# FACE NEEDS

# Goffman (1967)

Face is "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact".

## Brown & Levinson's Concept of Politeness (1978)

- Brown and Levinson (1987) argue that in order to meet Face needs a speaker will adopt Positive and **Negative Politeness Strategies**
- Politeness strategies are used to preserve the other speaker's **FACE**: the respect you have for yourself, ٠ maintaining self-esteem in public/private situations, eg. embarrassment or feeling uncomfortable.
- Face Threatening Acts: acts which infringe on the hearer's need to maintain his/her self-esteem (face), to be • and feel respected.
- Face Saving Acts: Speakers develop politeness strategies for dealing with situations where face may be lost.

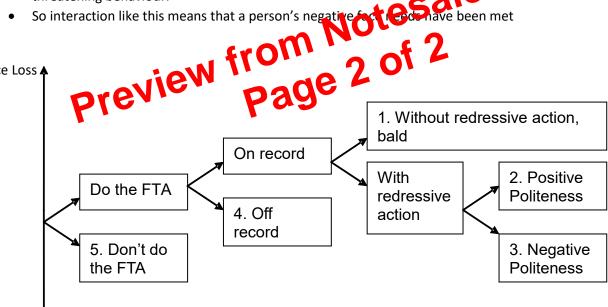
### **Positive Face Needs**

- Positive Face Needs means that we want to be liked and approved of (hence the way we use greetings, compliments and appropriate terms of address).
- Hello! How are you? Good to see you!
- Greetings like this will meet Positive Face Needs

### **Negative Face Needs**

- Negative Face Needs means that a considerate person will wrap up unpleasant requests ders by using hedges ("It's sort of difficult but....") and apologies ("I'm sorry but would you ning if") thus avoiding face threatening behaviour.
- nave been met





No Face Loss