthropology (mainly Kronenfeld's theory of cultural models) and modern views about writing history (Bendix's distinction between reference and follower societies).

Keywords: politeness strategies, cultural model, reference societies, follower societies, historical pragmatics

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Cultural values and impolite behaviour: The case of Spaniards, Britons and North-Americans.

Francisco Miguel Ivorra Pérez

This paper investigates the influence of cultural values in the taxonomy of impolite behaviour strategies (Kaul de Marlangeon 2008) shown by Peninsular-Spanish, British and North-American speakers. More particularly, the impact of Geert Hofstede's (2001) 'individualism index' will be examined. Considering the different scores obtained by these three nationalities in the index of individualistic cultural values, the goal of this paper is twofold: (a) to analyse the possible impact of Spaniards, Britons and North-Americans individualistic scores on the use of linguistic impoliteness strategies and (b) to make second language students be aware of the effect of cultural values in the impoliteness behaviour of the target language so that they can achieve intercultural competence.

A selected and small sample of 3 well-known international movies from the three nationalities under study has been chosen for the analysis: *Pretty Woman* (USA), *Notting Hill* (UK) and *3 Metros sobre el cielo* (Spain). The reason for choosing these movies is because their main characters reveal frequent disagreements and arguments promoting the use of impoliteness strategies. In addition, we have selected Hofstede's individualism cultural dimension because it is inextricably related to the relationships between the individual and the group. On the one hand, an observational analysis has been carried out to examine the similarity or difference in the use of impoliteness strategies appearing in each movie following Kaul de Marlangeon's taxonomy (2008). On the other hand, a quantitative analysis has also been driven to account for the frequency of each strategy in the three nationalities under study. The results obtained in this research seem to reveal that although some

impoliteness strategies are equally used in these three movies, there are also some differences that could be due to the index of individualistic values that constitute the *modus operandi* of each nationality.

Due to the interdisciplinarity of the study, we take into account tools from different disciplines, such as: (a) social anthropology (Hofstede 2001); (b) impoliteness literature (Culpeper 1996, Alba-Juez 2000, 2007, Kaul de Marleageon 2008); and (c) intercultural pragmatics (Bravo 1999, Kerbrat-Orecchioni 2004, Alba-Juez 2007, 2008).

Keywords: cross-cultural communication, cultural values, impoliteness, strategies, intercultural competence in L2.

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Normativity, (im)politeness and preference organization

Eleni Karafoti

Considering the close relationship of politeness to normativity, on the one hand, and appropriateness on the other, the 'discursive' turn (cf. Eelen, 2001, Watts 2003, Locher & Watts 2005) has admittedly shed new light on the study of (im)politeness. The traditional understanding of politeness as intrinsic to linguistic expressions and as a function of language manipulation that works to maintain social equilibrium has been set aside and an interaction-based approach has been advocated. Thus, a great deal of attention has been paid on the significance of the evaluation of (im)politeness by the participants.

The present work adapts a conversation analytic perspective in order to avoid premature and idealized theory construction in favor of the empirical identification of diverse structures of practices (Heritage, 1995: 397). The above choice allows for findings based exclusively on evidence that is located to the data itself.

By examining naturally occurring conversations between friends/relatives the aim of the present paper is to explore the ways in which regularities of (im)politeness emerge with regard to the concept of 'preference organization' (Schegloff and Sacks 1973). Preference organization accounts for the fact that not all second pair parts (SPPs) are heard as having equal status. For that reason preference has been related to (im)politeness and face considerations (cf. Pomerantz 1984, Lerner 1996, Bousfield 2007) on the basis of the different evaluative ranking of the alternative SPPs. Having the latter correlation as starting point, I will examine cases where the established pattern of preferred/dispreferred turns is departed from by exploiting Heritage's distinction of 'accountability' (1988: 128). The 'deviant case analysis' will allow us to understand how the alignment/non alignment with specific actions can be accounted for its moral or normative character.

Keywords: preference organization, accountability, (im)politeness, conversation analysis

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Politeness strategies in Tourism advertising through a Critical Cosmopolitan lens

Stavroula Kefala

Tourism as a socio-cultural condition of globalisation, is considered "a barometer" and "an instrument of local and national self-understanding" (Kirshenblatt-Gimblett 1998: 141) as well as a vehicle of intercultural dialogue (Robinson and Picard 2006, Johnson 2014).

In an era of mobility, to a large extent generated by tourism, interactional patterns may clash or vary as a result of cultural exchanges. There are different understandings of what is appropriate/polite behavior and choices of specific patterns may "indicate local resistance to wholly imported practices, or the way in which the local and the global are in a dialectic relationship and enrich a certain pattern" (Sifianou 2013: 94).

While taking into account the particularities of tourism advertising discourse, this article wishes to shed light on the strategies of persuasion used whilst building and maintaining a social relationship between host and tourist/visitor and how relevant issues of face, identity and participant roles can be traced through the analysis of linguistic shifts in the translation of tourism discourse.

This paper aims at exploring linguistic aspects of tourism advertisements in the framework of Brown and Levinson's (1987) politeness theory and Del Saz's (2000) methodology on the description of politeness in advertising discourse which seems to facilitate the analysis of tourism texts as it considers advertisements to be a fictional dialogue between speakers in order to establish a social relation between them while aiming at persuading the addressee to buy a particular product.

Through the analysis of Greek-English language pairs of translated tourism advertisements the article explores variation that occurs in linguistic choices on a level of positive/negative politeness. Choices are discussed within the framework of Critical Cosmopolitanism (Delanty 2006). Linguistic shifts denoting preference in (im)politeness strategies are linked to Critical Cosmopolitan orientations (Swain, 2009) in an attempt to offer awareness on different approaches to self-representation and interaction conventions across cultures. The Critical Cosmopolitan framework of interpretation is believed to offer an alternative viewing of globalization, forwarding self-definition and self-representation as opposed to pure homogenization.

Findings raise awareness on how representations are perceived and constructed in tourism advertising and how communicative strategies are applied according to the situation, the participants' roles and specific goals of an interaction.

Keywords: positive/negative politeness, tourism advertising discourse, Critical Cosmopolitanism

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Face and identity: Making a case for an interactional relationship through Greek translations of *Romeo and Juliet*

Aiki Keramida

Im/politeness research, particularly within its Relational approaches, seems to have extended one of its foci in the last ten years to the relationship between Face and identity. A number of researchers, such as Arundale (2005), Spencer-Oatey (2007), Locher (2008), Chaemsaitong (2011), Garcés-Conejos Blitvich (2013), Haugh (2007), Joseph (2013) have attempted to investigate whether identity-related considerations should be connected to face-related ones in facework analysis. Arundale (2005) has emphasized the impossibility of connecting the two concepts on account of individual, social and affectivity-related differences while Spencer-Oatey (2007) has concentrated on the self-personal facet of identity and Locher (2008) on the social basis of both face and identity. The aim of this paper is to shed some light on the issue through data that arise out of four Greek translations – two book and two theatre ones – of Shakespeare's play *Romeo and Juliet*, produced between 1920 and 2007. The multiple-translations basis of the data has been instrumental in yielding findings that show variation in the treatment of the two concepts' relationship by the translators and has allowed for both inter- and intra-cultural analysis considerations. Through this variation, analysis hopes to show that, firstly, both face and identity, though in their own distinct ways, seem to have an individual and a social basis, to be self- and other-perception-based and evaluated through linguistically manifested emotion. Secondly, that the two concepts seem to be in an interactional and indexical relationship, in which facework can impact on identity construction while identity reference or indication can impact on facework. It is, thus, proposed that a specific analytical framework of an interdisciplinary and interconnecting nature should be set up to this purpose. In this context, analysis has selectively drawn on and brought together Social Psychology-based identity theory (Burke & Stets: 2009, Stryker: 1980/2002), socio-cultural linguistic theory on identity (Bucholtz & Hall 2005, Mendoza-Denton 2002), socio-cognitive emotion theory (Langlotz & Locher 2012, Ochs & Schieffelin 1989) and impoliteness research (Bousfield & Locher 2008, Culpeper 2011) in order to highlight the several personal and interpersonal dimensions of the two concepts' connection and interaction. It is hoped that this tentative face – identity analysis framework may prove useful, especially within a globalised communication context where face and identity considerations are equally relevant.

Keywords: face-work, identity, im/politeness, translation, inter/intra-cultural differences

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**Advocating culture-specific norms of linguistic politeness in the era of
'globalization': The metalinguistic discourse of Korean honorification in language
how-to materials**

Eunseon Kim

This paper presents the justifications by Korean native speakers for culture-specific linguistic politeness in the era of 'globalization.' The discourse on 'globalization' since the 1990s in South Korea has appealed to language users for the need to learn English (Park 2009). Simultaneously, the demand in keeping pace with the era of globalization has resulted in an increasing interest in a Korean national language and culture, along with promoting Koreans' pride and confidence in their traditions and culture (Shin 2003). Strategies for globalizing Korean as a foreign language were also initiated following the popularity of Korean pop culture and the growth of the Korean economy in the world (King 2007). Drawing from Shin's characterisation of globalization as both threat and opportunity for the Korean nation state, this paper analyses how and why Korean honorification is positively valorized in the world market of languages. As an effort to observe native speakers' reflexive accounts of Korean honorification and discursive practices of politeness, examine a variety of digital and printed texts such as language manuals, handbooks, guides and commentaries. Seeking to understand the construction of the linguistic and social values of Korean honorification in the world market of languages, this paper will suggest that the standardised and essentialised norms of politeness are reproduced through popular and institutional education for the promotion of shared tradition and national culture—characterised as

'unique' and 'outstanding.' In so doing, Korean linguistic politeness demonstrates a local tradition as the noteworthy national identity valid in the era of globalization.

Keywords: honorification, culture-specific norms of politeness, globalization, metalinguistic discourse, language how-to materials

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(Im)politeness and L2 English apologies from across Europe

Agata Klimczak-Pawlak

This paper argues that there is a need for research into pragmatic behaviour of non-native speakers of English from across Europe with the aim of specifying European linguistic etiquette - which could provide a reference point for all learners of English who wish to communicate politely in this language within the EU. Analysing how proficient users of L2 English perform specific speech acts and analysing the perceptions of their appropriateness may bring us closer to specifying linguistic politeness guidelines for English for European Communication. This is of paramount importance for learners across Europe: once they have access to such rules, they will be able to avoid many potential misunderstandings.

Among others, Green (1975) and Wierzbicka (1985) suggest that verbalization and conceptualization of speech acts may vary across cultures and languages. The study reported here aims to explore the realisation of the speech act of apologising in English by speakers from across Europe. The choice of this speech act is not accidental: apologies have been claimed to be social, culture specific acts which aim to restore and maintain good relations between people (Holmes, 1990). Earlier studies (e.g. Blum-Kulka et al. 1989, Suszczyńska 1999, Nureddeen 2008, Ogiermann 2009, Afghari 2007, Shariati & Chamani 2010, Chamani & Zareipur 2010) suggest that apologising is particularly sensitive to the cultural background of the speaker.

Participants of the study are highly proficient users who have chosen English as their major and most of whom have tied their future with a teaching career. Data from 466 respondents from Finland, France, Hungary, Macedonia, Poland, Slovakia and Spain were collected by means of a written DCT. Apology strategies used in situations involving differing degrees of social distance and power were coded and analysed. The coding used was based on the coding proposed by Blum-Kulka et al. (1989), Suszczyńska (1999) and Afghari (2007) and further modified and verified against the data by Klimczak-Pawlak (2014). The analysis is based on the comparison of the strategies across participants representing different languages and cultures. The quantitative analysis of coded responses provides information as to the degree to which individual strategies are shared across these groups; this analysis is supplemented by a qualitative analysis. While similarities in the language used by the investigated speakers of English allow the suggestion of linguistic politeness norms for the speech act of apologising, the differences in their apologies deserve special attention due to

the risk of possible misunderstandings.

Keywords: linguistic etiquette, politeness, speech acts, English in Europe

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Greek allusions at ancient Latin word play and verbal duelling

Barbora Krylova

The paper will deal with the use and function of allusions to Greek in Latin word play and verbal duelling, i.e. with the use of similarity or even homophony between certain Latin and Greek words and expressions.

From the late 3rd century BC on, the knowledge of Greek language and culture gradually became an indispensable part of the education of every cultivated Roman. In the course of time, Greek more and more strengthened its position in the Roman world as a language of high intellectual prestige. We can safely assume that at the latest from the first half of the 1st century BC on, any member of Roman nobility (including most women) was able to understand Greek without difficulty and even to engage in a Greek conversation or discussion.

This effective bilingualism opened the possibility to use similarities and homophonies between Latin and Greek also in the popular and intellectually rather prestigious activity of word play and verbal duelling. The paper will analyse various types of such Graeco-Latin word play, focusing mainly on the spectrum of its socio-communicative functions. Although there are some instances in which the use of a Greek allusion does not seem to have any other function than that of an intellectual play, it will be argued that in the majority of attested instances, the speaker/producer utilises the reference to Greek in order

to demonstrate his intellectual “excellence” and by means of it, to establish or strengthen his intellectual superiority over the target (or interlocutor).

The analysis will be theoretically based on the discursive approaches to impoliteness, in particular on Culpeper (2011), Culpeper et al. (2003) and Bousfield (2008) and the genre approach to impoliteness (Garcés-Conejos Blitvich, 2010) and Terkourafi’s (2005) frame-based approach.

Keywords: verbal duelling, bilingual word play, historical sociolinguistics, impoliteness, Greek and Roman antiquity

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“But apparently you have to complain in public.” Strategies of (im)politeness in Web 2.0 customer complaints

Melanie Kunkel

Issues of (im)politeness have gained attention in research on computer-mediated communication (CMC) since the early 1990s, revealing, amongst other things, that anonymity in interaction can increase impolite and offensive behaviours. In contrast, (im)politeness research on a more specific area, that of social media, is still a less-explored field (Bedijs, Held & Maaß 2014). Our paper will contribute to fill this gap using the example of a relatively new phenomenon: customer complaints on companies’ social network sites. The corpus is formed by 1200 complaints available on the German and the Italian national Facebook fan pages of companies operating in the telecommunication sector. This paper will focus on the “relational work” (Locher & Watts 2005) emerging from the complaints, comprising all varieties of appropriate and inappropriate social behaviour. It is argued that the consideration of the specific communicational setting and context, consisting of both medium and situational factors (Herring 2007), is crucial to the understanding of the relational work realized in the posts. Therefore, it is essential to bear in mind the “nonymity” (in opposition to “anonymity”) of public interactions on Facebook (Zhao, Grasmuck & Martin 2008) and the “roles” (Goffman 1961) that participants play in these conversations. Furthermore, Netiquette rules can influence the realization of complaints by placing restraints on impolite behaviour and can also be explicitly referred to within the posts. The public access to these interactions gives customers the possibility of adapting their relational work not only with regard to the company – as in more traditional channels such as e-mails or phone calls, but also to other users reading their post. In conclusion, the comparative analysis of the Italian and the German subcorpus is also intended to highlight the implications of different cultural and linguistic norms on the companies operating internationally in a globalized world.

Keywords: computer-mediated communication, complaints, relational work, German, Italian

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Directionality of change in politeness: Evidence from a contrastive study of politeness in the history of Greek and English

Nikolaos Lavidas

The aim of this paper is to examine the directionality of change in politeness as it appears in a contrastive analysis of the history of two languages: Greek and English. Our hypothesis is that both directions –from positive to negative politeness and from negative to positive politeness– can be attested in the development of languages.

For instance, Nevala (2004), a.o., has described a change from negative politeness in Late Middle English to positive politeness in Early Modern English (EModE) (but see Jucker (2011), who has argued in favor of a tendency from deference politeness, rather than non-imposition politeness, to positive politeness). On the other hand, the EModE preference for positive face changes into a Present-day English (PDE) preference for negative face. See, for instance, the following changes toward the end of the EModE period: (a) the loss of the second person pronoun *thou*; (b) the emergence of new forms of apologies (for instance, *sorry*, which can be used instead of older forms, such as *excuse me* or *pardon*) (Jucker 2011). Moreover, globalization affects PDE, and according to some analyses, it leads to a further tendency toward impoliteness/aggression (cf., a.o., Garcés-Conejos Blitvich 2009).

Even though both directions of change in politeness are possible, we will provide evidence that positive politeness is unstable (Wheeler 1994) and involves renewal and innovations –in contrast to negative politeness, which mainly involves archaisms or prescriptive rules. See, for instance, the following tendencies related to renewal in post-Classical Greek: (a) the frequent use of *eukharistô* with the meaning 'thank you' (in New Testament Greek; Poccetti 2014); (b) the use of the noun *sungnômi* 'excuse me/sorry' instead of the imperatives *súgnôthi* and *sungígnōske* 'have a fellow-feeling with another/excuse' (mainly from the Byzantine/post-Byzantine period).

Keywords: language change, politeness, history of English, history of Greek, innovations vs. archaisms

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Some Modern Greek and Bulgarian pragmatic particles as impoliteness markers

Anna Lazarova

There is a set of pragmatic particles common for Modern Greek and Bulgarian which are or could be considered as derivatives of the Greek adjective *mōros* 'stupid'. These are *mōre*, *mōri/mari*, the Greek *vre* and the Bulgarian *bre*, and the most common in Greek colloquial speech particle *re* and its Bulgarian functional equivalent – *be*. Traditionally they are classified as interjections or vocative particles used only in familiar register, but they actually express impulsively propositional (towards the content of the utterance) or/and social (towards the interlocutor) attitudes of the speaker, his intentions and his emotions. Above all they perform a phatic function (to call the addressee's attention) and mark very close relations among the interlocutors, hence their use could be regarded as a positive politeness strategy in Brown & Levinson terms (1987). At the same time these particles are often perceived as impolite. Taking as its point of departure Culpeper's (2009) Impoliteness model, this comparative study focuses on their use in Modern Greek and Bulgarian as markers of impoliteness and means of verbal aggression. Given their highly flexible emotive meaning, the aim of this paper is to delimit the contexts and the types of utterances in which the use of the derivatives of *mōros* is intended and perceived to be pejorative, rude or expressing a threat. Regarding this particular function of theirs, similarities and differences between the members of the set, as well as between the two languages, are investigated. The analysis is based on examples collected from spontaneous speech, Internet, language corpora, fiction and informant comments. Finally, according to Wierzbicka's view of particles as "modes of social interaction", it is speculated that the choice of this type of linguistic means is related to some Balkan culture-specific communicative strategies.

Keywords: pragmatic particles, impoliteness, Modern Greek, Bulgarian

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Questions in and about interpersonal pragmatics

Miriam Locher

This paper takes recent special issues on politeness research (*Journal of Pragmatics* 58, *Journal of Politeness Research* 9.1) as a starting point to revisit some of the key concerns and issues discussed about relational work within the last years. The focus is on the approaches to politeness inspired by the discursive turn and elaborates on some of the tenets and the challenges that have been raised about them: e.g., the difficulty for analysts to grasp first order understandings of im/politeness, to give justice to societal norms and stereotypes as well as local norms that might differ from these, or the challenge of working across languages and cultures. More fundamentally, however, this paper argues that within our research field questions are often asked that differ with respect to their scope and direction. For example, when Haugh (2013: 55) raises the methodological question “How do we as analysts confidently identify instances of im/politeness?”, this question is more narrow in scope than the ones raised in the early theories of politeness, which, inspired by and contributing to the pragmatic turn, wanted to address pragmatic variation in general. I take Haugh’s question as an invitation to discuss what the different frameworks ‘actually’ want to achieve when proposing their analytic tools. I aim at demonstrating that first and second order approaches may be well be combined in analysis but that one should not lose sight of the (sometimes subtle) differences in research questions that are being asked and for which methodological tools are being sharpened within interpersonal pragmatics (e.g. by Arundale 2010 a/b, Garcés-Conejos Blitvitch 2013, Culpeper 2011, Haugh 2013, Haugh et al. 2013, Leech 2014, LPRG 2012, Locher 2012, 2013). This means that – depending on the research question – scholars can creatively combine methodological tools in pursuing their research endeavors.

Keywords: relational work, interpersonal pragmatics, discursive turn, im/politeness, methodology

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“Men don’t beg”: Gender and production of the politeness marker ‘please’ by Spanish EFL learners when mitigating requests

Otilia Martí-Arnándiz

Unlike proficiency level and stay abroad, the individual variable of gender has been mostly neglected within the field of interlanguage pragmatics (Kasper & Rose, 2002). Yet, the close relationship existing between gender and politeness has been deeply explored by feminist linguists. Although both the dominance view represented by Lakoff (1975) and the difference framework advocated by Tannen (1990, 1998) have been widely critiqued (e.g. Mills, 2002, 2003), third-wave feminist scholars like Cameron (2009) still claim for the maintenance of gender as a potentially relevant variable within interactionist sociolinguistics. This paper aims at pondering the effect of gender on the production of the politeness marker “please” when mitigating requests by Spanish EFL undergraduates from Universitat Jaume I, based in Castelló de la Plana, Spain. Participants in this study comprised 100 EFL learners, 50 males and 50 females with a balanced presence of elementary and intermediate students. Data were collected by means of a discourse completion task. Results show that female participants outperformed male ones in a statistically significant way only in two categories of “please” out of five, thus challenging the existence of a “feminine” speech style. However, none of the male participants resorted to pleading, whereas female participants employed more instances of initial or manipulative “please” (Sato, 2008) only when their proficiency level was elementary. Our discussion focuses, on the one hand, on gender stereotypes like the over-emotional woman *versus* men hiding their emotions except for anger (Davis 1995, Barrett et al. 2000, Fisher & Manstead, 2000: 9, and Ackerman et al. 2001: 811); and, on the other hand, on the effects of pragmatic development (Achiba, 2003) and L1 transfer (Lorenzo-Dus & Bou-Franch 2003).

Keywords: politeness, gender, interlanguage pragmatics, “please”, pleading

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**"English conversation is like a swan on the water":
Evaluations of English indirectness**

Sara Mills & Karen Grainger

The English are often described as "indirect" and this is usually assumed, by scholars and by the English themselves, to be a sign of politeness. But what exactly is meant by English indirectness and does it necessarily index politeness? In this paper we discuss some role play data in which we asked four British English speakers to enact various everyday scenarios. We show that the participants often have recourse to an interactional strategy commonly known in the politeness literature as "conventional indirectness" and we question the extent to which it is indirect, as well as the extent to which it can universally be considered polite. Taking a discursive politeness approach to the design of our study, we also ask non-native speakers of English, from a variety of countries, to comment on and evaluate the role plays. In this way we gain an insight into the way that conventional modes of discourse for certain groups of English speakers may be interpreted by observers from outside of those groups. We then draw some conclusions about the influence of different social and linguistic ideologies on peoples' judgements of what is and is not indirect, and whether such indirectness is deemed to be polite.

Keywords: English, indirectness, politeness, conventional, evaluation

A discursive approach to the analysis of politeness data

Sara Mills and Isabelle van der Bom

There are a wide range of theorists working within politeness research at the moment who are developing a variety of different approaches to the theorising and analysis of politeness and impoliteness. Many of them have been influenced to some degree by what has become known as the discursive approach to the analysis of politeness.

The discursive approach has been of use as a critique of Brown and Levinson's work (1978/1987), and as such it has enabled theorists to use their model more critically and productively. In this way, it has played a role in the development of the field, even for those who do not in fact draw on the approach in their own analyses. However, although discursive approaches to politeness are generally seen to have functioned successfully as a critique of Brown and Levinson's work, they are typically not regarded as a means of analysing politeness and impoliteness in their own right. Theorists such as Eelen (2001), and Watts (2003) have mounted very productive critiques of Brown & Levinson's work but have not developed an alternative approach or model. Some theorists have agreed with the critique of Brown and Levinson's work, but have felt driven back to Brown and Levinson's work, because the discursive approach seems too nebulous and unsystematic, and difficult to apply. Perhaps most importantly, the discursive approach seems difficult to teach to students.

This paper aims to provide an exemplification of the way that the discursive approach is an approach in its own right, and shows the way in which it *can* work in relation to the analysis of data. As such, this paper argues for the validity of the discursive approach to the analysis of politeness. By tracing the development of the discursive approach to politeness, and by addressing the critiques that there have been, we argue that although the critical role of the discursive approach is paramount to the development of the field, discursive approaches are more than just a critique, and should be seen as constituting an approach to the analysis of politeness as well. As a case in point, we illustrate what a discursive approach consists of through analysing an intercultural interaction between a group of close friends of Dutch and Italian origin.

Keywords: discursive approaches, politeness, evaluations, intercultural, ideology

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Im/politeness and migrant identity in the Greek diaspora

Jill Catherine Murray

At the core of each person's identity as a language user and sense of self as a competent communicator is the ability to effectively manage the interpersonal aspects of communication (Benson, Barkhuizen, Bodycott and Brown, 2013), including im/politeness. This can present a challenge to second and third generation migrants, who now make up the majority of the Greek community in Australia. Greek is one of the major heritage languages

in Australia, with an estimated 250,000 speakers. However, for some Greek Australians, as grandparents and parents pass away and contacts with their places of origin become less frequent, the opportunities to communicate in Greek are reduced in number and scope. Greeks who are in mixed marriages may find the relevance of their L1 diminished, and their children often grow up with limited opportunities to acquire levels of pragmatic competence that would allow them to comfortably claim bilingual or bicultural identity.

There is a substantial literature on politeness in the Modern Greek language, including the negotiation of the communication norms of a positive politeness society, (Sifianou & Antonopoulou 2004), the management and mitigation of face threatening acts, (Bella 2011, Georgakopoulou 2001, Sifianou 2012), the use of diminutives and terms of endearment (Sifianou 1992) and the use of politeness markers and formulae (Terkourafi 2011). This study seeks to extend the existing body of knowledge to explore how systems of im/politeness are experienced and managed by heritage speakers of the language, both in communication with other members of the diaspora and with local and/or native speakers they encounter during visits to their parents' country of origin.

In semi-structured interviews of 1- 1.5 hours duration eliciting small narratives of lived experience (Georgakopoulou, 2006, Benson et al. 2013), Greek-Australian participants were asked to reflect on their experiences in communicating in Greek in a range of interpersonal contexts and the impact these encounters had on their sense of identity and language loyalty. The outcomes of the research will be discussed in terms of their contribution to the broader debate on the role of global mobility in changing im/politeness conventions and expectations, as well as promoting a greater understanding of the human face of intercultural pragmatics.

Keywords: im/politeness, pragmatic competence, migration, identity, diaspora

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Are young people in Japan getting more polite?: Change in use of evaluating concepts of communicative behavior in Japanese

Yoshinori Nishijima

Every language has its own vocabulary for evaluating the behavior of communication participants, such as *polite, friendly, arrogant* in English, *teineina, shinsetsuna, namaikina* in Japanese, *höflich, freundlich, überheblich* in German. The concepts of such words can be described as “concepts of politeness” (Ide et al. 1992) or “evaluating concepts of communicative behavior” (Marui et al. 1996, Yamashita 1996). The values of such concepts can change historically. Hermanns (1993), for example, revealed that the value of *freundlich*, one of the German concepts, was diluted because of its frequent and extensive use. Nishijima (1995) also found out that the Japanese concept *teineina* changed from cordial meaning to formal one due to the mobility in modernization in Japan. However, it is also observed that change in evaluating concepts can occur recently in use, especially among young people because the young in Japan seem to communicate each other with more distance than few decades ago (Nishijima & Tao, 2009). In this regard, Okada (2012) also pointed out that adolescents tend to keep more careful distance from others to avoid hurting friends and being hurt by friends. Therefore, it is hypothesized that communicating styles among young people with more distance can be reflected in use of evaluating concepts of communicative behavior and that recent use of the concepts like *teineina, kizutsukenai* (‘avoid causing injury’), etc. is considered more than the use of them before two decades. The aim of the current study is threefold: 1) to collect data about the recent use of *teineina* and its related concepts by conducting a questionnaire to university students; 2) to compare the results with those of Marui et al. (1996); and 3) to confirm the hypothesis.

Keywords: evaluating concepts, communicative behavior, change, communication style, Japanese

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Sommes-nous Charlie? Taboo and offensiveness in the 21st century public arena

Jim O’Driscoll

This paper begins by briefly demonstrating that (1) the articulation of lexical items deemed transgressive of polite societal norms by virtue of that articulation alone (taboo language), (2) talking about subject-matter deemed unsuitable for polite discourse (taboo reference), (3) expressing opinions which starkly conflict with existing consensus (taboo predication) and (4) verbal acts which are in some way hurtful to one or more interlocutors (causing offence) are in principle four distinct phenomena.

Given these distinctions (and especially in view of the manifest arbitrariness regarding the relative taboo-ness of lexical items), we may ask why taboo language, taboo reference and/or taboo predication has such heavy potential to cause offence (sometimes great enough to incur legal sanction). I suggest that the answer can be found in Goffman’s (1967) concept of face as developed by Brown & Levinson (1987) and revised by O’Driscoll (1996, 2007).

An awareness of these distinctness and the question of how (much) offence is caused are not merely of analytical importance. They have implications for the preservation of free speech in 21st century society, where, it has been suggested (O’Driscoll 2013), more kinds of communication are being treated as public and more kinds of communicative behaviour are being rated offensive. To illustrate, the paper finishes by examining – with the help of Goffman’s (1981: 144-157, 223-327) work on participant statuses – two 21st-century situated examples of (potential) offence involving substantive negative consequences for the offender: one item in an on-line workplace training module (which all staff at my university are obliged to take) concerning the telling of a joke which “might give offence” and the Robin Hood airport ‘twitter trial’ in Britain (2010-2012).

Keywords: taboo, participation framework, production format, face, (im)politeness

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Indirectness in British and Polish family interactions

Eva Ogiermann

The present paper provides a new perspective on the concept of indirectness by looking at English and Polish family interactions. Politeness research has established a correlation between directness and face-threat (Brown & Levinson 1987), indirectness and optionality (Leech 1983) and, ultimately, between indirectness and politeness (Blum-Kulka et al. 1989).

Studies on politeness in the family context are rare, but researchers analysing recordings of family interactions conceptualise indirectness in a similar way: direct forms are associated with control and indirect ones with autonomy (Kent 2012) and in/directness is defined in terms of “the amount of room a directive leaves for noncompliance” (Clancy 1986: 222). It has also been suggested that family discourse is characterised by a high level of (mitigated) directness (Blum-Kulka 1997).

Studies comparing British English and Polish show a much stronger preference for direct forms, such as imperatives, in Polish interactions (Ogiermann 2009, Zinken & Ogiermann 2013). An interpretation of this difference within existing politeness frameworks seems to suggest that Polish speakers are either less polite or that they perceive direct forms as less face-threatening than do English speakers. An analysis of video-recorded data, however, shows that concepts such as face-threat or optionality are not so much linked to particular grammatical forms, but are mainly expressed through prosody and non-verbal actions.

The paper also takes a closer look at off-record requests, which have been declared to be least direct and most polite. These requests are not tied to any specific linguistic forms and, therefore, vary in the amount of politeness they entail. When embedded in recurrent daily routines, they can also be fully unambiguous, transparent and thus direct.

Keywords: indirectness, politeness, Polish, English, family interactions

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Overcoming accidental impoliteness: Internal vigilance, cautious optimism and epistemic friction

Manuel Padilla Cruz

Momentary or recurrent pragmatic lapses, unawareness of interactive norms and/or failure to foresee hearers' interpretative context and behavioural expectations (Sperber 1994, 1996, Žegarac 2009) may result in speakers' unknowingly being perceived as incompetent communicators and, ultimately, their communicative behaviour being judged as impolite. The expectations of relevance that their behaviour generates (Sperber and Wilson 1995) may lead hearers to unwanted conclusions, which may achieve an optimal level of relevance *accidentally* (Wilson 1999). In a position of *indiscriminate trust* (Clément et al. 2004), hearers may uncritically grant some credibility to such conclusions due to some *confirmation bias* (Nickerson 1998). This prompts hearers to search for supporting evidence in their own cultural or encyclopaedic knowledge (Sperber & Wilson 1995, Sperber 1996). If hearers finally believe those conclusions as a result of lowered *epistemic vigilance* (Sperber et al. 2010, Michaelian 2013), they may wrong speakers, who would in turn sustain a type of *epistemic injustice* known as *hermeneutical injustice* (Fricker 2006, 2007), as they are not understood and/or perceived to the extent that they deserve or they would expect.

Although evaluations of (im)politeness arise and may be overcome as conversations unfold and interlocutors negotiate meaning (e.g., Arundale 2006, Locher 200, Haugh 2007), this presentation will argue that accidental impoliteness may also be avoided if hearers move to a position of *sceptical trust* (Clément et al. 2004). Hearers must exercise *internal vigilance* (Origg 2013) and distance themselves from the conclusions initially reached by adopting a critical attitude towards the beliefs, biases, social pressures and/or prejudices that might have affected their way of thinking about their interlocutors. Next, hearers must engage in the processing strategy labelled *cautious optimism* (Sperber 1994) in order to search for an alternative interpretation. This enables them to seek some sort of *epistemic friction* (Medina 2011) and consider if what they initially thought about their interlocutors was right or unfair and look at their behaviour from a different angle.

Keywords: accidental impoliteness, relevance theory, epistemic vigilance, cautious optimism, epistemic friction

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**Empowering women:
The use of positive politeness in antenatal consultations**

Eleni Petraki & Shannon Clark

One of the chief goals of antenatal care is offering support, providing information and adopting a friendly and flexible approach by addressing patients' individual needs (Chalmers et al. 2001). In this context, communication skills have been recognised as a fundamental competence in antenatal care professionals and a key contributor to client satisfaction (Risa et al. 2012). Research on antenatal care mainly focused on perceptions about good antenatal care providers, while negligible research has been conducted utilising authentic antenatal consultations. The present research investigated the midwives' use of positive politeness strategies as tools of offering support and empowerment of women in antenatal care. Previous studies on politeness in health care professions, focused on GP led consultations and revealed that the study of politeness can facilitate reflection and promote consultation styles which enable patient centric care (Adams 2013). The data comprised 16 antenatal midwife-led consultations digitally recorded and transcribed. The paper adopts a qualitative and discursive approach to examine politeness, focusing on how politeness is produced and negotiated in action (Watts 2003). The findings suggest that midwives employ a range of positive politeness strategies, including agreement strategies, positive assessments, compliments and wishes to offer support and foster a friendly relationship

with the clients. The study discusses implications of such research for midwife training to maximise the effectiveness of antenatal care.

Keywords: positive politeness, collaboration, support, antenatal care

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Discourses of power: The use of politeness by Indonesian male and female managers

Eleni Petraki & Ismarita Ramayanti

The verbal display of politeness is an important characteristic of Indonesian workplace culture which is traditionally a hierarchical and highly paternalistic society. The forces of globalisation and recent political shift have triggered changes in the Indonesian gender roles. One of the most important changes has been the steady growth in the number of Indonesian women occupying leadership positions in the workforce which has created novel contexts of linguistic use. Although significant research has been conducted on male and female politeness in the Western context, this research is lacking in the dynamically changing Indonesian context. In addressing this gap, the paper examined positive and negative politeness strategies enacted by Indonesian male and female managers when leading meetings. In this ethnographic research, twenty professional meetings managed by ten male and ten female managers with mixed-group subordinates were video recorded and analysed utilising critical discourse analysis (Fairclough 2010) and Brown and Levinson's theory (Brown & Levinson 1987). The findings reveal the female and male leaders employ both negative and positive politeness strategies in their interactions, which contrasts findings by Irawanto, Ramsey and Ryan (2011) who argue that Indonesian women are expected to employ more politeness strategies than men due to their lower status. The paper discusses the ways in which male and female managers strategically adopt negative politeness strategies to assert their social status, authority and power and positive politeness strategies to foster a friendly rapport with their colleagues. An interesting finding was that Indonesian female managers demonstrated close attention to and expressed care for their subordinates as a politeness strategy more than their males equivalents in the meetings, thus confirming previous research which suggests that women adopt a nurturing and caring relationship in their management style (Katila & Eriksson 2011).

Keywords: male and female politeness; Indonesian politeness; negative and positive politeness; leadership style

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Addressing among young Ecuadorian and Spanish women on Facebook

Maria Elena Placencia & Amanda Lower

Sifianou (2013), in her analysis of the impact of globalisation on (im)politeness, questions the perception that greater interconnectedness brought about by globalisation results in cultural homogenisation. We address this topic by focussing on address practices among young Ecuadorian and Spanish women, based on a randomly selected corpus of Facebook interactions. The women in our data sets are resident of Quito (Ecuador) and Seville (Spain), belonging to geographically distant communities and speaking two different national varieties of Spanish. However, because they use the same social networking platform with its own influences on interaction (cf. Placencia and Lower 2013), some commonalities in communicative patterns across the groups can be expected. Nonetheless, the question remains as to how different face-to-face communicative practices, like addressing, translate in virtual environments and whether they are undergoing homogenisation.

Address forms have been recognised as central to managing interpersonal relations (cf. Bargiela et al. 2002, Clyne et al. 2009). Addressing is a practice that, while widely studied in many languages, including Spanish (see for example Hummel et al. 2010 compilation of studies), has not received much attention in online contexts (cf. Placencia in press).

Adopting a variational pragmatics perspective (Schneider and Barron 2008), this study builds on works on addressing, (im)politeness (cf. Spencer-Oatey 2008 [2000]) and computer-mediated discourse (cf. Herring 2007, Yus 2010). Our results show that Ecuadorians, compared to Spaniards, have a larger repertoire of address forms that they use more frequently that convey closeness and/or affection (in line with Placencia, forthcoming). A feature of their cultural distinctiveness is that Ecuadorians' interactions on Facebook are rendered 'super affectionate'. Our results therefore support Sifianou's (2013: 86) suggestion that globalisation does not necessarily mean cultural homogenisation. They also support findings from studies on regional pragmatic variation in Spanish from face-to-face contexts (see García & Placencia 2011).

Keywords: address, social networks, Facebook, computer-mediated discourse, variational pragmatics

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Ageing, age-categorization and politeness

Apostolos Poullos

Since the late 1980s, when the first systematic studies in language and ageing were published, researchers in the fields of sociology and/or linguistics have viewed the construction of age identities as a context-bound process during which old age categories are linguistically invoked, negotiated, endorsed and resisted. Early research in the field (e.g. Coupland et al. 1989, 1991) also linked the analysis of age-identity construction processes to politeness considerations by drawing on Brown & Levinson's (1987) Theory of Politeness. Adopting the Ethnomethodological perspective for the study of this process and combining two strands of the Ethnomethodological study of talk-in-interaction, that is, Conversation Analysis and Membership Categorization Analysis (Sacks 1992, Schegloff 2007, Housley and Fitzgerald 2009), this paper views age categorization as social practice and, in line with recent research in politeness (Eelen 2001, Kádár & Haugh 2013), explores evaluations of

politeness that are associated with age categorization and are demonstrably oriented to as such by Members during talk-in-interaction.

The paper uses data from authentic Greek conversations as well as Greek television programmes, in which older and younger participants are shown to orient to age categorization and face-threatening aspects that might be associated with it. For example, the data illustrate how interlocutors orient to negative and positive stereotypes that are associated with a person's ageing, how the disclosure of chronological age is invoked and/or avoided, how polite, albeit patronizing, behaviour towards the elderly may result in their marginalization, and how compliments on older people's appearance and skills "despite their age" may be invited, offered or rejected. The analysis shows that age identification is achieved in a variety of interactional contexts through the invocation of specific Membership Categorization Devices (MCDs) and Category Bound Activities/Attributes (CBAs) and that the resulting categorization practices occasion specific evaluations of politeness.

Keywords: ageing, face, identity, Membership Categorization Analysis, Conversation Analysis

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Influence of the communication channel on the forms of im/politeness in firms-customers interactions

Laurence Rosier & Pierre-Nicolas Schwab

Past research on verbal violence has shown that it may coexist with certain forms of politeness (Fracchiolla 2008, Fracchiola et al. 2013). This study aims at investigating verbal violence in companies' answers to customers' complaints where politeness, on the part of the company, should be the norm.

Marketing research has recently developed an interest for deviant behaviors (aggressiveness, violence) of firms interacting with customers (Fisk et al. 2010, Grandey 2003). Such behaviors were explained by employees venting their emotions while interacting in real-time with customers: either in stores (Reynolds and Harris 2006) or in call centers (Grandey et al. 2004). Our study extends these results by analyzing and comparing two written and asynchronous datasets: an online complaint resolution forum and letters received by postal mail in answer to a complaint.

We propose to analyze the role of the communication channel on im/politeness forms and how they coexist within answers sent by the firms.

In the online dataset, the interactions between the complainant and the firm can be read by other participants, which influences how the faces of the sender and the receiver are threatened. Changes between the singular “I” and the plural “we” forms are correlated with im/politeness variations. Politeness is typical of the use of the “we” form when the employee plays the role of firm’s representative; impoliteness appears when the employee uses “I” and behaves like an individual who feels personally threatened by the complaint.

Answers received by post are very different and reveal the role played by the communication channel. Postal letters are less and less used by firms when interacting with customers and seem to become the trigger of a totally unexpected level of impoliteness. In this dataset impoliteness reaches unprecedented levels (insults, accusations, crossing-outs on the original complaint letter) because employees unleash their negative emotions in the absence of witnesses.

Keywords: politeness, dysfunctional behavior, complaints

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Russian (im)politeness in the workplace

Ekaterina Rudneva

Russian politeness has not been studied as thoroughly as politeness in some other cultures. In particular, hardly any research has been done implementing the discursive approach. From a Western-European point of view, Russian politeness seems to be different: “I have been seriously told that ‘Poles/Russians/, etc. are never polite” (Leech 1983: 84). I am studying the phenomenon of (im)politeness in Russian spontaneous speech in various contexts, focusing particularly on prosody.

With the process of globalization influencing practically all areas of social practices in Russia, it is practices related to workplace that seem to have changed most of all. My data demonstrates that more and more companies in large cities are employing a more democratic, “western”, style in certain aspects, while saving authoritarian features in some

others.

In my presentation I will focus on (im)politeness when committing directive speech acts at work, namely, in two small companies in St. Petersburg, Russia: a language school and a hydrography company. I was collecting the data for about a year, observing and analyzing recordings (both video and audio). The second step of my data collection was interviewing the participants (10 people) in order to understand their perception of (im)polite interactions. Thus, I am addressing both politeness 1 (people's attitudes and comments) and politeness 2 (describing the diversity of grammatical, lexical, and prosodic structures to communicate the idea of making other people do something).

The analysis shows that politeness strategies used to perform directive speech acts vary mainly depending on participants' social roles, power and social distance. When addressing people of the same power and at close social distance (like close colleagues), Russians tend to favour positive politeness strategies (as it is suggested for Greek culture, see: Sifianou 1992, see also Ogiermann 2009). Another common feature has to do with male solidary interaction between colleagues: men tend to use mock impoliteness, joking at each other.

The way a company boss expresses their power, using politeness strategies and various linguistic devices, plays a key role in creating company's morale and corporate values. For example, in one place with an authoritarian structure (the language school) it is acceptable for a superior to give orders in a very direct form, not only without mitigation, but also using intensifiers and explicit expressions of power.

In their day-to-day interaction Russians tend to rely more on intonation (particularly in less formal contexts), a contextualization cue which is hard to grasp for a foreigner. A direct speech act can be easily mitigated only by proper intonation, which turns it into a polite request rather than a strict order, as would happen in English. People are very sensitive to the way they are asked or ordered to do things. When a directive is shaped in a "wrong" way, the addressee can get offended or start an argument.

My data proves that different people not only are able to interpret same phrases in different ways, but the interpretations of one person can vary at different times (for (im)politeness through time, see also Kádár, Haugh 2013: 109-177). While certain norms of interaction can be claimed universal for Russian culture, others seem to be specific for particular social groups or communities of practice (like giving strict order without mitigation or rules of interrupting).

Keywords: politeness, workplace, Russian, directive speech acts, requests

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“Sorry for my English”: apologies in and about a global language

Mario Saraceni

The rise of English as a global language, the emergence of new varieties, as well the role of the language as an international lingua franca have all been studied in sociolinguistics for the past forty years (see, among many others, Kachru 1986, Crystal 1997, Seidlhofer 2011, Saraceni 2015). This extensive volume of work has investigated historical, ideological, pedagogical as well as linguistic implications of the spread of English in the world. While this research has generally been underpinned by a conception of language as bounded system, the ‘practice turn’ has recently begun to make an impact in this field (Pennycook 2010, Blommaert & Rampton 2011, Canagarajah 2013), so that the question is shifting from “what does (this variety of) English look and sound like?” to “what do people do when they use ‘English’”?

In this paper I will discuss a particular aspect of language practice that is especially noticeable in online forums: saying “sorry” with regard to one’s own (“poor”, “bad”, etc.) English. Through the analysis of a corpus of 750 forum posts within a politeness framework, I will seek to answer the following questions:

- what is the pragmatic function of the “sorry for my English” statements (Davies, Merrison & Goddard, 2007)
- how do other users respond (if at all) to those statements?
- what does this tell us about the relationship between language, ownership and identity, with particular regard to the use of English as an international lingua franca?

Keywords: apology, English as an international lingua franca, online forums, corpus pragmatics

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The use and acquisition of politeness strategies among EFL learners in France: An exploratory study of interlanguage pragmatic development

Aisha Siddiq

With the increase in multilingual interactions around the globe, the need for pragmatic awareness in second language communication has escalated. Of particular importance is knowledge of what is perceived as polite or impolite in a particular culture, an aspect of second language competence which is not perceived as obligatory but is nonetheless indispensable for successful intercultural communication and even integration (van Compernelle 2014). The observation that even advanced learners frequently do not exhibit targetlike norms in this area suggests a need for instruction in interlanguage pragmatics (Bardovi-Harlig 2001). Bardovi-Harlig identifies a number of weaknesses in current approaches to this question, including the emphasis of interlanguage pragmatic research on 'use' rather than 'development' of pragmatic competence, a focus on advanced adult learners rather than lower level and younger learners, and the use of methods such as discourse completion tasks (DCT) and written role plays which elicit only explicit pragmatic knowledge (Bardovi-Harlig 1999, 2013). For these reasons the time is ripe for research that includes both the use and development of pragmatic acquisition among middle and high school learners, and uses more sophisticated methods of data collection. Rose's (2000, 2009) studies are important in this context since he elicited oral data from school learners of English in Hong Kong using a cartoon task to contextualize participant responses. The present study replicates aspects of this work to explore the acquisition and use of politeness strategies in the requests of English as foreign language (EFL) learners in France. The participants are pupils at three levels of middle and high school, and data are collected following Rose (2000, 2009) but with the inclusion of additional data in the form of video recordings of classroom activities and textbook analysis. By means of this additional data we will be able to see the opportunities available to learners in classrooms and textbooks to learn politeness strategies in requests. Data analysis is based on Blum-Kulka et al.'s (1989) categorization of requests. The presentation will provide the results of a preliminary analysis of politeness data for learners at three different stages of second language development.

Keywords: interlanguage pragmatics, second language development, politeness, requests, France

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What makes teasing *impolite*?
“Step[ping] over those lines [...] you shouldn’t be crossing”

Valeria Sinkeviciute

Teasing, a form of conversational humour that flirts with the fine line between what is socially appreciated and what goes too far, has been extensively studied in the last few decades. In some cultural contexts a humorous reaction to teasing seems to be more highly valued than a possible (or even actual) negative interpretation thereof. For instance, “not taking yourself too seriously” is referred to as a positive feature in mainstream Australian and British societies (Goddard 2009) and jocular mockery is often to be evaluated as non-impolite (Haugh & Bousfield 2012), i.e. no offence is taken afterwards. Nevertheless, teasing can and does sometimes occasion evaluations of impoliteness, which happens when situated behaviours (here teasing) “conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be” (Culpeper 2011: 23). This paper aims at examining the non-adherence to which (cultural) expectations and preferences makes the targets and/or other ratified hearers (the third party) evaluate teasing as impolite and how impoliteness (as an evaluative situated phenomenon) functions in jocular interactions in two cultural contexts – Australian and British – with examples taken from two local versions of the same reality gameshow – *Big Brother* Australia 2012 and *Big Brother* UK 2012 and a number of follow-up interviews with the speakers of Australian English and British English. The preliminary results from both data sets reveal that at a broader level teasing is often labelled ‘offensive’ when it is merely not enjoyed, i.e. it is not funny (but interestingly enough could still elicit laughter). Also, some cultural differences have been noticed. While British housemates as well as interviewees do not particularly appreciate jocular comments that are made by out-group members or when they are at the target’s expense (i.e. seen as a personal attack), Aussies – who do not generally show that they are offended when they are around the teaser – tend to label jocular verbal behaviour as inappropriate when a continuous use of teasing occurs or when it disrupts the harmony.

Keywords: teasing, offence, impoliteness, Australian English, British English

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**Adjustment of speech styles in an intercultural workplace:
Focusing on politeness shown in conversations between Japanese and Chinese**

Seiko Otsuka & Tomoko Tani

In recent years, Japanese-affiliated companies operating in China are rapidly increasing. Under the situation, many studies are focusing on the communication which occurs between Japanese business people (JBP) and Chinese business people (CBP) (Li 2012, Osaki 2003). However, there seems to be analytical and methodological limitation, that is to say, these

studies tend to just point out the problems which caused by cultural differences. In addition, the resources of the analysis are limited to interviews and questionnaires.

In this study, we investigate how JBP shows politeness in an intercultural context. We analyze the naturally occurring conversations conducted in Chinese at a Japanese company in eastern part of China. Although the company originates from Japan, the employees are all Chinese except one Japanese assistant manager.

As a result of our analysis, we found that JBP frequently uses expressions which can be evaluated as impoliteness in Japanese cultural context. For instance, he expresses his feelings directly with louder voice and rough expressions when he gets annoyed. In addition, he directly points out his coworkers' fault. According to Sueda (1993), there is a great difference of notion of face between Japanese and Chinese. Chinese notion of face is closely connected to showing competence of a person and gaining an actual profit, on the other hand, Japanese regard face as something relates to social appropriateness. In order to maintain such face, Chinese sometimes say something directly in order to show themselves more competent or to get something profitable (Osaki(2003)).

We can conclude (along with follow-up interviews) that the JBP intentionally behaves more like Chinese, and his behavior is not interpreted as impoliteness in the context. We should note again that the JBP belongs to Japanese-affiliated company, even in such a case, he intentionally tries to adopt Chinese way of speaking. This could help improve efficiency in business or interactions with Chinese coworkers. Our study empirically demonstrates adjustment of speech styles by Japanese business person.

Keywords: intercultural communication, workplace, adjustment, impoliteness

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Mock politeness and culture: Perception and practice

Charlotte Taylor

Concerns about globalisation often centre on fears of cultural homogenisation and loss of local cultural identity (as discussed in Machin & Van Leeuwen 2007), but cultural identity itself relies on socially constructed boundaries in which difference is emphasised over similarity (cf social identity theory, Tajfel 1972, 1982). This presupposition of cultural difference, therefore, underpins discussion of globalisation and homogenisation. In this paper, I aim to investigate to what extent such perceptions cultural variation/difference correspond to actual practice with reference to (national) cultures in Britain and Italy. More specifically, the aspect of im/politeness that I am interested in is mock politeness, a subset of implicational impoliteness (Culpeper 2011) which is triggered by a politeness mismatch.

I employ the methodologies of Corpus-Assisted Discourse Studies (CADS, Partington et al. 2013) in the analysis. In the first phase of the study, I use two sets of comparable corpora to investigate perceptions of mock politeness (using search terms such as *sarcastic* and *patronising*) in relation to cultural identities. The first pair of corpora is composed of national newspapers in England and Italy, collected in 2014, and the second set are web corpora (ItTenTen and EnTenTen12, see Jakubíček et al. 2013). What emerges from this stage is a strong tendency for both the English and Italian corpora to associate mock polite behaviours such as *sarcasm* with a British cultural identity.

In the second stage of the study, I use a corpus of data from British English and Italian online discussion forums, in which mock polite behaviours have been identified and annotated, in order to investigate whether there is any evidence for the cultural assumptions identified in the first phase. As will be shown, what emerges from this stage is both variation in cultural practice and a significant gap between perceptions and practice.

In describing and identifying this gap between perceptions and practice, I intend to show both how (anglocentric) academic description has underestimated cultural variation, and, in contrast, how cultural variation is over-estimated in lay description.

Keywords: corpus pragmatics, culture, politeness mismatch, mock politeness

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“Doctor, give me another chance!”:

Im/politeness in email correspondence between students and faculty members

Irene Theodoropoulou

Aiming at contributing towards the theorization of im/politeness in intercultural communication in online environments, this paper focuses on the description and interpretation of the ways whereby im/politeness is constructed linguistically in email correspondence (Hsie 2009) between students and faculty members, who use English as a second language. More specifically, a stylistic (Coupland 2007, 2013) and intercultural communicative (Theodoropoulou 2015) analysis of 856 emails between a European faculty member and her 12 fluent English-speaking female students of Arab origin (Bolander & Locher 2014), coupled with interview data from both the faculty member and the students, who were asked to reflect upon im/politeness in their emails, shows that the negotiation of

power that takes place is styled differently: the students consider directness (i.e. the lack of mitigation devices, such as “please”, and modal verbs, such as “would”, “may” and “should”) as the best way to save face with their instructor, because they see it as the “zibda” (Arabic word meaning “the essence”, lit. “butter”) of politeness in their online communication. This directness is considered to be rather impolite from the perspective of the instructor, who in turn always uses indirectness when emailing her students, for two reasons: not only because what is usually asked of her to do is to bend the rules she has established in order to treat all the students in a fair and equal way (content of the action) but also, and perhaps most importantly, because this action is framed as a usually unpalatable question and/or presupposition (Culpeper 2011). The latter is felt as the instructor’s power and status being challenged by the students. This discrepancy is argued to stem from the different values that each of the parties draws on in their online communication: for the students, it is the honor associated with getting high grades, while for the instructor it is fairness and justice towards all students.

Keywords: politeness, intercultural communication, values, email, style

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A critical literacy approach to teaching politeness in the kindergarten

Villy Tsakona

The present study puts forward a genre approach to teaching politeness (Garcés-Conejos Blitvich 2010): it explores the use of service encounters for teaching politeness strategies. Teaching (about) politeness could raise students’ awareness of how we construct and use various speech acts to build our relationships, whether through positive or negative politeness (Brown & Levinson 1987). An explicit focus on politeness phenomena in class is expected to equip students with the ability to be more sensitive in generic conventions and to engage in a more “deliberate reflection on language and its use” (Stude 2007: 200).

The proposed teaching model is designed for kindergarten children, as it is from an early age that speakers acquire their pragmatic skills. I will try to show that teaching politeness strategies can be effectively done via service encounters in the kindergarten. On

the one hand, young children participate in such interactions outside school (e.g. shopping with their parents), hence they are more or less familiar with them; and, on the other, during language teaching at kindergarten, children engage in role play activities including simulating service encounters, in order to improve their linguistic and social skills. To this end, many kindergartens are properly equipped to host such role play and teachers are usually trained to assist children in such activities.

The present teaching proposal is based on the *multiliteracies model* (Kalantzis et al. 2005) which aims at cultivating students' critical literacy skills. Such an approach to politeness strategies is expected to familiarize children with positive and negative politeness and with how they contribute to creating solidarity and/or distance, so that children can make informed discursive choices. In contrast with pedagogical approaches inciting teachers to impose the 'appropriate' interactional and politeness norms to children, critical literacy enables students to assess by themselves what is 'appropriate' or not, based on the sociocultural context they come from as well as on their own communicative goals and perceptions of context.

Keywords: politeness strategies, service encounters, critical literacy, kindergarten, multiliteracies

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Politeness and globalisation in military discourse

Katerina Tselika

Research conducted in the language spoken in the US army (Disler 2008, Halbe 2011) reveals that subordinate officers use a combination of the bald-on record, positive and negative-politeness strategies when addressing their superiors, a phenomenon unexpected according to Brown & Levinson's politeness model (1987). Before attributing this tendency to the current trend towards informality (Chovanec 2009, Fairclough 1995, Lakoff 2003: 2005, Lorenzo-Dus & Bou-Franch 2013, Montgomery 1999, Pearce 2005, Sifianou 2013, Steen, 2003), I explore the use of directives, terms of address and Tu/Vous pronouns in the Greek air force, to find this traditionally conservative environment formal.

In order to address the question whether military discourse is informal, I focus on the language used from subordinate officers to superiors. The language used 'upwards' is expected to be formal due to the power difference between the officers and the weightiness of the FTA (Brown & Levinson 1987, Tselika 2014). Thus a considerable amount of informal language instances will confirm the current trend towards informality. To do so, I measure the frequency of the politeness strategies and terms of address; and their degree of in/formality respectively, based on questionnaires and a data set of officers' conversations,

collected in the form of note-taking, by observing formal spoken conversations in various military environments.

The majority of the evidence indicates that ‘upwards’ military conversations are considered formal, polite and negative politeness-oriented. However, the sole trace of informality and solidarity which is detected in upwards FTA, is the extensive use of the inclusive ‘we’ pronoun, not necessarily triggered by the global trend towards informality, but possibly affected by the in-group mentality of the officers (Tselika 2014).

Keywords: politeness, military discourse, globalization, formality, informality

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“What’s cooking?”: Im/politeness practices in a Greek cooking blog

Angeliki Tzanne

This paper focuses on the discourse of a Greek blog of recipes entitled “Recipes of the in-group” (www.syntagespareas.gr) and attempts a preliminary analysis of the offensive comments bloggers post on some of its uploaded recipes. The category ‘in-group’ in the

blog's name suggests that the people who interact here are supposed to be close friends whose discourse expresses and further constructs support and solidarity towards co-bloggers. In true fact, this blog invites strangers with a shared interest in cooking to take on the role of a close friend and act accordingly. Indeed, the comments posted here are usually supportive, complimenting the recipe and its author; however, not all bloggers comply with the tone set by the term 'in-group' and post comments that attack the face of the recipe author in various ways. The comments discussed here are cases which appear to have been meant as offensive by the person who posted them and/or taken up as such by the recipe author, or recognised as such by a group of informants involved in this study. The proposed paper discusses the nature of these face-attacking comments in terms of Culpeper's (2011) 'implicational impoliteness', i.e. cases which do not involve conventionalised impoliteness formulae, and seeks to explain them in relation to the roles contributors play in the context of the particular site.

Keywords: in-group discourse, blog comments, face-attack, implicational impoliteness, situated identity

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Politeness untamed: The case of Polish requests in the Big Brother series

Pawel Urbanik

What seems to be one of the most elementary examples of the globalization process is the cross-cultural distribution of standardised media formats that feature certain type of interaction (e.g. Fairclough 1995, Sifianou 2013). One of these formats was/is the Big Brother (BB) series (Andrejevic 2004, Mathijs & Jones 2004, Devereux 2014). The scenario is as follows: A group of (mostly) young people is staying in an isolated, monitored house, behaving as if they were friends or at least mates; they carry out tasks in order to receive rewards, and are regularly assessed by the viewers. On the linguistic level their relations are symmetrical (egalitarian) and predominantly informal. In the Polish version of BB (*Wielki Brat*) from 2001 they are manifested especially by non-distanced, even intimate, diminutivised forms of address, directness (e.g. imperative requests), and banter or irony. However, in situations which involve age or role differences, the participants tend to resort to negative politeness strategies (Brown & Levinson 1987) unless they make provisional, inconsistent linguistic choices. That is discernible mainly in the acts of requesting.

The aim of my paper is to discuss the impact of globalisation on Polish linguistic politeness. Due to this process "the western patterns" of communication collide with the cultural scripts of deference in asymmetrical relations and directness in familiarly symmetrical relations. The effect of that collision is friction between obedience to social norms (alternatively the Polish pattern of linguistic interaction) and the individualisation of the choice of politeness strategies. This, in turn, results not only in hybridity and resistance (Coupland 2010, Sifianou 2013), but in the stronger variation and contextualisation of politeness patterns.

The data comprise the dialogue sequences which include request acts uttered by the participants towards other participants or Big Brother. The examples vary with respect to their grammatical complexity, formality and imposition.

Keywords: Big Brother, Polish, requests, culture

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Politeness strategies or cultural identity confirmation strategies?

Andra Vasilescu

In the vein of Sifianou (2013) I researched politeness phenomena as shaped by the complex interplay between the globalization process of institutional discourse practices and local styles of interaction underlied by cultural values and conceptualizations (Scollon & Scollon 1995, Ide 1989, Blommaert 2010, Ruhi & Işik-Güler 2007, Clyne et al. 2009, Coupland 2010, Sifianou & Tzanne 2010 inter alia). I focused on the discourse of TV ads in Romania – an American import after 1989, almost absent as a media genre in communism. Specifically, I investigated one aspect of politeness: the pronominal T/V opposition in negotiating the advertiser – consumer relationship via the voice of the ad producer instantiated as mediator.

In Romanian, pronouns of power and solidarity, displaying the T/V opposition (Brown and Gilman 1960, Cameron 2006), function as surface markers of the speaker – hearer relationship shaped by social distance and hierarchy. In conversation, they can contextually function both as conventionalized positive politeness, and as negative politeness markers (Brown and Levinson 1987); they intersect the formal – informal continuum (Fraser 1990, Blum-Kulka 1992, Lakoff 2005, Spencer-Oatey 2008) and the domain of empathy (Kuno 1987). In the early 90's the use of *tu*-forms in the Romanian discourse of advertising emerged as a decontextualized translation of the English undifferentiated form *you* and seemed to illustrate the phenomenon described as commodification of language and discourse practices, as well as the conversationalisation and personalisation of the public genre (Fairclough 1995, 2006). The analysis of recent TV advertisements (translations of foreign originals or original creations of the Romanian ad-makers) revealed that both *tu* and *vous*-forms are being used and correlate with the fictional script, the role assumed by the advertiser, the speech act performed, etc, which documents once more the situated function of politeness strategies (Haugh et. al. 2013).

Various comparative studies on advertising across cultures discussed aspects of globalization and foregrounded local differences mostly in terms of quantitative findings concerning the preferred speech-act types, politeness strategies, etc. (Koga & Pearson 1992, Chun 2005, Günthner & Knoblauch 1995, Slavova 2002, Pishghadam & Navari 2012, for example). The relocation of politeness strategies from interpersonal relationships to the

domain of national identity construction (Meier 2004, Magistro 2007, Wise 2009, Jiménez Catañio 2014) might bring a fresh insight of the phenomenon. My analysis revealed that the selection of the t/v forms embedded in other verbal and non-verbal strategies is directed towards featuring the allocentric identity of Romanians, shaped by the values of collectivism, high power-distance (Hofstede 1980/1997/2010) and high-contextualism (Hall 1978). The import of the American pattern in the Romanian advertising discourse did not produce changes in the system of politeness strategies but confirm audience expectations concerning self-image. The communicative tropes in ads (as defined by Kerbrat-Orecchioni 1986) convert politeness strategies into strategies of cultural identity confirmation, as a preparatory condition of the macro speech act of conditioned promise and a prerequisite of persuasion.

Globalization processes unify the constitutive rules of discourse genres and trigger adjustments of communicative styles via culture-internal strategies that might reposition linguistic resources available in the system. For example, what seems to be a global politeness strategy in advertising proves to actually function as an adapted form of confirming the local allocentric identity.

Keywords: politeness strategies, cultural identity, pronouns of power and solidarity, discourse genres, advertising, globalization

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Impoliteness and creativity in new media: Global resources/ (trans)local spaces

Dimitra Vladimirova & Juliane House

As suggested by Garcés-Conejos Blitvitch et al. (2010), the degrees and realisations of impolite behaviour are linked to the context within which it is taking place. One of the contexts which have been associated with increased impoliteness is that of digital new media (Lorenzo-Dus et al. 2011), viewed as spaces in which globally available resources can be reworked to fit local spaces. The potential of new media for creativity and play (Thurlowand Mroczek 2011), as well as the link between creativity and impoliteness

(Culpeper 2011) have both been discussed in the literature, however, more empirical work on creative and playful impolite practices in locally situated, translocal digital spaces is needed.

The present study attempts to explore the workings of creative impoliteness in a Greek teachers' forum. The dataset includes 219 responses to a letter entitled '*The Greek language has to remain intact*' which resulted in a language ideological debate spanning across online and offline contexts.

The use of conventionalised impoliteness formulae such as insults, or taboo words were combined with creative labeling. Forum participants engage in structural pattern forming and reforming practices, including the use of if-clauses, interrogatives, address forms and direct speech to achieve message intensity. The interplay between global and locally relevant practices is also reflected in the use of language-specific and medium-specific impoliteness. Our findings illustrate how creative impoliteness is situated in the discursive unfolding of the flame war studied, is co-constructed by participants and how its entertaining tenor is linked to the affordances of the polylogal event under examination.

Keywords: impoliteness, creativity, new media, polylogal, Greek

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Teasing to convey solidarity and aggression in English as an Asian lingua franca

Ian Walkinshaw

Teasing, characterised as conversational humour which targets a particular interlocutor, is often presumed to serve a primarily solidarity-boosting function. Yet teasing is a risky strategy because of its potential for evaluation as genuinely insulting (Boxer & Cortés-Conde, 1997). Recipients must evaluate whether a tease is aimed at reinforcing solidarity or whether it masks an underlying aggression – or even both simultaneously (Haugh & Bousfield 2012).

The risk is arguably intensified in intercultural exchanges, since interlocutors' evaluations of a teasing utterance may draw on differing socio-pragmatic conventions of politeness and humour (Béal & Mullan 2013). So it would be reasonable to assume that teasing is not a common feature of lingua franca communication. Yet the Asian Corpus of English (ACE) (ACE, 2014), comprising naturally-occurring spoken interactions between Southeast Asian speakers of English as a lingua franca, contains numerous teases in a variety of social and institutional contexts. This presentation explores some of the forms and functions of situated teasing in ACE.

Analysis reveals that teasing utterances were often conveyed bald on-record, their non-serious intent signalled through speaker laughter. Teases often targeted recipients' perceived shortcomings or derided qualities that recipients valued positively. They were sometimes delivered in third person, ostensibly addressing all the interactants (*qua* meta-recipients) as well as the intended recipient.

Two distinct types of teasing, situated within particular social and institutional contexts, emerge from the ACE analysis. The first type was frequently employed in informal talk within an established relationship, where it reinforced solidarity among interactants. The second type manifested in public forums such as conference presentations, where no interactional relationship existed, and frequently implied aggression rather than solidarity. In small groups without established relationships, teasing was rare.

Keywords: im/politeness, teasing, English as a lingua franca, Asian Corpus of English

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Inter- and cross-cultural interaction of im/politeness discourse practice

Jiayi Wang

The age of globalisation has witnessed the spread of 'western' discourse across languages and continents (Lewis 2004), and the use of certain politeness formulae in the service contexts (Cameron 2000, 2007) can be seen as an example. While it has been assumed that, especially in the field of international business and management, globalisation leads to convergence (Geppert, Matten, & Williams, 2003), im/politeness discourse practice in today's world seems to suggest a much more complex picture (Sifianou 2013).

Drawing on the analysis of authentic intercultural interactions between Chinese officials and American professionals combined with follow-up comments as well as the analysis of the evolution of certain official forms of address in China, this paper explores the interconnections between globalisation and im/politeness discourse practice.

The data illustrates how people are exposed and react to different communicative practices of im/politeness against the backdrop of increasing intercultural interaction. In the world outside intercultural communication, the changes in the way in which the Chinese press and general public refer to the Chinese leadership over the past few years may offer some interesting insights. These findings support Sifianou's (2013) argument, implying that globalisation should be understood as a process featuring the dynamic interplay between the global and the local.

Keywords: intercultural interaction, official, cross-cultural;, im/politeness, globalisation

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Compliments and compliment responses of lovers Im/politeness, power and gender

Ryogo Yanagida & Seiko Otsuka

In this study, we investigate how im/politeness performance and evaluation is interconnected with gendered norms and power negotiation in interaction, by analysing sequences of compliments/compliment responses in conversations of a heterosexual couple.

While the way compliments/ compliment responses is performed varies cultural to culture (Golato 2005, Herbert 1990), compliments in general pose a dilemma for complimentees; to agree with the assessment of the complimenter, or to avoid self-praise (Pomerantz 1978). This dilemma in responding compliments is intensified as complementees are caught in gendered double standards. As previous studies (Graddol & Swann 1989, Mills 2005, etc.) have pointed out, each gender is expected to obey different norms in complimenting/ responding and thus evaluated differently based on the norms. In other words, women are bound more tightly than men, especially in heterosexual romantic relationships where women are expected to 'do women'.

The data comprises conversations between a heterosexual couple recorded about once a month over a six-month period and the focus of the analysis is put on recurrent sequences of compliments/ compliment responses; the man compliments the woman on her appearance repeatedly, continuously and somewhat jokingly despite her refusals every time. The analysis demonstrates how their practices of complimenting/ responding are gendered (Ebara 2012) in the following two points. First, the men compliments far more than the women, and they highlight her appearance rather than abilities or achievements. Second, the woman's refusals, although she meant it, are downplayed by the men. As is the case with sexual offers in date rape (McConnell-Ginet 1989), the man doesn't take women's "no" seriously in accordance with a gendered expectation; women are to refuse such compliments. This double standard is interactionally reproduced by the woman who has emotional dread (being disliked by him) in romantic situations.

Keywords: compliments, compliment responses, impoliteness, power, gender

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Between global and local SNSs: A comparative study of Chinese students' compliment response behavior on Facebook and Renren

Xinyuan Yang & Zohreh R. Eslami

Globalization has resulted in acceleration of interconnectedness in every aspect of social life (Sifianou 2013). It is expected that the process of globalization results in the homogenization of the existing cultural and social diversity. With the role of technology in the process of globalization, and the development of computer mediated communications, language use and realization of polite language is subject to dynamic change. The direction of change is not easily predictable due to situational and contextual specificity embedded in language use. The purpose of this study is to explore the similarities and differences between Chinese social networking site (SNS) users' compliment response (CR) behavior on a global SNS, Facebook (FB) and a local SNS, Renren (RR). Specifically, we like to examine if there would be change in Chinese users' compliment response behavior on Facebook as compared with that on Renren. For this purpose we collected compliment and compliment responses used by 10 male and 10 female Chinese FB and RR users. In total the corpus included 321 compliment responses (151 CR from FB and 170 CR from RR). We also interviewed a selected sample of the students to examine their perceptions about their discourse choices on Facebook compared to Renren. The data was analyzed using different classification frameworks (e.g., Holmes 1986, Yu 2004, Maiz-Arevalo 2013). The findings showed that users with extensive experiences with two culturally distinctive SNS communities can flexibly switch their online behaviors to match the shared practice on those SNSs (Qiu & Leung 2013). Our findings support the close link between language and culture even when users are interacting in global SNSs such as Facebook.

Keywords: globalization, social networking sites, Facebook/Renren, compliment response

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"Sorry, I love you": A comparison of Korean *mianhada* and American English *sorry*

Kyong-Ae Yu

Loving someone is not an offense, but performers apologize for it in Korean pub songs, lyric poems, and essays: "sorry, (I) love (you)" or "sorry for loving (you)." This is not a genuine apology, but a love confession sometimes found in written Korean. Also, although they may think that they did not do anything wrong, Korean speakers might insincerely say *mianhada* 'sorry' simply to avoid conflicts. On the contrary, after making a mistake, if a Korean speaker does not say "sorry" and instead smiles awkwardly or scratches his or her head, English speakers may think that he/she is rude and attribute the behavior to negative cultural stereotypes (e.g., "Koreans do not apologize for venial mistakes!"), which aggravates cultural conflicts and misunderstandings. Since ethnographies of speaking vary culturally, apologies can be misinterpreted in intercultural communications. The same apology may be perceived as polite, impolite, over-polite or less polite by intercultural interlocutors.

The Korean apologetic expression *mianhada* is not equivalent to the English *sorry*. This study discusses differences in perceptions and functions between the American English apology *sorry* and the Korean apology *mianhada* and differences in strategies between them. While the illocutionary purpose of apologizing in English is "the speaker's sense of social obligation" (Wierzbicka 1987:215-217), Korean *mianhada* is an apology from the speaker's moral perspective. This is different from the Japanese *sumimasen*, which involves "social-self with a social alter" (Ide 1998:524). *Mianhada* functions as a sincere apology, a pseudo-apology, gratitude, a request marker, a preclosing signal, and a territory invasion signal to strangers. It is used for both "ritualistic" and "substantive apologies" (Goffman 1971) and, when it is ritualistically employed, it is not a face-threatening act. To discuss the differences in their functions, the definitions and usages of *mianhada* and *sorry* will come from the corpus based dictionaries online, such as Naver Korean Dictionary, Korean Standard Unabridged Dictionary, Macmillan English Dictionary, Cambridge Dictionary and Collins Cobuild Advanced Dictionary. In addition, this study explores the reasons why different strategies are employed by American and Korean university students apologizing for similar offenses, following Bergman & Kasper (1993).

Keywords: politeness, speech act, apology, English *sorry*, Korean *mianhada*

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Politeness in Chinese: Invitation discourse revisited

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The papers of Gu (1990) and Mao (1994) represent two of the early major studies that problematise Brown & Levinson's (1987) (B&L) face-saving model and contribute much to the recent discursive turn of politeness research. An interesting commonality they share is the prominence of Chinese invitations when criticising B&L's claim of universality and positing the Politeness Principle and the construct of relative face orientation, respectively. These theorists argue that inviting in Chinese is intrinsically or genuinely polite rather than threatening the invitees' negative face, i.e. impeding her freedom of action as theorised by B&L. Speakers of Chinese for them use a schemata in conducting successful inviting transactions in order to be mutually polite to each other or attend to each other's *mianzi* and *lian*. They contend that before some kind of compromise is reached at least a tripartite reiterative invitation-declination talk exchanges are necessary even if the invitee intends to accept the invitation(see also Mao 1992).

This presentation sets out to critique the above claims and arguments, with a view to extending our understanding of politeness in Chinese instantiated in invitations. Drawing on discursive approaches to politeness (cf. Eelen 2014[2001], Leech 2014, Kádár & Haugh 2013, Mills 2011) and anthropological studies (Yan 1996, Yang 1994) on Chinese gift-giving behaviour, I argue invitations are subject to interactants' situated evaluation. They can be perceived by participants as polite/face-enhancing or impolite/face-threatening and variously structured depending on the contexts. An analysis of a corpus of invitation exchanges from a historical text of over a million words demonstrate that in most cases an invitation was accepted after the first offer for multiple reasons, thereby invalidating the so-called prototypical schema. Moreover, the perception of invitations and the sequential structure in relation to (im)politeness are constrained by a much larger range of variables than previously explored, for example, whether the invitation is written or spoken, affective or instrumental. These, I argue, may indicate that Gu's and Mao's data are too limited to capture the whole picture of invitations in modern Chinese or their observations are only valid in contemporary Chinese, hence unable to reflect how invitations are enacted in historical Chinese.

Keywords: (im)politeness, invitation discours, historical and modern Chinese, discursive, evaluation

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