



FACEWORK, THEORIES, STRATEGIES ON POLITENESS

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<https://doi.org/10.5281/zenodo.5735387>

ARTICLE INFO

Received: 10th November 2021

Accepted: 15th November 2021

Online: 20th November 2021

KEY WORDS

politeness, theories, negative face, positive face, Goffman facework, Brown and Levinson model.

ABSTRACT

This article analyzes theories of politeness from different point of linguistic view. It discusses comprehensive perspectives on politeness and its theories including, strategies and it is constructed mainly on Brown and Levinsons' face terms namely, positivity and negativity. Brown and Levinson assume that politeness ought to be conversed and the nonexistence of conversed politeness may be adopted like nonexistence of polite approach. Politeness is regarded a typical basis of divergence from this balanced effectiveness, and is exactly communicated by this divergence. The article aims at explaining politeness and its theories due to their importance in a daily communication.

Several people are responsible for naming politeness theory. The facework part of politeness theory was named by Erving Goffman and the politeness part of the theory was named by Penelope Brown and Stephen Levinson. Much like Goffman, Brown and Levinson believed that facework was assumed to be an important strategy in order to protect and maintain one's face. This theory is objective because its purpose is to save one's face and to help get the point across to the person or persons being communicated to. The context for which this theory is applied is actually quite broad. A person could use it in interpersonal communication, mass communication, and even in public communication such as billboards and advertisements where a

person or company presents its face and message to a specific audience. It can be applied to nonverbal communication in the context of facial expressions and presenting one's self and can even be used in written communication. The facework and politeness theory can be applied to a number of different contexts and it all depends on how a person decides to use it in their given situation.

Face is a public self-image that every person tries to protect. The two main ways people protect their face is either through positive face where it refers to one's self-esteem, or negative face where that refers to one's freedom to act. People often research this theory to see how individuals use positive



and negative face along with politeness. Many research projects gather groups of people both large and small, and have them discuss something of their common knowledge. Most research groups have their volunteers interact face to face so they can measure how the individuals convey their opinion and politeness about their opinion while communicating it to others and receiving feedback. The researchers pay close attention to how the subjects convey and receive information. This theory continues to be studied and researched today as people are seen to be very complex. The key vocabulary terms it should be remembered to include for this theory is positive face which is the desire to be liked, appreciated and approved and negative face that is the desire not to be imposed upon, intruded, or otherwise put upon.

There are four different politeness strategies that differentiated by linguists. Positive politeness is a set of different strategies that seek to minimize the threat to the hearer's positive face while negative politeness is a set of different strategies that are oriented towards the hearer's negative face and emphasize avoidance of the imposition of the hearer. For instance:

Pp: I am transporting your papers, help me with the door, will you?

Np: Would you mind opening the door for me?

Off record is a strategy that uses indirect language and removes the speaker from the potential to be imposing whereas Bald on record is a strategy that has a direct way of saying things without any minimization to the imposition. For example:

Off record: The door is blocking my way.

Bald on record: Open the door for me.

Face threatening acts, otherwise known as FTA is an act which challenges the face wants of a person who takes part in a dialogue or conversation. These face threatening acts may threaten either the speakers face or the hearer's and they may threaten either the positive or negative face. For example:

What is the time? (request)

Pass the salt. (order)

You have got toothpaste on your shirt. (Criticism or bad news about hearer)

It is not ready yet. (warning)

Sorry (make apology)

A good example of how people use this theory in real life would be in the work place too. Someone is at a job interview for a position that he really wants. He would want to use the best facework he has in order to create a positive public image of himself because he wants his boss to view him in a positive face. He would also use positive politeness to help reassure his positive face which would ultimately lead to him getting hired if he can successfully shows why he is right for the job while conveying the strategies from the facework and politeness theory.

CONCLUSION

In conclusion, the facework and politeness theory are so common in today's world that we have probably used them ourselves multiple times without even knowing. The



theory of politeness and its strategies are vital to be aware since we can easily and successfully communicate with each other.

From the article we may know how to

differentiate the strategies from each other and apply them to situations where we may need.

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