CONTENTS

Symbols and abbreviations xii
Foreword by John J. Gumperz xiii
Introduction to the reissue 1
Notes 51

1 Introduction 55
1.1 Prologue 55
1.2 The problem 56
1.3 Method 58

2 Summarized argument 59

3 The argument: Intuitive bases and derivative definitions 61
3.1 Assumptions: Properties of interactants 61
3.1.1 Face 61
3.1.2 Face as wants 62
3.1.3 Rationality 64
3.2 Intrinsic FTAs 65
3.2.1 First distinction: Kinds of face threatened 65
3.2.2 Second distinction: Threats to H's face versus threats to S's 67
3.3 Strategies for doing FTAs 68
3.4 Factors influencing the choice of strategies 71
3.4.1 The payoffs: *a priori* considerations 71
3.4.2 The circumstances: Sociological variables 74
3.4.2.1 Computing the weightiness of an FTA
3.4.2.2 Context-dependence of P, D, and R
3.4.2.3 P, D, and R as independent variables
3.4.2.4 Ambiguity and disambiguation as evidence for P, D, and R
3.4.3 The integration of assessment of payoffs and weighting of risk in the choice of strategies 83

4 On the nature of the model 84
4.1 Remarks on alternative models 84
4.2 Toward a formalization 87

5 Realizations of politeness strategies in language 91
5.1 Introduction 91
5.2 Bald on record 94

5.2.1 Cases of non-minimization of the face threat 95
5.2.2 Cases of FTA-oriented bald-on-record usage 98
5.3 Positive politeness **101**
5.3.1 Claim common ground 103
Strategy 1: Notice, attend to H (his interests, wants, needs, goods) 103 104
Strategy 2: Exaggerate (interest, approval, sympathy with H) 106
Strategy 3: Intensify interest to H 107
Strategy 4: Use in-group identity markers
Address forms
Use of in-group language or dialect
Use of jargon or slang
Contraction and ellipsis
Strategy 5: Seek agreement 112
Safe topics
Repetition
Strategy 6: Avoid disagreement 113
Token agreement
Pseudo-agreement
White lies
Hedging opinions
Strategy 7: Presuppose/raise/assert common ground 117
Gossip, small talk
Point-of-view operations
Personal-centre switch: S to H
Time switch
Place switch
Avoidance of adjustment of reports to H's point of view
Presupposition manipulations
Presuppose knowledge of H's wants and attitudes
Presuppose H's values are the same as S's values
Presuppose familiarity in S–H relationship
Presuppose H's knowledge
Strategy 8: Joke 124
5.3.2 Convey that S and H are cooperators 125
Strategy 9: Assert or presuppose S's knowledge of and concern for H's wants 125
Strategy 10: Offer, promise 125
Strategy 11: Be optimistic 126
Strategy 12: Include both S and H in the activity 127
Strategy 13: Give (or ask for) reasons 128
Strategy 14: Assume or assert reciprocity 129

5.3.3 Fulfil H's want for some X 129
Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation) 129
5.4 Negative politeness **129**
5.4.1 Be direct 130
Strategy 1: Be conventionally indirect 132
Politeness and the universality of indirect speech acts
Degrees of politeness in the expression of indirect speech acts
5.4.2 Don't presume/assume 144
Strategy 2: Question, hedge 145
Hedges on illocutionary force
Hedges encoded in particles
Adverbial-clause hedges
Hedges addressed to Grice's Maxims
Hedges addressed to politeness strategies
Prosodic and kinesic hedges
5.4.3 Don't coerce H 172
Strategy 3: Be pessimistic 173
Strategy 4: Minimize the imposition, R_x 176
Strategy 5: Give deference 178
5.4.4 Communicate S's want to not impinge on H 187
Strategy 6: Apologize 187
Admit the impingement
Indicate reluctance
Give overwhelming reasons
Beg forgiveness
Strategy 7: Impersonalize S and H 190
Performatives
Imperatives
Impersonal verbs
Passive and circumstantial voices
Replacement of the pronouns 'I' and 'you' by indefinites
Pluralization of the 'you' and 'I' pronouns
Address terms as 'you' avoidance
Reference terms as 'I' avoidance
Point-of-view distancing
Strategy 8: State the FTA as a general rule 206
Strategy 9: Nominalize 207
5.4.5 Redress other wants of H's 209
Strategy 10: Go on record as incurring a debt, or as not indebting H 210

5.5 Off record 211
5.5.1 Invite conversational implicatures 213
Strategy 1: Give hints 213
Strategy 2: Give association clues 215
Strategy 3: Presuppose 217
Strategy 4: Understate 217
Strategy 5: Overstate 219
Strategy 6: Use tautologies 220
Strategy 7: Use contradictions 221
Strategy 8: Be ironic 221
Strategy 9: Use metaphors 222
Strategy 10: Use rhetorical questions 223
5.5.2 Be vague or ambiguous: Violate the Manner Maxim 225
Strategy 11: Be ambiguous 225
Strategy 12: Be vague 226
Strategy 13: Over-generalize 226
Strategy 14: Displace H 226
Strategy 15: Be incomplete, use ellipsis 227
5.6 Conclusion to section 5.00 227

6 Derivative hypotheses 228
6.1 Exploitations of strategies 228
6.1.1 Trying to re-rank R, P, or D 228
6.1.2 Use of non-expectable strategy to insult 229
6.2 Mixture of strategies 230
6.2.1 The delicacy of the interactional balance 231
6.2.2 Moods 231
6.3 FTAs and conversational structure 232

7 Sociological implications 238
7.1 Social theory and the study of interaction 238
7.2 Sociological applications 242
7.2.1 Ethos 243
7.2.2 Distribution of strategies 253

8 Implications for language studies 255
8.1 Face wants as functional pressures on language 255
8.1.1 Functionalism in linguistic theory 255
8.1.2 Relations between structure and usage 258
8.1.3 Examples 262
8.1.3.1 Ironic composition and understatement
8.1.3.2 Lexical usage

8.1.3.3 Phonology and prosody
8.1.3.4 Indirect speech acts
8.1.3.5 Hedges
8.1.3.6 Impersonalization mechanisms
The passive
Impersonal modals
8.1.3.7 Honorifics
8.2 Implications for sociolinguistics 280

9 Conclusions 283

Notes 285
References 301
Author index 328
Subject index 333