

# New ways to face and (im)politeness

Edited by  
Ewa Bogdanowska-Jakubowska



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**New ways to face  
and (im)politeness**



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# New ways to face and (im)politeness

Edited by

*Ewa Bogdanowska-Jakubowska*

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## Notes on Contributors

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**Ewa Bogdanowska-Jakubowska** is Associate Professor of Linguistics. She is head of the Department of Pragmatics in the Institute of English at the University of Silesia, Katowice, Poland. Her work spans linguistic pragmatics, sociolinguistics, cross-cultural communication and the cognitive approach to metaphor. Her main research interests are (im)politeness, self-presentation and the concept of face. Her publications include *Cross-cultural dimensions of politeness in the case of Polish and English* (Wydawnictwo Uniwersytetu Śląskiego, 1999) and the monograph *FACE. An interdisciplinary perspective* (Wydawnictwo Uniwersytetu Śląskiego, 2010).

**Weronika Gąsior** obtained a PhD in applied linguistics from the University of Limerick (2014). Her research interests include pragmatics and politeness, sociolinguistics, intercultural communication and multilingualism. She has taught undergraduate courses on Language and Culture as well as Language and New Media. She holds a BA degree in languages and cultural studies specialising in Spanish and TEFL, which add to her interests interlanguage pragmatics and pragmatic instruction in L2.

**Imtiaz Hasnain** has a PhD and is a Professor of Sociolinguistics at the Department of Linguistics, Aligarh Muslim University, Aligarh, India. He also holds

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**Gudrun Held** is Associate Professor at the Department of Romance Languages, University of Salzburg. Apart from teaching Italian and French linguistics and history of Romance languages, her research interests focus on pragmatics, communication and interaction theory, media textology and advertising language. More particularly, she published a series of articles and a monograph on linguistic politeness in French and Italian (*Verbale Höflichkeit*, Tübingen 1995).

**Marcin Kuczok** is Assistant Professor at the Institute of English, University of Silesia, Poland, where he graduated with an MA in English Philology (2005) and a PhD in English Linguistics (2012). He also received an MA degree in theology from the University of Opole (2003). His academic interests revolve around cognitive semantics, especially the theory of conceptual metaphor and metonymy and the theory of conceptual blending, as well as their applications to studying religious language, describing the axiological parameter of language, and analysing English and Polish word-formation processes.

**Maria Sifianou** is Professor at the Faculty of English Studies, University of Athens. Her publications include *Politeness phenomena in England and Greece: A cross-cultural perspective* (Oxford University Press, 1992/1999/2002), *Discourse analysis* (Hillside Press, 2006) and a number of articles in edited books and journals. She co-edited, among other, such books as *Themes in Greek linguistics* (John Benjamins, 1994) and *Linguistic politeness across boundaries: The case of Greek and Turkish* (John Benjamins, 2001). She is on the editorial board of a number of journals and a co-editor of the international *Journal of Language Aggression and Conflict* (John Benjamins). Her main research interests include politeness phenomena and discourse analysis in an intercultural perspective.

**Maria Spiechowicz** is Lecturer in the Japanese language at the Institute of English, University of Silesia. Her research interests include methodology of Japanese language teaching, Japanese keywords and sociolinguistics.

**Magdalena Varga** is Lecturer in the Hindi language at the Department of Languages and Cultures of India and South Asia, Institute of Oriental Studies, Jagiellonian University in Kraków, Poland. Her main academic interests focus

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on spoken and colloquial Hindi (including slang), Hindi etymology, sociolinguistics of South Asia and the use of irony in the modern Hindi literature. At present, she prepares her doctoral thesis entitled *Abusive vocabulary of the Hindi language – Formal and semantic analysis*. Apart from lecturing and working on her doctoral thesis, she also translates Hindi literature and films into Polish.

**Jiayi Wang** is Lecturer in Chinese Language, Cultural Studies and Interpreting and Translation Studies at the University of Central Lancashire, UK. She received her PhD in applied linguistics from the University of Warwick, with a focus on professional (official/business) intercultural communication. Her main research interests are pragmatics, intercultural interaction and the interface between intercultural communication and translation and interpreting studies. Prior to her PhD, she was an international project manager and official interpreter and translator in a Chinese government ministry as well as worked as an interpreter and a translator for a wide range of organisations such as Deutsche Bank and *Fortune* magazine. She has published research articles on comparative law and intercultural pragmatics, as well as edited a ministerial journal on international exchange.

**Yasuhisa Watanabe** is Lecturer in the Japanese language at the University of Melbourne. His current research interests include face and politeness in intercultural business communication, politics and online discussions. His current research project consists in analysing the influence of face in multi-party interactions by applying Japanese emic face.

## Introduction

As a scholarly concept, face has existed for about 60 years. It was first introduced to academic discourse by Erving Goffman. In his seminal work *Interaction ritual: Essays on face-to-face behavior*, he defines face as “the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact” or “an image of self delineated in terms of approved social attributes” (1967, p. 5). Goffman’s understanding of face is visibly influenced by the Chinese conceptualisation presented by Hsien Chin Hu (1944) and by some sociological theories (e.g., Émile Durkheim, 1915). Goffman’s ideas about face and facework became an inspiration for many scholars and researchers in different academic disciplines.

The papers presented in this volume constitute a contribution to a discussion on face, facework and (im)politeness. The volume consists of four parts, each of which discusses face and face-related issues from different perspectives, and in different cultures and languages. Part 1, *Face and (im)politeness – theoretical issues*, introduces the reader to the nature of the concept of face and face-constituting factors. The first chapter drawing on data from the Greek culture and language is an attempt to redefine face and its association with politeness (Maria Sifianou), while the second one investigates the role of context as a subjective face-constituting factor, drawing on Polish data (Ewa Bogdanowska-Jakubowska).

Part 2, *Face and politeness in cross-cultural and intercultural perspectives*, consists of four chapters presenting: a revision of the socio-pragmatic modelling of *face* against the Italian concept of *figura* (Gudrun Held); a study of compliments and their effects on face in exchanges between PhD students of different nationalities and their Indian supervisors (Marzieh Bashirpour and Imtiaz Hasnain); an analysis of face-related behaviour in Sino-American official interaction (Jiayi Wang); and a study of expressing opinions in Polish-Irish interactions (Weronika Gaşior).

Part 3, *Face, politeness and social norms*, overviews aspects of polite behaviour and facework in different languages and cultures. Paulina Biały analyses the use of diminutives in Polish; Magdalena Varga writes about the Indian way of politeness, which often seems shocking to members of other cultures; while Maria Spiechowicz describes harmonious communication and the importance of the concept of *omoiyari* (consideration, sympathy) in Japanese culture.

In Part 4, *Face in different discourses*, each chapter is devoted to the study of face in different types of discourse: Marcin Kuczok conducts a cognitive analysis of the metaphors of GOD'S FACE in the Old Testament. Yasuhisa Watanabe investigates the nature of Japanese emic face on the basis of political analytic articles. The last chapter deals with the interpreter's professional face and the ethics of interpreting (Ewa Bogdanowska-Jakubowska).

In spite of the great variety of perspectives taken by the authors, the contributions presented in this volume form a consistent whole due to the common denominator of the concept of face.

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