

POLITENESS

informal and formal -

- 'thanks', 'cheers' – informal
- 'thank you' – formal

formal and informal pronouns:

<u>Formal</u>	<u>Informal</u>
thee	you
thy	your
thine	yours

Politeness principles:

Leech –

- tact maxim – 'minimise cost to other, maximise benefit to other'
 - turn the music down.
 - would you turn the music down please?
 - I wonder if I could ask you to turn the music down.
- Approbation maxim – 'minimise dispraise of other, maximise praise of other'
 - a fringe doesn't suit you
 - why don't try growing your fringe out
 - you'd look lovely without a fringe.

These principles assume a cosy world where social pleasantries are everything.

Friends tend to be more direct with each other anyway – context needs to be taken into account

different people find different levels of lexis offensive.

Brown and Levinson -

- developed a politeness strategy around the concept of face, which refers to our public self-image.
- Positive face refers to our need to be liked and accepted.
- Negative face refers to our right not to be imposed on.
- Thus politeness involves speakers showing an awareness of the other's 'face needs'.
- Positive politeness strategies should be used with friends to emphasise solidarity, such as:
 - shared dialect
 - informal lexis
 - informal grammar
 - more direct requests.
- Negative politeness strategies emphasise respect when there is a social distance between speakers, so more indirect requests and a more formal lexis and grammar are used.