



SymPol₂₀₂₃

14th
Symposium on Politeness

(Im)Politeness studies:
new frontiers, synergies
and perspectives

University of Madeira
Funchal, Portugal
3-5 July 2023

Book of Abstracts

PLENARY TALKS (MAIN)

GUNTER SENFT, MAX PLANCK INSTITUTE FOR PSYCHOLINGUISTICS, THE NETHERLANDS

ARE THE TROBRIAND ISLANDERS (IM)POLITE? - OR ARE THEIR FORMS OF BEHAVIOR BASED ON RITUALIZED NORMS OF SOCIAL INTERACTION?

In my talk I present and discuss the Trobriand Islanders' greeting behavior, one of their forms of requesting, giving and taking, the communal bewailing of a dead person as one part of a complex mourning ritual and positive face management in the Trobriander's highly competitive but "balanced" society. I argue that the culture specific aspects of their behavior can more adequately be described within the framework of "Ritual Communication (RC)" than within classic "Politeness Theory" and explain why. For me these two approaches are not mutually exclusive at all but complementary. The RC approach – which is clearly presented and defined – provides culture-specific insights into the respective – emic – norms, rules and regulations of communicative social interactions within speech communities. These insights have to inform the definition of the – etic – theoretical concepts developed within Politeness Theory that are crucial for the recognition, identification and definition of universals shared by communicative interactions in various languages, cultures and their speech communities. In addition, I point out that if we endeavor to come up with a theory of social interaction as our ultimate goal, we also have to incorporate its biological, human-ethological basis by falling back on concepts like the so-called "Universal Interaction Strategies" as well. If we combine the three approaches Politeness Theory, Ritual Communication and ethological ideas like the concept of "Universal Interaction Strategies", then I think that we are on a very promising track to reach the ambitious aim to come up with a theory of social interaction.

<https://www.mpi.nl/people/senft-gunter>

MARÍA DEL CARMEN SANTAMARÍA GARCÍA, UNIVERSITY OF ALCALÁ, SPAIN

'I HAVE BEEN BADLY, BADLY LET DOWN' FACE AND OFFENCE IN THE CALL CENTRE

This talk will present some results from my research on taking offence by customers in phone calls to an insurance company call centre based in Spain. The calls are three-way calls, including customer, agent and interpreter, and were recorded when English-speaking customers reached the company for assistance. Taking offence has been analysed as a social action initiated by customers, in which they construe the actions or behaviour by service providers of the insurance company as offensive in relation to a moral order, i.e. 'the moral worlds evoked and made actionable in talk' (Heritage & Lindstrom, 1998: 397). The analytical methodology employed in the analysis of the data can be described as a socio-pragmatic approach (Haugh, Kádár & Terkourafi 2021), which has been used to explore the indexical, social and moral value of offence taking in interaction within the holistic perspective of integrative pragmatics (Culpeper & Haugh 2014, Haugh & Culpeper 2018). Customers are seen to register offence by expressing a negative emotive state of feeling bad, stressed, annoyed, angry etc. and to sanction offence with a moral claim of a prior affront on the part of another participant (Haugh 2015). Hurt face sensitivities seem to trigger offence registration while frustrated behavioural expectations and failure to achieve interactional wants seem to be the source for moral claims. Results show what a socio-pragmatic approach to the analysis of taking offence can bring to the understanding of its role in social life, showing the connection between emotion and morality. Claiming offence seems to be triggered by negative emotions and judgements, suspending preference for agreeability on the part of customers, and aiming at the agent's persuasion for the benefit of having customers' wants fulfilled. The study presented here was part of the project Analysis of face-work in telephone interpreting (Ref. CM/JIN/2019-040), which draws on INTTELPRAGMA, a multilingual corpus of more than 350 calls to a Spanish insurance company call centre by foreign customers who have an insurance policy in Spain for different types of properties. Chinese, Russian, French, Italian, Spanish and English are the languages spoken by customers and featured in the corpus.

<https://sites.google.com/view/carmen-santamaria-garcia/home>

EXPLORING (IM)POLITENESS EVALUATIONS AND MORAL EMOTIONS IN LANGUAGE TEACHER EDUCATION

For many language teachers new (or not so new) to the profession, pragmatics is often a daunting and difficult area to pin down, with many associating it broadly with the phenomenon of politeness (e.g. Schauer, 2022). This is unsurprising given the relative neglect of pragmatics in teacher education programmes and the relative predominance of theory-heavy approaches where it does exist (e.g., Ishihara & Cohen, 2022; Vásquez & Fioramonte, 2011). When it comes to dealing with politeness in language teacher education, one issue that hampers matters at a practical level is the demand for clear-cut 'dos and donts' that teachers can pass on to their learners. This presentation will introduce a humble attempt to approach the topic of politeness with pre-service and in-service English language teachers that aimed to generate understanding of the embodied nature of (im)politeness evaluations and other interpersonal evaluations triggered by potential moral violations. This approach entailed introducing teachers to basic concepts in meta-pragmatics and moral psychology that highlight the role of emotion in negative interpersonal evaluations. This was combined with a sequence of tasks that aimed to help teachers identify the role of (moral) emotions in their own judgments of (im)politeness. In this presentation, I will introduce this pedagogical attempt in relation to its curricular context, reflect on teachers' reactions, and consider some of the challenges encountered.

<https://warwick.ac.uk/fac/soc/al/people/mcconachy/>

INIEDA PANEL: A KALEIDOSCOPIC APPROACH TO POLITENESS, INTERCULTURALITY AND DISCOURSE... AND BEYOND

SVETLANA KURTES, UNIVERSITY OF MADEIRA, PORTUGAL

The panel is organised by the International Network for Intercultural Education Activities (INIEDA), formerly known as ENIEDA (the European Network for Intercultural Education Activities). INIEDA is a transnational collaborative academic network committed to setting up and sustaining exploratory dialogue within, across and beyond regional, cultural and disciplinary boundaries on topics pertaining to interculturality and tolerance.

The panel does not take a specific topic and explore it, but rather showcases a variety of research interests of the members of the Network. More specifically, the panellists take an interdisciplinary approach, ranging from critical discourse analysis, to social psychology and intercultural communication and education.

There are 6 invited presentations. In the concluding part of the panel – time allowing - the panel convenor will invite the participants and the audience to reflect upon the issues raised, offering additional insights and perspectives.

SYLKE MEYERHUBER, ARTEC SUSTAINABILITY RESEARCH CENTRE AT THE UNIVERSITY OF BREMEN, GERMANY

„INTERCULTURAL EDUCATION DESIGNED WITH THEME-CENTERED INTERACTION” (R. COHN)

According to the work of J. Bolten (2016), intercultural communication needs, beside shared language skills, particularly higher social competencies than in culturally homogeneous groups. The psychological-pedagogic group work approach termed Theme-centered Interaction (TCI) by R. Cohn (1975) offers a compass for the design and facilitation of sensitive and respectful intercultural education group work, be it in higher education, at the workplace, or in training groups. Insights into the TCI-approach and praxis-examples by the presenter (Meyerhuber 2019), as well as from other authors, illustrate the approach and its practical value for an inclusive and courteous interaction in intercultural group situations. The underlying humanistic value base, the resulting attitude during conduct in light of four group factors, specifics of the role as a participative leader, ways towards empowerment of participants in awareness of responsible chairpersonship, and resulting effects from the perspective of the students resp. trainees are discussed. The approach makes possible that besides intercultural acknowledgement something new can emerge from the intercultural exchange (Eppenstein 2015).

The presentation is based on the assumption that (Im)Politeness and implications for human interaction is a linguistic as well as psychological subject matter. The social sciences' relations into psycholinguistics, as well as pragmatics (language utilization in social interactions), come to mind. Drawing from social psychology, the presentation introduces a topic of interests for both fields, with theoretical, empirical, and practical references.

Main sources

Bolten, Jürgen (2016). Interkulturelle Kompetenz – eine ganzheitliche Perspektive. In Poliglot – Zeitschrift für interkulturelles Philosophieren, 36/2016 Interkulturelle Kompetenz, pp. 23-38. ISBN 976-3-901989-35-3.

Cohn, Ruth C. (1975). Von der Psychoanalyse zur Themenzentrierten Interaktion. Stuttgart: Klett-Cotta.

Eppenstein, Thomas (2015). Interkulturelle Kompetenz. Zugänge für eine kultursensible Soziale Arbeit, Debus Pädagogik:

Schwalbach/ Ts., p. 44.

Meyerhuber, Sylke; Reiser, Helmut & Scharer, Michael (Eds.)(2019). Theme-centered Interaction in Higher Education. A Approach for Sustainable and Living Learning. Cham: Springer Nature.

CONSIDERATIONS FOR A CURRICULUM DESIGNED TO REDUCE STEREOTYPES AND PREJUDICES

Once established, many stereotypes and prejudices are difficult to overcome because internalized stereotypes and prejudices have become part of a person's identity. Consequently, many people are not swayed by well-intended messages designed to overcome intolerance. That is why curricula designed to reduce stereotypes and prejudices need to include strategies designed to overcome negative self-images and low self-esteem. Such strategies include metacognitive training and courses designed to allow individuals to consider different perspectives. In line with the contact hypothesis, positive interpersonal encounters can also be helpful in overcoming intolerance because they tend to reduce the perception of out-group homogeneity – a cause for negative stereotypes and prejudices. Another successful approach is the so-called jigsaw classroom which teaches students to work interdependently with one another because interdependence and cooperation often lead to a common identity and positive intergroup attitudes.

Key words: Curriculum development, identity, intercultural communication, intolerance, prejudices, stereotypes

¹ **KATARZYNA PAPAJA, UNIVERSITY OF SILESIA, POLAND**

² **SVETLANA KURTES, UNIVERSITY OF MADEIRA, PORTUGAL**

AN INSIGHT INTO TELECOLLABORATION: A PILOT STUDY CONDUCTED AMONG UNIVERSITY STUDENTS IN MADEIRA AND POLAND

Telecollaboration (Eslami et al, 2019) as the area of CALL has been developing in higher education worldwide. The spread of COVID-19 at the beginning of 2020 seems to have increased the interest in this type of cooperation, which provides a convenient and efficient venue for foreign language learners (Gennaro, & Ojeda, 2021; Huertas-Abril, 2020).

The aim of the presentation is to discuss the research results of the pilot study conducted among students from Madeira University (Portugal) and WSB University (Poland) who agreed to participate in a Telecollaboration Project. The students took part in joint classes on Intercultural Communication, which were conducted online, and were asked to do activities that required transnational collaboration. The findings revealed that a majority of students were excited when cooperating with students from other countries and were willing to share their opinions with others. Moreover, when expressing their views on communication they agreed that in order to communicate effectively it was important to show respect to others and listen carefully. In terms of cultural matters, an overwhelming majority expressed their sensitivity towards discrimination issues related to race, gender, occupation or nationality.

References:

Eslami, Z., Hill-Jackson, V., Kurtes, S., Asadi, L (2019). Telecollaboration Among Qatari and US Undergraduates in a Multicultural Course: Opportunities and Obstacles. 263-282. In Hayo Reinders, et al.(eds.). *Innovation in Language Learning and Teaching The Case of the Middle East and North Africa*. Berlin: Springer.

Gennaro, C. M. D., & Ojeda, Y. E. V. (2021). Telecollaboration in the Era of Coronavirus. *International Journal of Language and Literature*, 9(2). <https://doi.org/10.15640/IJLL.V9N2A2>

Huertas-Abril, C. A. (2020). Telecollaboration in Emergency Remote Language Learning and Teaching [Conference paper]. The Sixth International Conference on E-Learning (ECONF20), Sakhir, Bahrain

WHAT DOES SEMANTIC ANNOTATION OF OFFENSIVE LANGUAGE TELL US ABOUT HUMAN – COMPUTER RELATIONS?

Keywords: annotation, computer, embeddings, humans, offensive language

The paper focuses on a comparison of word embeddings generated from a corpus of 25 English corpora of hate speech with offensive language categories and the results of the annotation of samples of the same texts by human annotators.

In the first part of the talk background of discourse theories of offense and offensive language categories discussed in current literature are presented, indicating a high level of subjectivity in the recognition of offensive content. It is followed by a presentation of the team project (focussing on the identification of offensive language in social media). The second part will define and show computationally generated offensive keyword embeddings from these corpora, contrasted further with the results of the annotation related to samples of the corpora. The results will identify parallelisms and divergencies between these two tasks, showing to what extent semantic taxonomies of offensive language proposed are likely to influence them.

Background literature

Culpeper, J. (2005). Impoliteness and entertainment in the television quiz show: The weakest link. *Journal of Politeness Research*, Vol. 1, No. 1, 01.2005, 35-72

Guillén-Nieto, Victoria. (2023). Hate speech - Linguistic perspectives

Volume 2 in the series [Foundations in Language and Law \[FLL\]](#)

<https://doi.org/10.1515/9783110672619> De Gruyter Mouton.

Lewandowska-Tomaszczyk, B. 2022. A simplified offensive language (SOL) taxonomy for computational applications. *Konin Language Studies* 10(2). 213-227.

Lewandowska-Tomaszczyk, B. (2017). Conflict radicalization and emotions in English and Polish online discourses on immigration and refugees. In S. Croucher, B. Lewandowska-Tomaszczyk & P. A. Wilson (Eds.), *Conflict, Mediated Message and Group Dynamics: Intersections of Communication*. (pp. 1-24). USA: Rowman & Littlefield.

Lewandowska-Tomaszczyk, B., Žitnik, S., Bączkowska, A., Liebeskind, C., Mitrović, J., & Valunaite Oleskeviciene, G. (2021). Lod-connected offensive language ontology and tagset enrichment. In R. Carvalho & R. Rocha Souza, R. (Eds.) *Proceedings of the workshops and tutorials held at LDK 2021 co-located with the 3rd Language, Data and Knowledge Conference (LDK 2021)*. (pp. 135-150). CEUR Workshop Proceedings: Zaragoza, Spain.

Lewandowska-Tomaszczyk B., Bączkowska, A., Liebeskind, Ch., Valunaite Oleskeviciene, G., & Žitnik, S. (accepted a). An integrated explicit and implicit offensive language taxonomy. 2023. *Lodz Papers in Pragmatics*.

Lewandowska-Tomaszczyk, B., Žitnik, S., Liebeskind, Ch., Valunaite Oleskeviciene, G., Bączkowska, A., Wilson, P. A., Trojszczak, M., Brač, I., Filipić, L., Ostroški Anić, A., Dontcheva-Navratilova, O., Borowiak, A., Despot, K., & Mitrović, J. (accepted b) Annotation scheme and evaluation: the case of OFFENSIVE language. 2023. *Rasprave*.

Acknowledgment: The study was conducted in the context of research carried within COST Action CA 18209 NEXUS LINGUARUM *European network for Web-centred linguistic data science*

TECHNOLOGICAL AFFORDANCES, (IM)POLITENESS AND (DIS)UNITY: WHEN THE FACE IS LOST

Arguing that “the medium is the message” McLuhan (1964) posited that the medium through which information is communicated is just as important, if not more so, than the actual content of the message itself. Rather than being a neutral channel through which messages are transmitted, it thus actively shapes the way in which people interact and understand the world. Likewise, Hutchby (2001) in his discussion of “technological affordances” emphasized the role of new technologies in shaping communication practices. While connectivity and interactivity enabled by the Internet have made it possible for people to satisfy their “compulsion for proximity” and interaction with others, the “techno-discursive design” of the online media has also triggered, facilitated and amplified polarization, disunity, and incivility (see KhosraviNik 2017b, 2018; Kopytowska 2022). Moreover, what KhosraviNik (2017a, p. 62) calls “the logic of regimes of popularity building” operating through “likes”, “shares” and “followers” has not only strengthened the similarly-minded group’s cohesion and sense of togetherness, but also increased the visibility and thus salience of radical, hostile, and controversial content. How can we reconcile all these phenomena with Grice’s assumption that human communication is inherently cooperative and Leech’s politeness principle based on the idea that speakers have a desire to be both respected and liked? Has, and, if so, how, the technology transformed the notions of cooperativeness and facework? To answer this question we will resort to the Media Proximity Approach (MPA) and its assumption that the media transformative potential lies in the fact that they enable proximization (i.e. reduction of spatial, temporal, epistemic and emotional distance) not only between selected aspects of reality and the audience (representational dimension) but also between members of the audience (interpersonal dimension) (Kopytowska 2022). While majority of studies applying Gricean perspective to the online content have focused solely on linguistic aspects of interactions, our intention here is to examine such aspects alongside technological affordances in order to demonstrate how in seemingly “faceless” interactions face is threatened, maintained and enhanced.

JAGODA GRANIĆ, UNIVERSITY OF SPLIT, CROATIA

PROACTIVE POLITENESS AND ONLINE IMPOLITENESS BY DEFAULT

Although there is not linguistic behaviour being inherently polite and impolite, and the exact meaning of politeness varies among cultures, according to Leech (1983) and Brown and Levinson (1987), politeness aims to avoid aggression and to maintain smooth relations. That “proactive politeness” (Spencer-Oatey & Kádár 2021) fosters the social equilibrium and communication between aggressive parties, keeping relations on an even keel and even initiating and strengthening new relations.

On the other hand, impoliteness as a collection of negative behaviours causes social disruption in public communication, manifesting in bickering and taunting, inappropriate jokes, and yelling. Even more, impoliteness has become the default setting for online communication. The online impoliteness goes against the accepted standard in a given community, and it is a significant departure from the standard behaviour that we all deal with every single day. As a manner of harassing behaviour, it ranges from inflammatory comments filled with hate to purposeful embarrassment. We witness the rude online discussions where participants fight each other with lies, insulting remarks, or semi-arguments. Contemporary society is heavily marked by new media and the Internet which have created a new media discourse striking for its interactivity, virtuality, and openness of the channels to everyone. In their virtual spaces, senders and receivers communicate only in writing and continually change their roles and statuses. They are hidden behind the anonymity of virtual space but very active in toxic discussions.

The paper examines different perceptions of proactive politeness and impoliteness in the online discussions, especially in some conversational implicatures that certainly pollute the space of public communication. Despite different ethical, ideological, and political attitudes of receivers/readers, there is a strong concordance in perceiving the online impoliteness by default. The examples argue how readers in intercultural and cross-cultural settings may intentionally accommodate to it.

Key words: proactive politeness, online impoliteness, conversational implicatures, Internet, new media

PANEL: PRACTICAL APPLICATIONS OF (IM)POLITENESS STUDIES ACROSS DOMAINS

¹ ALCINA SOUSA, UNIVERSITY OF MADEIRA, PORTUGAL

² OLGA GONÇALVES, UNIVERSITY OF ÉVORA, PORTUGAL

PEPPER AND HONEY: AN EXPLORATORY DIALOGUE ACROSS AND BEYOND DISCIPLINARY BOUNDARIES

The panel is meant to offer a fruitful interdisciplinary dialogue among academics' ongoing research drawing on pragmalinguistic data collected in various discourse communities and practices: politics, parliamentary discourse, war, social control and female identity expression in the political Japanese arena, academic discourse, urban policies – housing, daily interactions and underlying inter- and intracultural differences, public service, sports on social networks, fake news and media. It aims to highlight and debate outcomes of politeness studies seeking to enhance a much-desired cooperative glocal research community.

The contributors in this panel draw on a selection of linguistic data in several languages, namely, Portuguese, Italian, English and Japanese, in the form of a paper to be presented and discussed in forum. Practical and/or theoretical insights are relevant to shed light on ways forward to envisage (im)politeness beyond the sheer academic context into society at large.

MARIA ALDINA MARQUES, CEHUM/ELACH, UNIVERSIDADE DO MINHO, PORTUGAL

WAYS OF BEING IMPOLITE IN THE PORTUGUESE PARLIAMENT

In this paper we return to impoliteness in plenary debates in Portuguese parliament. Assuming that discourse is multimodal, that is, multichannel and plurisemiotic, we will focus the analysis on non-verbal impoliteness in parliament. Unlike verbal impoliteness, present in parliamentary speech genres, albeit in a regulated way, non-verbal impoliteness seems not to be foreseen and, even more, to be evaluated as an intolerable act of aggression. We intend to analyse the singular event of an obscene gesture, as a non-verbal reaction of the former Minister Manuel Pinho to an aside of the PCP deputy, Bernardino Soares, on July 2, 2009, in the plenary of the Assembly of the Portuguese Republic. This event led the minister to resign two days later. As Pacheco Pereira writes, in *Público* newspaper, in a deeply ironic opinion article, "Never in the history of Portuguese parliamentary government, the opposition has been answered by the simple method of making the bull horn". Comparing with examples of verbal impoliteness carried out in the same institutional setting will allow characterizing these verbal and non-verbal uses and highlighting their specificities, which cannot be dissociated from the discourse genre in question, the parliamentary political debate.

Keywords:

non-verbal impoliteness; obscenity multimodal, multichannel and pluri-semiotic discourse; parliament

References:

- Culpeper, J.(2011). Politeness and impoliteness. In Karin Aijmer and Gisle Andersen (eds.) *Sociopragmatics*, v. 5 - Handbooks of Pragmatics (Eds. Wolfram Bublitz, Andreas H. Jucker and Klaus P. Schneider). Berlin: Mouton de Gruyter, 391-436.
- Culpeper, J. (2016). Impoliteness Strategies. In Capone, A., Mey, J. (Eds.) *Interdisciplinary Studies in Pragmatics, Culture and Society. Perspectives in Pragmatics, Philosophy & Psychology*, vol 4. Springer, Cham. https://doi.org/10.1007/978-3-319-12616-6_16
- Fuentes Rodríguez, C. & Alcaide Lara, A. (2008). (Des)cortesía. Agresividad y violencia verbal en la sociedad actual. *Quadernos UNIA*. Universidad Internacional de Andalucía.
- Jobert, M. (2010). L'impolitesse linguistique: vers un nouveau paradigme de recherche ?. *Lexis* [online], HS 2.

Marques, M. A. (2009). Quando a cortesia é agressiva. Expressão de cortesia e imagem do Outro. In Oliveira, F. & Duarte, I. M. (Orgs.), *O fascínio da linguagem* (pp. 277-296). Porto: Faculdade de Letras da Universidade do Porto.

Marques, M. A. (2010). The public and private sphere in parliamentary debate: the construction of the addresser in the Portuguese Parliament. In Ilie, C. (Ed.), *European Parliaments under Scrutiny: Discourse Strategies and Interaction Practices*. (pp.79-107). Amsterdam: John Benjamins.

Marques, M. A. (2012). Emotions and Argumentation in the Portuguese Parliament. In Ionescu-Ruxandoiu, L., *Parliamentary Discourses across Cultures: Interdisciplinary Approaches*, 117-132. Cambridge, UK: Cambridge Scholars.

Marques, M. A., Duarte, I. M. (2019). Formas de tratamento e preservação da face em interações verbais online. *Revista da APL* 5: 236-249. <https://ojs.apl.pt/index.php/RAPL/article/view/15/17>.

¹ ROSALICE PINTO, RESEARCHER ARGLAB, PORTUGAL; CEDIS, PORTUGAL; PROTEXTO, BRAZIL

² MARIA DA GRAÇA SOARES, UNIVERSIDADE FEDERAL DO RIO GRANDE DO NORTE, BRAZIL

SOCIAL IMPOLITENESS AND POPULISM: REVERBERATION OF VIOLENCE ON SOCIAL NETWORKS

Populist parties and their actors elaborate discourses that create fear and reinforce dichotomous perspectives to legitimize their political proposals. Accordingly, they instrumentalize exclusionary proposals, igniting antagonistic, aggressive and violent positions (Wodak, 2015) in the public sphere, especially on social networks, which are easily accessible by everyone. Based on this idea and drawing on Pragmatics, Textual Linguistics and Discourse Analysis, this paper aims at showing some discursive impoliteness strategies (Culpeper, 2016) used by politicians in the Lusophone world. Thus, a qualitative approach based on the presentation of case studies concerning posts by former President Jair Messias Bolsonaro of Brazil (2019-2023) and by the current leader of the political party CHEGA (André Ventura) on two platforms, Twitter and Facebook, will unveil some discursive marks likely to be related to social impoliteness. Preliminary studies attest discursively that social platforms are fruitful sites for the reverberation of violence and controversy (Amossy, 2017; Pinto, Cavalcante, Brito, 2018) in public space.

Keywords:

Populist parties; Twitter; facebook; exclusionary violence; discursive markers

References:

Amossy, R. (2017). *Apologia da polêmica*. São Paulo: Contexto. ISBN 978-987-574-842-2.

Culpeper, J. (2018). Impoliteness strategies. In Capone, A., Mey, J. L. (Orgs.). *Interdisciplinary studies in pragmatics, culture and society*. New York: Springer, pp. 421-445.

Pinto, R., Cavalcante, M.M. & Brito, M.A.P. (2021). Polêmica e Argumentação: Interfaces possíveis em textos midiáticos de natureza política. *Diacrítica* 32(1), 5-24. <https://doi.org/10.21814/diacrítica.140>.

Wodak, R. (2015). *The politics of fear. What right-wing populist discourses mean*. Los Angeles, London New Delhi, Singapore/Washington DC: Sage Publications.

ZELENSKY'S COMMUNICATIVE STRATEGIES AGAINST "TERROR"

War is spreading in many parts of the world, from Congo and Yemen, to Palestine, Syria, India, China, Ukraine, to name but a few. Regardless of the geopolitical situation, we, as global citizens, are, nevertheless, consciously, or unconsciously, cast into a daily maelstrom of news ranging from loathing to empathy signalled in diverse discursive exchanges across media indebted to communication in crisis. This has led to the analysis of President Zelensky's addresses to a wide variety of interlocutors, seeking support against the Russian invader. The aim of this paper is, thus, to analyse a selection of his direct addresses (Feb. 2022 - March 2023), mostly encoded in his mother tongue and mediated by the English language, thereby challenging deep-seated attitudes and avoiding generalisations and universals in human interaction. Drawing on a pragmalinguistic and discursive approach, this exploratory study is intended to illustrate his communicative strategies against "terror", in his own words, which are perceived as a rhetorical endeavour to save Ukraine's face. Findings reveal that Zelensky, firmly speaking on behalf of the Ukrainians, rarely makes use of offensive words against the nation's enemy, which may translate his effort to create ingroup relations to disempower the perpetrator.

Keywords:

Political addresses; war; Zelensky; face-saving strategies; pragmalinguistic strategies

References:

- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.
- Bull, P., & Fetzer, A. (2010). Face, Facework and political discourse. *Revue internationale de psychologie sociale* 23 (2-3): 155 - 185. <https://www.cairn.info/revue--2010-2-page-155.htm>.
- Coombs, W. T. (1995). Choosing the right words: The development of guidelines for the selection of the "appropriate" crisis-response strategies. *Management Communication quarterly*, 8(4), 447-476. <https://doi.org/10.1177/089331899500800400>.
- Goffman, E. (1967). On face-work. *Interaction Ritual*. New York: Pantheon, pp. 5-45.
- Hamood, A. (2016). Approaches in Linguistic Politeness: A Critical Evaluation. *International Journal of Linguistics, Literature and Culture (Lingua- LLC)* 3(3). ISSN 2518-3966.
- Haugh, M. (2007). The Discursive Challenge to Politeness Research: An Interactional Alternative. *Journal of Politeness Research Language Behaviour Culture* 3(2). <https://doi.org/10.1515/PR.2007.013>.
- Huang, Y.-H. (2006). Crisis situations, communication strategies, and media coverage: a multi-case study revisiting the communicative response model. *Communication Research* 33(3): 180-205. <https://doi.org/10.1177/0093650206287>.
- Leech, G.N. (1983). *Principles of pragmatics*. London and New York: Longman. <https://doi.org/10.4324/9781315835976>
- Mills, S. (2011). Discursive approaches to politeness and impoliteness. *Discursive Approaches to Politeness*, 8: 19. <https://doi.org/10.1515/9783110238679.19>.

THE ROLE OF LANGUAGE AS A VECTOR FOR THE POLITICAL GENDER GAP IN JAPAN

This study analyses Japanese female politicians' language by shedding light on the relationship between so-called Japanese 'women's language', which includes numerous features of 'polite' language, and women's place in politics in Japan. Politics remains a patriarchal arena and language plays an important role in circumscribing the gendered nature of political life. One of the most prominent contemporary social values concerning gender in Japan is the 'male/female role distinction', which has deep roots in the Meiji period (1858–1912), when the government encouraged a gender-based distinction between productive and reproductive work to support rapid modernisation and industrialisation (Inoue, 2006). Especially important was the promotion of the ideology of *ryoosai-kembo* 'good wife and wise mother', with its messages about the virtues of ideal womanliness, which included not only efficient household management and motherhood (Ishii and Jarkey, 2002) but also the use of 'good language'. Indirect, non-assertive, and full of honorific forms, 'good language' was part of the 'good manners' of women who served not only their fathers and husbands, but also the nation-state.

In contemporary Japan, features of 'women's language' may fit with some women's own identity expressions, but those who seek to distance themselves from the 'womanly way of speaking', especially those in the public sphere, tend to receive harsh criticism; critics associating it with a lack of integrity and even claiming their 'upbringing' to be unsuitable for public figures, regardless of the content of their speech. This study investigates how female politicians' identity expression through language is intricately interconnected with the virtues of the style of speech they are expected to employ, and sheds light on the role of language in creating mechanisms of perpetuation of or emancipation from unequal gender ideologies in Japanese politics.

Keywords:

Politics; gender gap; polite language; women's role; Japan

References:

Inoue, M. (2006). *Vicarious language: Gender and linguistic modernity in Japan*. Berkeley/Los Angeles: University of California Press. ISBN-10 0520245857; ISBN-13 978-0520245853.

Ishii, K., & Jarkey, N. (2002). The housewife is born: The establishment of the notion and identity of the *shufu* in modern Japan. *Japanese Studies*, 22(1), 35-47. <https://doi.org/10.1080/103713902201436732>.

TEODORA POPESCU, UNIVERSITY OF ALBA IULIA, ROMANIA; CIEL; ENIEDA NETWORK

PRAGMALINGUISTICS OF CANCELLATION IN THE ACADEMIA

The aim of this presentation is to unveil the pragma-semantic traits of language used by academic "offenders" who were subsequently "cancelled" (i.e., suspension, termination of contract, resignation, etc.) on account of expressing views deemed offensive or unacceptable by the university management. The analysis is performed on the list compiled by the National Association of Scholars, which recorded by February 2023, 267 academic cancellations in the US and Canada. An overview of the alleged offenses reveals that racism ranked highest – 160 cases, followed by sexism – 27 cases, transphobia – 23 instances, homophobia – 23 instances, retaliation (against school) – 8 cases. Noteworthy is the fact that no "offensive" pattern can be identified, as opposing stances may be equally censured: 7 instances of pro-police viewpoints versus 3 cases of anti-police offences, or 7 Pro-Trump versus 1 Anti-Trump.

Cases that involved mostly behaviour which was badly received by the academic community were ruled out (such as one professor dressing up as Michael Jackson for a Halloween party), as the focus of the investigation was mostly on language production and the ensuing reactions.

The theoretical framework of analysis is based on general politeness theory and face-threatening acts (Brown & Levinson, 1987) and humour and sarcasm theories (Gibbs & Colston; 2007 Attardo, 1994; Wilson & Sperber, 1981; 1992; Norrick & Chiaro, 2009) considered as face-threatening acts (Leech, 1983; Brown & Levinson, 1987).

Findings revealed that offences ranged from (ironic) sarcastic statements in email communication (Gordon Klein from UCLA) to mentioning the “n”-word in relation to an article about how Facebook solved the issue of various forms of the “n” word in different cultures and countries (Carrie Menkel-Meadow) or criticizing the conduct of a Teaching Assistant who did not allow a class discussion on gay marriage (John McAdams), or making off-topic (non-ironic) sarcastic statements during lectures (Robert Ternansky). In some cases, the allegedly offensive statements were explicit; however, there were cases where they were only implied, or cancellation occurred based on personal views expressed not necessarily in connection with the academic environment in which the culprits activated. No specific pattern was identified, as the reactions and decisions were very much socially and situationally determined. However, most of them involved an element of social and power distance.

Keywords:

Pragmatics, semantics, academia, language, cancellation.

References:

Attardo, S. (1994). *Linguistic theories of humor*. New York: Mouton de Gruyter. <https://doi.org/10.1515/9783110219029>.

Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press. ISBN-10 0521313554, ISBN-13 978-0521313551.

Colston, H.L., & Gibbs, R.W., Jr. (2007). A brief history of irony. In R.W. Gibbs, Jr. & H.L. Colston (Eds.), *Irony in language and thought: A cognitive science reader* (pp. 3–21). Lawrence Erlbaum Associates Publishers. ISBN 9780805860627.

Leech, G.N. (1983). *Principles of pragmatics*. London and New York: Longman. <https://doi.org/10.4324/9781315835976>.

Norrick, N., & Chiaro, D. (Eds.) (2009). *Humour in interaction*. Amsterdam/Philadelphia, PA: John Benjamins. ISBN 978-90-272-5427-6.

Sperber, D. & Wilson, D. (1981). Irony and the use-mention distinction. In Cole, P. (Ed.), *Radical Pragmatics*, 295-318. New York: Academic Press. ISBN 0121796604.

Wilson, D., & Sperber, D. (1992). On verbal irony. *Lingua*, 87, 53-76. ISBN 00243841

Wilson, D., & Sperber, D. (1981). On Grice's theory of conversation. In P. Werth (Ed.) *Conversation and Discourse*. Croom Helm, London: 155-78. Reprinted in Asa Kasher (ed.) 1998, vol. 1V: 347-68. <https://doi.org/10.4324/9781003291039>.

¹ ISABEL ROBOREDO SEARA, UNIVERSIDADE ABERTA AND CLUNL, PORTUGAL

² ANA LÚCIA TINOCO CABRAL, PUC – SÃO PAULO, BRAZIL

TODAY I FEEL...: A STORM OF INDIGNATION ON SOCIAL MEDIA AND A CRESCENDUM OF VERBAL VIOLENCE

Social networks set up, in contemporary times, privileged spaces for the expression of hostility in the form of flaming comments that occur in a highly interactive dynamics in the context of agonizing verbal interactions, as Amossy (2011) has underlined. Verbal violence has assumed a crescendo in these spaces, being exponential the way in which the discursive strategies of discredit, destruction and intolerance effectively try to demean and destroy the Other who is the target.

The Football World Cup 2022 held for the first time in a country in the Middle East underpins our pragmatic-discursive analyses of the FIFA President's speech, in an interview on the night before the championship's official opening ceremony, and the subsequent negative reactions on social media in the last ten days of November 2022. We intend

to demonstrate the way social media provide much wider ideological material than traditional means of dissemination do.

A discourse that aimed to be inclusive and consensual generated a “storm of indignation” (Angermuller, 2021), which, with visibility and amplification - characteristics of social networks - monopolized the world’s attention and triggered a wave of verbal violence. Having discourse analysis as a theoretical basis, we will analyse the verbal strategies at the service of building Infantino’s ethos and the manifestations of violence and indignation in social networks.

Keywords:

expression of hostility; ethos; manifestations of violence and indignation; social networks; FIFA’s president’s speech

References:

Amossy, R. (2021). La coexistence dans le dissensus. La polémique dans les forums de discussion. *Semen* 31/2011: 25-42. <https://journals.openedition.org/semen/9051>.

Salgado, L., Clares, L. (2021). Entrevista a Johannes Angermuller. In *Scripta*, v. 25 (54-2): 324-333.

RITA FARIA, UNIVERSIDADE CATÓLICA PORTUGUESA, PORTUGAL; CECC - RESEARCH CENTRE FOR COMMUNICATION AND CULTURE, PORTUGAL

‘HI, CARLINHOS, HOW ARE THE UNICORNS?’: FORMS OF ADDRESS AS STANCE-TAKING DEVICES IN THE HOUSING CRISIS DEBATE ON PORTUGUESE TWITTER.

The housing crisis in Portugal, driven by high demand and low supply, is particularly acute in the two largest cities in the country, Porto and Lisbon. The Lisbon Mayor, Carlos Moedas, has often taken to Twitter to announce policies and legislation devised to combat the problem, prompting responses from Twitter users expressing their views of alignment or misalignment with the measures proposed and in doing so contributing to the debate on the housing and cost of living crises at large. This study departs from a preliminary examination of these online interactions and from the subsequent realisation that forms of address on the Portuguese Twitter are often deployed as prominent stance-taking devices to signal opposition or (less often) alignment with the proposals issued by the Lisbon Mayor. The study builds on previous research on stance-taking on Twitter (Luzón, 2023; Burnette & Calude, 2022; Vázquez 2021) and on the nexus between forms of address and stance (Truan, 2022) in order to offer a contribution to the study of these forms as crucial pragmalinguistic resources signalling an interpersonal stance (Formentelli, 2013) whereby Twitter users encode their interpersonal positioning towards the Mayor through their choices of address. Preliminary findings show no correlation between form and function, meaning the complexity of forms of address in European Portuguese (pronominal, nominal and verb forms in subject and object positions) is fully deployed as a strategy to build an impoliteness-based language of face-attack and opposition and demonstrating how forms of address in Portugal have become an increasingly dynamic, heavily context-sensitive resource able to fulfil a variety of communicative goals, namely stance-taking and (im)politeness.

Keywords:

Contexts: forms of address; stance-taking; twitter; housing crisis; Lisbon (PT)

References:

Burnette, J. & Calude, A. (2022). Wake up New Zealand! Directives, politeness and stance in Twitter #Covid19NZ posts. *Journal of Pragmatics* 196, 6-23. <https://doi.org/10.1016/j.pragma.2022.05.002>.

Formentelli, M. (2013). A model of stance for the management of interpersonal relations: formality, power, distance and respect. In Istvan Kecskes & Jesús Romero-Trillo (eds.), *Research Trends in Intercultural Pragmatics*, 181-218. Berlin; New York: Mouton de Gruyter. <https://doi.org/10.1515/9781614513735>.

Luzón, M.-J. (2023). Multimodal practices of research groups in Twitter: An analysis of stance and engagement. *English for Specific Purposes* 70, 17-32. <https://doi.org/10.1016/j.esp.2022.10.006>.

Truan, N. (2022). (When) Can I say Du to You? The metapragmatics of forms of address on German-Speaking Twitter. *Journal of Pragmatics* 191, 227-239. <https://doi.org/10.1016/j.pragma.2022.02.008>

Vásquez, C. (2021). "I appreciate u not being a total prick ...": Oppositional stancetaking, impoliteness and relational work in adversarial Twitter interactions. *Journal of Pragmatics* 185, 40-53. <https://doi.org/10.1016/j.pragma.2021.08.009>.

ALEXANDRA NUNES, UNIVERSIDADE DE ÉVORA/CEL-UÉ, PORTUGAL

FACE AND (IM)POLITENESS IN TERMS OF ADDRESS USED IN ONLINE NEWS AND FAKE NEWS

In digital space, users engage in interactive mediated experiences to meet a human 'compulsion of proximity' (Boden & Molotch, 1994) while being expected to follow a certain 'netiquette' (Shea, 1994). Nonetheless, there is still a gap when it comes to proximization (Cap, 2022; Kopytowska, 2022) and (im)politeness strategies (Brown & Levinson, 1987; cf. Wieczorek, 2008; Korostenskienė, 2020 for a correlation of the two) employed on (dis)information media.

Following the criterion on discourse domains such as health, science and well-being, this paper analyses terms of address used in eight Portuguese corpora of online news websites (particularly, *Diário de Notícias, Público, Sábado* and *Visão*) and websites labelled as fake news producers (namely *Altamente, Lusojournal2015/Lusoamanhecer, Magazine Lusa*, and *Vamos Lá Portugal*).

On the one hand, the research findings entail that news websites barely use the personal pronouns *tu* and *você* as informal terms of address to avoid being impolite or threatening the hearer's face. On the other hand, on fake news outlets, the frequent use of *tu* and *você* might be regarded as potential face-threatening acts, even though being mainly used as (inter)personal and/or emotional proximization strategies. Proximizing through (im)politeness, first-person plural pronouns are used in all corpora as a strategy to include the hearer(s).

Keywords:

proximization; politeness; online news; disinformation; health and science fake news

References:

Boden, D. & Molotch, H. L. (1994). The compulsion of proximity. In Roger Friedland and Deirdre Boden (eds.), *NowHere: Space, time, and modernity* (pp. 257–286). University of California Press.

Brown, P. & Levinson, S. (1987). *Politeness: some universals in language usage*. Cambridge: Cambridge University Press.

Cap, P. (2013). *Proximization The pragmatics of symbolic distance crossing*. Amsterdam, Netherlands: John Benjamins. <https://doi.org/10.1075/pbns.232>.

Kopytowska, M. (2022). Proximization, presumption and salience in digital discourse: on the interface of social media communicative dynamics and the spread of populist ideologies. *Critical Discourse Studies*, 19(2), 144-160. <https://doi.org/10.1080/17405904.2020.1842774>.

Korostenskienė, J. (2020). The hit or miss guesswork figuring the deictic centre of the Russian patronymic. *Yearbook of the German Cognitive Linguistics Association*, 8(1), 99-118. <https://doi.org/10.1515/gcla-2020-0007>.

Shea, V. (1994). Core rules of netiquette. *Educom Review*, 29(5), 58-62.

Wieczorek, A. E. (2008). Proximization, common ground, and assertion-based patterns for legitimisation in political discourse. *Critical approaches to discourse analysis across disciplines*, 2(1), 31-48. https://www.lancaster.ac.uk/fass/journals/cadaad/wp-content/uploads/2015/01/Volume-2_Wieczorek.pdf.

NEWS VALUES IN ENGLISH AND ROMANIAN HEADLINES. A CORPUS-BASED ANALYSIS

The presentation provides insights into the negativity in headlines. It compares and contrasts the roles and realisations of news values. The analysis is carried out based on a corpus which refines and articulates the analysis. The two corpora are processed with the help of LancsBox. The analysis combines two methods of analysis: the quantitative method which is based on corpus and the qualitative methods which rely on the manual inspection of the headlines.

Headlines encapsulate the message of the article and need to attract the readers' attention, as these are browsing through many newspaper articles in the pursue to choose an article. To this end, a wealth of strategies is used to spark the readers' interest and to capture their attention.

Several layers of analyses are carried out to identify and interpret news values in headlines. A media linguistic layer of analysis foregrounds the reflection of news values in headlines as a means of conveying the journalists' voice. A second layer of analysis, the stylistic analysis exploits the resources of language: the connotation of the negative and positive lexes, their stylistic features and stylistic varieties. The data reveal the fact that the headlines from the Romanian corpus are more informative and less evaluative. Furthermore, news values aim to emphasise or de-emphasise certain effects.

The following observations have come to the fore: a discrepancy and an unbalanced distribution of evaluators in the corpora; the English headlines outnumber the Romanian ones in all the categories analysed. Evaluators are embedded in the stylistic fabric of the headline. The English headlines display a preference for negativity, which is maintained in the Romanian corpus, yet to a lower proportion. The headlines in the English and Romanian broadsheets share stylistic variations of the evaluators. The degree of variation is higher in the English headlines.

Keywords: Headlines; Corpus linguistics; Media linguistics; Reporting verbs; News values.

References:

- Bednarek, M. (2006). Sobbing, screaming and shouting? Reporting expressions in the British press In C. Houswitschka, G. Knappe, & A. Müller (Eds.), *Proceedings Anglistentag 2005 Bamberg* (pp.561-572). Trier: WVT: 561-572.
- Bednarek, M. (2009). *Evaluation in media discourse: Analysis of a newspaper corpus*. Bloomsbury Publishing plc.
- Bednarek, M. (2016). Voices and values in the news: News media talk, news values and attribution. *Discourse, Context and Media*, 11, 27–37 .
- Bednarek, M., & Carr, G. (2021). Computer-assisted digital text analysis for journalism and communications research: Introducing corpus linguistic techniques that do not require programming. *Media International Australia*, 181(1), 131–151. Doi: 10.177/132987X20947124.
- Chovanec, J. (2003). The use of the present tense in headlines. *Theory and practice in English studies*, 1, 83-92.
- Fludernik, M. (2003). "Chronology, time, tense and experientiality in Narrative". *Language and Literature*, 12(2), 117-134.
- Luginbühl, M. (2015). Medial linguistics: On mediality and culturality. *10plus1: Living Linguistics, Issue 1, Media Linguistics*, 9-26.
- McEnery, T., & Gabrielatos, C. (2006). English corpus linguistics. In B. Aarts, & A. McMahon (Eds.), *The handbook of English linguistics* (pp. 33-71). Blackwell Publishing Ltd. <https://doi.org/10.1002/9780470753002.ch3>
- Verdonk, P. (2002). *Stylistics*. Oxford: Oxford University Press.
- Wright, L., & Hope, J. (1996). *Stylistics. A practical coursebook*. USA & Canada: Routledge.

IS (IM)POLITENESS THE SAME EVERYWHERE?

The notion of politeness is tightly linked to that of face (Goffmann, 1967, Brown & Levinson 1978); according to this theory, all interactions between humans is based on face-threatening and face-saving actions. This "face work" is the motivation of many linguistic constructs aiming at smoothing any form or word that can be interpreted as a threat to one's face. This seems to be a universal feature of human communication, but the specific form which triggers face work can be different from culture to culture. Besides the obvious differences that have been observed between Western and far Eastern cultures, also within the same area and in the same country constructions and words themselves can acquire different meaning and reference to the face. Some examples will be taken from some Italian regions (Piemonte, Toscana, Sicily) will show how the same words can be understood as insults in some areas and or can be absolutely neutral in other regions, also creating a sort of local hierarchy of offenses and face-threatening interactions.

Keywords:

threatening face; saving face; local hierarchy of offenses; insult/neutrality; Piemonte, Tuscany, Sicily

References:

Brown, P., & Levinson, S. (1978). Universals in language usage: politeness. In E. Goody (Ed.), *Questions and Politeness: Strategies in Social Interaction* (pp. 56-310). Cambridge: Cambridge University Press.

Goffmann, E. (1967). *Interaction Ritual*. New York: Pantheon.

MONICA MOSCA, DEPARTMENT OF CLASSICAL, MEDITERRANEAN AND EASTERN STUDIES, UNIVERSITY OF WROCLAW, POLAND

MODELS OF (IM)POLITENESS IN THE INTERACTION BETWEEN CITIZENS AND PUBLIC MUNICIPALITY

Interaction between citizens who need to access some public service and the desk personnel is often difficult, and sometimes ends up with serious impolite communicative events. Many reasons can motivate this kind of behaviour: citizens often do not know or understand the actual structure of the offices and the processes of the red tape; citizens frequently want a very personalized service or assume that the clerks intend to be unfriendly and pushy to them; hence, the former are usually on the defensive side. The socio-cultural motives are rooted in a basic distrust by ordinary people towards the public institutions themselves. Thus, on the one hand, citizens assume that every interaction of the civil servant is in a way face-threatening, even if it is not clear in which sense, and, on the other hand, the desk clerks often assume a defensive stance because they feel threatened by the users. Some examples of these turn-takings marked by face-threatening and face-saving acts will be analysed to show the linguistic forms used by participants.

Keywords:

public service; desk personnel; ordinary citizens; interaction; face-threatening / face-saving acts.

References:

Brown, P., & Levinson, S. (1978). Universals in language usage: politeness. In E. Goody (Ed.), *Questions and Politeness: Strategies in Social Interaction* (pp. 56-310). Cambridge: Cambridge University Press.

Goffmann, E. (1967). *Interaction Ritual*. New York: Pantheon.

Mosca, M. (2012). Route dialogue partitions: Interactions between semantics and pragmatics. *Lodz Papers in Pragmatics*, vol. 8(2): 157-181. <https://doi.org/10.1515/lpp-2012-0010>

PRAGMATIC COMPETENCE AT THE INTERACTIONAL LEVEL: OFFER NEGOTIATIONS BY SAUDI LEARNERS OF EFL

The current study was driven by the most current research trend of interlanguage pragmatics, which considers a learner's ability to produce social actions in extended discourse. It investigated the interactional structure of offers in natural conversations by nine Saudi advanced learners of English as a foreign language (SEFL) when interacting with a British English native speaker. Conversations were recorded during a dinner attended by three or four friends in a host-guest context. Comparable sets of baseline data of native speakers of both Saudi Arabic and British English were collected.

Although studies of interaction usually involve qualitative analysis of the turn-by-turn coconstituted discourse, the study employed quantitative analysis of some concepts of discourse analysis, particularly the structure of exchange (Edmondson, 1981), to identify the dominant features that characterize participants' offering interactions as they occur in everyday talks. The analysis relied on schemas by Almusallam (2018) and Almusallam and Ismail (2022). The adapted model explored: (1) whether an offer was initiated verbally or non-verbally, (2) the complexity degree of an offer exchange, and (3) the types of supportive moves accompanied an offer.

Results showed that although the SEFL learners approximated the offerings of the British English native speakers, they did not always behave in a manner consistent with their offerings. There were slight variations in communication type, offer complexity, and frequency of supportive moves. The SEFL speakers preferred nonverbal offers and shied away from complex offer negotiations more than the BE native speakers. Negative pragmatic transfer was not observed in the SEFL negotiations of offers, except in their preference for employing nonverbal offers. The analysis has shown that the descriptive quantitative analysis enabled to identify the dominant norms in offers. Thus, it enables drawing conclusions about what is considered appropriate in a specific context.

Keywords: interlanguage pragmatics, offers, Arabic, speech acts, interactional competence.

References

- Almusallam, I., 2018. A discursive approach to politeness: Negotiating offers in women's talk by Saudi Arabic and British English speakers (Unpublished doctoral dissertation). The University of Leeds.
- Almusallam, I., Ismail, M., 2022. Politic offering behaviour among Saudi females : Is there any place for quantitative analysis in discursive politeness ? *Journal of Pragmatics*. 200, 76–97. <https://doi.org/10.1016/j.pragma.2022.08.003>
- Edmondson, W., 1981. *Spoken Discourse: A Model for Analysis*. Longman, London.

ALONSO-ALMEIDA, F., DEPARTMENT OF MODERN PHILOLOGY, UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA

EVALUATIVE MATRICES AND IMPOLITENESS IN THE CORPUS OF WOMEN'S INSTRUCTIVE TEXTS IN ENGLISH (1800-1899)

This presentation deals with the study of the matrices introducing *that*-clauses in a corpus of instructional texts written by women, i.e., the *Corpus of Women's Instructive Texts in English* (1800-1899), COWITE19. These matrices can show various aspects relating to the authors' assessment, involvement, and understanding of the information framed by these matrices. The corpus is made up entirely of instructional texts, especially recipes. Women's legitimatising voice may become evident in these evaluative matrices, as they can convey a series of interpersonal meanings that may clearly signal their experience and good command of the knowledge that is told. The texts used in this study are markedly authoritative due to their didactic nature, and so the boundary between deontic modulation and imposition may be a fuzzy one in these texts. This contribution therefore aims to find out whether these matrices can indeed function as impoliteness devices and what contextual elements help to safely identify this pragmatic function of

matrices. For the analysis, I will follow Kádár & Culpeper (2010), Culpeper (2011), and Leech (2014), among others, for the notion and categories of impoliteness.

References

- Culpeper, Jonathan. 2011. *Impoliteness: Using Language to Cause Offence*. Cambridge: Cambridge University Press.
- Kádár, Dániel Z. & Jonathan Culpeper. 2010. Historical (Im)politeness: An Introduction. In Jonathan Culpeper & Dániel Z. Kádár (eds.), *Historical (Im)politeness*, 9–36. Bern, Berlin, New York: Peter Lang.
- Leech, Geoffrey. 2014. *The Pragmatics of Politeness*. Oxford: Oxford University Press.
- Research reported in this presentation has been supported by the Plan Estatal de Investigación Científica, Técnica y de Innovación 2021-2023 of the Ministerios de Ciencia e Innovación under award number PID2021-125928NB-I00, and the Agencia Canaria de investigación, innovación y sociedad de la información under award number CEI2020-09. I hereby express my thanks.

¹ **ÁLVAREZ-GIL, F. DEPARTMENT OF MODERN PHILOLOGY, UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA**

² **ALONSO-ALMEIDA, F., DEPARTMENT OF MODERN PHILOLOGY, UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA**

DYNAMIC MODALITY AND (IM)POLITENESS IN NINETEENTH-CENTURY RECIPES WRITTEN BY WOMEN.

In this study, we are interested in assessing the feasibility of dynamic modals for expressing (im)politeness in a corpus of instructive texts written by women in the English language in the 19th century. By means of certain modal uses, levels of (inter)subjectivity of the speaker with respect to the proposition formulated are signalled. The function they serve may, for example, relate to estimations regarding the truth of certain facts or to assertions about facts. In this context, modal uses would be a matter of mitigating or explicitly assuring the proposition, which, pragmatically, can be interpreted as intentional manifestations of linguistic politeness (Brown & Levinson, 1987; Leech, 2014). This also includes dynamic modals which reflect senses of willingness and ability on the part of the speaker or writer, among other aspects, as suggested by Palmer (2001: 10). However, the semantic value of potential possibility encoded in these modal forms may indicate that they do not have a modulating effect on the proposition framed, so that they may be dispensable in certain speech events (Alonso-Almeida, 2021). Our intention, however, is to show that these dynamic forms may enable the unfolding of specific pragmatic functions, such as the expression of (im)politeness, regardless of whether they encode nuances of obligation or likelihood that may require actualization. Based on data excerpted from the *Corpus of Women's Instructive Writing in English, 1800-1899* (COWITE19) (Alonso-Almeida *et al.*, 2023), we want to show that dynamic modality is one resource being used as a relational marker to write technical text in the period. Our method includes corpus linguistics, if manual inspection is also needed to disambiguate the meaning and functions of dynamic modals in context. We expect to show that women's technical writing certainly expresses politeness through these forms, and we would also like to see whether such use can reveal gender differences in discourse.

References

- Alonso-Almeida, F. (2021). Los modales dinámicos en textos de historia en lengua inglesa (1700-1900). *Revista Signos*, 54, 529–548. <https://doi.org/10.4067/S0718-09342021000200529>
- Alonso-Almeida, F., Ortega-Barrera, I., Álvarez-Gil, F. J., & Quintana-Toledo, E. (Eds.) (2023). *COWITE19= Corpus of Women's Instructive Writing, 1800-1899*. Las Palmas de Gran Canaria.
- Brown, P., & Levinson, S. (1987). *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- Leech, G. (2014). The Pragmatics of Politeness. In *The Pragmatics of Politeness*. <https://doi.org/10.1093/acprof:oso/9780195341386.001.0001>

Palmer, F. R. (2001). *Mood and Modality*. Cambridge: Cambridge University Press.

Research reported in this presentation has been supported by the Plan Estatal de Investigación Científica, Técnica y de Innovación 2021-2023 of the Ministerios de Ciencia e Innovación under award number PID2021-125928NB-I00, and the Agencia Canaria de investigación, innovación y sociedad de la información under award number CEI2020-09. We hereby express our thanks.

AMORY, Y., GHENT UNIVERSITY

A NEW APPROACH TO INVESTIGATING SOCIAL INTERACTIONS IN ANTIQUITY: MULTIMODAL POLITENESS IN GREEK DOCUMENTARY PAPYRI

Keywords: politeness, multimodality, Greek documentary papyri, Egypt, ancient communication practices

In the very last years, we have witnessed the flourishing of historical politeness, which has been marked by a growing interest from scholars with different backgrounds. Despite this premise, ancient politeness still holds a confined role within the field of study (see Kádár & Ridealgh 2019: 175-179), while being influenced by longstanding consolidated trends. On one hand, politeness research in Latin and Ancient Greek has in fact predominately focused on the Classical period and its literary sources (see most recently Unceta Gómez/Berger 2022, with only two contributions on para- and non-literary sources); on the other, it has so far been exclusively centred on the analysis of the language and its formulations. However, ancient artifacts such as Greek documentary papyri offer the possibility to study ancient politeness in a more comprehensive way: these documents can in fact be examined through their external original features, such as their material, dimensions, layout, and handwriting. Along with the language, these features convey indirect social messages. Ancient scribes were well aware of that, and would consequently display their text according to the social rank of the addressee and the importance of the message. Therefore, all of these elements can be taken into account to investigate polite interrelationships.

This paper aims to introduce an alternative approach to investigating politeness in Antiquity in order to overcome the traditional focus on linguistic strategies. By combining the theory of multimodality, which studies the relationship between the different 'modes' we use to make meaning (Kress 2010), with Terkourafi's principle of 'conventionalization' (Terkourafi 2015) – here for the first time applied to the material and visual aspects of ancient communication –, it will unveil the many-sided polite potential of documentary sources through the case of Greek papyri from Graeco-Roman Egypt.

References:

Kádár, D.Z. and K. Ridealgh. 2019. "Introduction", in K. Ridealgh (ed.), *Exploring (Im)Politeness in Ancient Languages*, Special Issue of *Journal of Historical Pragmatics* 20 (2): 169-185.

Kress, G.R. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*, London.

Terkourafi, M. 2015. "Convenzionalization: A new Agenda for Im/Politeness Research", *Journal of Pragmatics* 86: 11-18

Unceta Gómez, L. and Ł. Berger (eds.). 2022. *Politeness in Ancient Greek and Latin*, Cambridge.

BARTALI, V., UNIVERSITY OF WALES

AN INTERCULTURAL INVESTIGATION OF REQUEST REALISATION STRATEGIES: THE CASE OF ITALIAN AND BRITISH-ENGLISH SPEAKERS.

Research in pragmatics has shown that how people communicate depends not only on the linguistic resources available in a certain lingua-culture, but also on how the use of such resources is influenced by culture and factors such as context and role relations.

Cross-cultural differences may have important consequences on intercultural communication, if speakers use language forms in different ways/contexts or with different functions. Such differences can lead to misunderstanding and stereotyping, e.g. labelling the other too direct or impolite. This phenomenon is particularly relevant for politeness research, and it is important to unpack the reasons of such cross-cultural differences.

However, the evaluative process has been mostly neglected in pragmatic studies, particularly from a comparative perspective. This study aims to fill this gap, by using different methods: roleplays, interviews and surveys. Roleplays were employed to compare how two sets of participants, Italian and British-English speakers, performed different requests in intercultural encounters. Retrospective interviews were employed to unpack how these two sets of speakers perceived factors such as social distance for each situation, and how such perceptions affected their linguistic choices and evaluations. Evaluative surveys were employed to examine how two other sets of Italian and British-English participants rated some salient extracts that showed episodes of intercultural misunderstandings, to explore whether any cross-cultural differences in perceptions/evaluations matched the intercultural differences that emerged from the interviews with the roleplays' participants.

The results showed intercultural differences mainly in terms of mitigation use, which seemed to reflect different cultural values. The British-English speakers employed more modifiers that showed tentativeness and avoided imposition, whereas the Italian speakers used more devices directed at activating the hearer's cooperation. The results also showed examples of intercultural misunderstandings.

Keywords: intercultural pragmatics, requests, British-English, Italian, politeness

BOURGEOIS, S., SWISS NATIONAL SCIENCE FOUNDATION (SNSF) POSTDOC. MOBILITY; RESEARCHER, LANCASTER UNIVERSITY

"IMPOLITENESS IN TRUMP'S POLITICS: A NEW NORMAL FOR POLITICAL RHETORIC?"

Keywords: Impoliteness, impoliteness triggers, shameless normalization, (im)politeness and social class, political rhetoric

While former President Trump's rhetoric has already received attention (e.g. McIntosh & Mendoza-Denton 2020; Schneider & Eitelmann 2020), very few studies have systematically considered it from an impoliteness perspective especially. This project therefore considers impoliteness as a major tool for Trump to discredit his opponents (e.g. Schubert 2020) and entertain his base. By creating a corpus of his communications that span his political career – including speeches, rallies, debates, press conferences and Tweets – this project will model his use of *impoliteness triggers* (e.g. Culpeper 2016) to compare the results with preexisting models. Moreover it investigates the connections between his rhetoric and the *shameless normalization* of impoliteness in political discourse (e.g. Wodak et al. 2021) and the polarization of public discourse (cf. Robles & Castor 2019). As this postdoc project has just started, this poster presentation concentrates on showcasing the corpus and highlighting a few infamous cases of Trump's impoliteness. The analysis will search for patterns in his impoliteness triggers, both conventionalized and implicational, and for their functions as they relate to projecting power – as by overwhelming his advocacies – and entertaining his supporters, many of whom appreciate his unpolished, frank, and aggressive manner of speaking (cf. Wodak et al. 2021; Smith & Harris 2020; Garcés-Conejos Blitvich 2009).

Works Cited

- Culpeper, Jonathan. 2016. Impoliteness strategies. In Capone, Alessandro & Mey, Jacob L. (eds.), *Interdisciplinary studies in pragmatics, culture and society*, 421-445. Cham: Springer.
- Garcés-Conejos Blitvich, Pilar. 2009. Impoliteness and identity in the American news media: The "Culture Wars". *Journal of Politeness Research* 5. 273 - 303.
- McIntosh, Janet & Mendoza-Denton, Norma (eds.). 2020. *Language in the Trump Era: Scandals and emergencies* Cambridge: Cambridge University Press.

Robles, Jessica S. & Theresa Castor. 2019. Taking the moral high ground: Practices for being uncompromisingly principled. *Journal of Pragmatics* 141. 116-129.

Schneider, Ulrike & Eitelmann, Matthias (eds.). 2020. *Linguistic Inquiries into Donald Trump's Language: From 'Fake News' to 'Tremendous Success'*. London/New York: Bloomsbury Academic.

Schubert, Christoph. 2020. Donald Trump's "fake news" agenda: A pragmatic account of rhetorical delegitimization. In Schneider, Ulrike & Eitelmann, Matthias (eds.), *Linguistic Inquiries into Donald Trump's Language: From 'Fake News' to 'Tremendous Success'*, 196-214. London/New York: Bloomsbury Academic.

Smith, Angela. & Higgins, Michael. 2020. Tough guys and little rocket men: @realDonaldTrump's Twitter feed and the normalisation of banal masculinity. *Social Semiotics* 30. 547-562.

Wodak, Ruth & Culpeper, Jonathan & Semino, Elena. 2021. Shameless normalization of impoliteness: Berlusconi's and Trump's press conferences. *Discourse & Society* 32. 369-393.

CHANG, Y.-F., DEPARTMENT OF FOREIGN LANGUAGES AND LITERATURES, NATIONAL CHUNG HSING UNIVERSITY

HOW TO APOLOGIZE: EXPLORING THE MIND OF AMERICAN LEARNERS OF MANDARIN CHINESE

While a considerable body of literature exists exploring the development of communicative competence in L2 apologies, most studies have focused on foreign language learners' production of apology strategies. Relatively little has been done to explore learners' cognitive processes involved in the production of speech act of apology. Therefore, our understanding of the factors that learners consider before selecting a strategy, their level of understanding of the target language culture, and their cognitive processes in making the final decision is very limited.

Collecting and comparing the production data of foreign language learners and L1/L2 native speakers can certainly reveal the differences in pragmatic strategies used by learners compared to native speakers. However, such data only shows the differences and cannot fully present the reasons why learners use inappropriate pragmatic strategies. Researchers can only speculate and infer the reasons for inappropriate strategy selection based on the analyzed differences in strategy use. In addition, collecting production data cannot analyze many learners who choose to avoid using certain strategies because they are unsure if they are appropriate. Therefore, it is impossible to gain a deep understanding of learners' learning difficulties. This study is intended to contribute to the body of research on interlanguage pragmatics by examining the cognitive processes involved in the production of speech act of apology by both CFL (Chinese as a foreign language) and CSL (Chinese as a second language) learners.

A total of 70 Chinese learners participated in this study: 35 CFL learners who are from the U.S. learning Mandarin in Taiwan and 35 CSL learners who are Americans learning Mandarin in the U.S. A computer-based multimedia DCT was used to elicit participants' apology strategies. Concurrent verbal report was adopted to elicit data to investigate the cognitive processes involved in the learners' pragmatic production. The results showed that the cognitive processes involved in the production of speech act of apology differed between CFL and CSL learners.

Keywords: speech act of apology, cognitive process, CFL learners, CSL learners, concurrent verbal report

CHODOROWSKA-PILCH, M., UNIVERSITY OF SOUTHERN CALIFORNIA

A TEST OF PRAGMATIC COMPETENCE FOR ENGLISH LEARNERS OF SPANISH: THE CASE OF APOLOGIES

Following the line of research proposed in Chodorowska-Pilch (2019), this study analyzes the usage of *lo siento* ('I'm sorry' in English) and other expressions of apology produced by native speakers of Spanish mainly in the Netflix series "Vivir sin permiso" ('Unauthorized living') and "Entrevías" ('Wrong side of the tracks') and compares them with English-speaking learners of Spanish. For this reason, excerpts from these series will be used to survey English-speaking students, testing their pragmatic competence in Spanish.

While applying concepts of *positive* and *negative politeness* by Brown & Levinson (1987), it will be shown to what extent the use of *lo siento* and other apology expressions invoke the use of politeness strategies. Although Blas Arroyo (2005: 313) considers apologies as strategies of negative politeness, Wagner & Roebuck (2010) give examples of apologies that invoke both positive as well as negative politeness strategies.

This paper will show that the former and the latter proposal are partially corroborated illustrating the contrast and differences in pragmatic competence of university students. While comparing native and acquired uses of apology expressions, the final objective of this study is to offer possible recommendations for instructors who are interested in improving the pragmatic competence of English-speaking students using apologies in Spanish.

Key words: Apologies, positive and negative politeness, pragmatic competence

CRUZ, M., UNIVERSIDAD DE SEVILLA

COMPARING ATTACKS TO EPISTEMIC PERSONHOOD IN SPANISH AND ENGLISH ON TWITTER

Individuals are epistemic agents who participate in epistemic practices involving information exchange. Through such practices, they forge a personal feature linked to knowledgeability and competence in some domain, as well as to reliability and trustworthiness as information sources: *epistemic personhood*. This amounts to being able to author genuine knowledge, having ontological standing as trustworthy knowers and being perceived as reliable information sources (Borgwald 2012; Thorson and Baker 2019). Since epistemic personhood depends on beliefs concerning competence, it is part of *quality face* (Spencer-Oatey 2000, 2008), so, like face in general, it may be maintained, enhanced, challenged or even ruined.

This presentation will report on an exploration of how Spanish- and English-speaking epistemic agents attempt to question, undermine or destroy the epistemic personhood of two allegedly reliable and trustworthy information sources: the Spanish Ministry of Health and the World Health Organisation. The exploration centres on digital discourse and is based on a corpus from Twitter, which gathers tweets reacting to other tweets releasing information about vaccination, the use of facemasks and other sanitary measures during the Covid-19 pandemic. Specifically, the exploration looks into (i) the actions that the network users perform when questioning the epistemic personhood of the information sources, (ii) if such actions are assembled in larger digital discourse stretches, and (iii) if there are recurrent patterns therein.

The exploration will show that the Spanish-speaking users evince a more confrontational style, as manifested by insults. In contrast, the English-speaking users mainly seek to discredit the information source by expressing disagreement, dissenting opinions and negative critiques, thus adopting a more argumentative and persuasive style. Although both user groups seem to prefer short, one-move postings, epistemic personhood is also attacked through lengthier tweets, where few recurrent actional patterns can be observed.

Keywords

Epistemic personhood, quality face, attacks to epistemic personhood, Twitter, digital discourse

References

- Borgwald, Kristin. 2012. Women's anger, epistemic personhood, and self-respect: An application of Lehrer's work on self-trust. *Philosophical Studies* 161: 69–76.
- Thorson, Juli & Christine Baker. 2019. Venting as epistemic work. *Social Epistemology. A Journal of Knowledge, Culture and Policy* 33 (2): 101–110.

THE THREE CONTEXTS OF OVER-POLITENESS

Keywords: over-politeness, meta-pragmatics, flattery, pragmatic failure, positive social acts

Crossing the line from appropriateness to inappropriateness was termed over-politeness by Locher and Watts (2005) because they saw it as an excess of politeness, that is, negatively marked, non-politic or inappropriate to context. In recent years, over-politeness research has started gaining scholarly attention, with Culpeper (2008; 2011); Izadi (2016); Danziger (2020; 2023); and Danziger & Kampf (2021). Danziger (2020) has shown that flattery is a metapragmatic label given to solidarity-oriented actions that are evaluated as strategic, manipulative, or instrumental. As such, flattery is not a conventionalized speech act, but a label for positive social acts that exceeded expectations in context. Danziger and Kampf (2021) and Izadi (2016) demonstrate how cultural communication styles interact with judgments of over-politeness. More specifically, they show that the line between appropriateness and inappropriateness is crossed at different points across the specific relational work continuum in each culture.

This presentation will draw on illustrative examples from Hebrew, Persian, and English as a basis for discussing a theoretical contribution to the study of over-politeness. This exploratory endeavor will suggest that judgement of positive social acts as overpolite, i.e., exceeding contextual or textual expectations, can occur because of three reasons: (1) failed politeness, i.e., the speaker chooses a politeness strategy wrongly, or their application of politeness is evaluated negatively by others within their speech community (Culpeper, 2011); (2) intercultural pragmatic failure, where participants in an interaction have diverging expectations of the appropriate use of positive social acts in context; and (3) strategic use of positive communication, where positive social acts can be judged as over-polite due to a detection of instrumentality, i.e., a perceived abuse or exploitation of positive social acts for personal benefit (Danziger, 2023). Describing the contexts where judgements of over-politeness can occur will advance the field by showing that over-politeness is unintended.

References

- Culpeper, J. (2008). Reflections on impoliteness, relational work and power. In D. Bousfield and M. A. Locher, eds., *Impoliteness in Language: Studies on its Interplay with Power in Theory and Practice*. Vol. 21 of Language, Power and Social Processes. Berlin: Mouton de Gruyter, pp. 17–44.
- Culpeper, J. (2011). *Impoliteness: Using Language to Cause Offence*, Vol. 28 of Studies in Interactional Sociolinguistics. Cambridge: Cambridge University Press.
- Danziger, R. (2020). The pragmatics of flattery: The strategic use of solidarity-oriented actions. *Journal of Pragmatics*, **170**, 413–25. <https://doi.org/10.1016/j.pragma.2020.09.027>
- Danziger, R. (2023). *Positive Social Acts: A Metapragmatic Exploration of the Brighter and Darker Sides of Sociability* (Elements in Pragmatics). Cambridge: Cambridge University Press. doi:10.1017/9781009184410
- Danziger, R., & Kampf, Z. (2021). Interpretive constructs in contrast: The case of flattery in Hebrew and in Palestinian Arabic. *Contrastive Pragmatics*, 2(2), 137–67. doi: <https://doi.org/10.1163/26660393-BJA10020>
- Izadi, A. (2016). Over-politeness in Persian professional interactions. *Journal of Pragmatics*, **102**, 13–23. <https://doi.org/10.1016/j.pragma.2016.06.004>
- Locher, M. A., & Watts, R. J. (2005). Politeness theory and relational work. *Journal of Politeness Research*, **1**(1), 9–33. <https://doi.org/10.1515/jplr.2005.1.1.9>

POLITENESS, PROZAK & MUSTACHE CHINESE

The general objective of this work is to reflect on what Nietzsche called the "Ethos of the Century", that is: the custom that demands permanent actions of sympathy with others so that the maximum "bellum omnium contra omnes" disappears from the world. In this perspective, we understand that Politeness assumes a strategic function as a ritualization of gestures and discourses institutionally invested with a symbolic load, allowing the individual ... to represent, to live in loan glory, to masquerade, to conceal, the theatrical play of others and before oneself "(NIETZSCHE, 1983, p. 46). In the complex social reality of Brazil, the Maximum of Sympathy: "minimize antipathy between self and other; maximize sympathy between the self and other" (LEECH, 1983) is one of the main coordinates followed by the individuals at the moment of positioning themselves in identity i.e.: "Appearing sympathetic" in the eyes of their peers is a fundamental trait to be added to personal tupiniquim behavior. The fact is that the Brazilian national identity is forged on the myth of "cordiality" and the "Brazilian Way" is an expression of contagious joy perceptible in facial expression wrinkles, popularly called "Chinese Mustache". With the contribution of a Pragmatic Linguistic Theory we discard the idea that the notions of "Politeness, Cordiality and Sympathy" express the inner states of individuals, transcendental characteristics and / or represent cultural essence, and should be considered solely in their metaphorical and political use in the dimensions of interactions.

Key words: Pragmatics - Language – Sympathy – Politeness.

DIAS, I., UNIVERSIDADE FEDERAL DE MINAS GERAIS (UFMG) – FACULDADE DE LETRAS (FALE)

EXPRESSIONS OF DISSENT IN A LANGUAGE FORUM: (IM)POLITENESS IN VIRTUAL INTERACTIONS

The focus of this study is to investigate virtual interactions in an online Q/A forum, in order to discover how participants express dissent in interactions; and if/how (im)polite formulae are used in the process. How the forum participants reciprocate one another in such situations is also of interest in this research. Situations of dissent include disagreeing, criticizing, disapproving and offering negative feedback. The theoretical framework for this study is primarily based on CULPEPER, 1996, 2005, 2009, 2011, 2017; CULPEPER and TANTUCCI, 2022, CUNHA and OLIVEIRA, 2020. While it is expected for forum members to try to find common ground through solidarity and cooperation (ORSINI-JONES and LEE, 2018), our results show that is not always the case. Despite forum guidelines asking for helpfulness, cordiality and respect, some messages are distinctly impolite. Preliminary data collection has been conducted and 27 threads, containing 413 messages were collected, from which 16,71% (69) messages displayed expressions of dissent, and out of these, 92,75% were posted by native English speakers and 98,55% by forum senior members. The more commonly identified conventionalized impoliteness formula contained pointed criticism (CULPEPER, 2011), which were constructed mainly by virtue of sarcasm. We also found convention-driven implicational impoliteness (CULPEPER, 2011) accounts, through teasing and mockery.

Key words: (im)politeness; dissent; digital discourse; (im)politeness reciprocity.

EHRHARDT, C., UNIVERSITY OF URBINO CARLO BO, URBINO (ITALY)

(IM-)POLITENESS IN GERMAN PARLIAMENT DEBATES

The contribution will describe and analyze (im-)politeness in German parliament debates. It treats the exchange in Parliament as a highly complex form of interaction which can be roughly characterized by a persuasive function, by a monological orientation of the communication with some important dialogical elements and, primarily by the orientation on many different groups of addressees: Parliament speakers address (e.g.) other members of the parliament, listeners of the debate's live-broadcasting and people who listen to a summary of the debate or watch some highlights in the news. Speakers, therefore, have to keep in mind that they communicate with many different groups of people. They are highly interested in constructing or maintaining good relationships with many of these addressees and will construct their utterances accordingly. In the sense of the "relational shift in politeness research"

(Kádár & Haugh 2013, 50) and the model of politeness presented in Ehrhardt & Neuland (2021) the contribution wants to analyze (im-)politeness as relationship management in German parliament speeches. In a first step it will look at moments where (im-)politeness is explicitly mentioned in metalinguistic reflections; in the second part it will focus on linguistic strategies of relationship management operated by speakers in parliament. The contribution will face two main research questions: 1. What do parliament members expect from each other in terms of relationship management and what gives rise to “communicative incidents”? 2. Which politeness strategies are applied in order to address a differentiated public?

References

Ehrhardt, Claus & Eva Neuland (2021): *Sprachliche Höflichkeit*. Tübingen: Narr (UTB).

Kádár, Dániel Z. & Michael Haugh (2013). *Understanding Politeness*. Cambridge: CUP.

Key words

Parliament debate, politeness, relationship management, communicative incident, politeness strategies

FLORICIC, F., UNIVERSITÉ DE LA SORBONNE NOUVELLE PARIS 3, FRANCE

‘FORBIDDEN WORDS’ AND INTERROGATIVE SENTENCES IN ITALIAN

Keywords: Interrogative sentences, focus, taboo, vulgarity, expressivity

The aim of our communication is to investigate to what extent the term *cazzo* ‘cock’ has been grammaticalized as an interrogative marker.

As illustrated by examples (1)-(6), the noun *cazzo* ‘prick’ can form a complex interrogative construction with the interrogative marker it combines with:

- (1) Che / cosa cazzo stai facendo
« What the fuck are you doing ? »
- (2) Chi cazzo lo conosce ?
« Who the fuck knows him ? »
- (3) Ma perché cazzo non mi hai telefonato ?
« But why the fuck didn’t you call me ? »
- (4) Dove cazzo ho messo le chiavi ?
« Where the fuck did I put the keys ? »
- (5) Ma come cazzo parli ??!
« But how the fuck are you talking ? »
- (6) Quando cazzo arriverà?
« When the fuck will (s)he arrive ? »
- (7) Quanto cazzo ci mette sto treno ?

How long does it take for the train to arrive ?

As illustrated by the preceding examples, the catch-all swear word *cazzo* ‘prick’ is used to strengthen interrogative pronouns. As a rule, the addition of *cazzo* to the interrogative pronoun does not seem to modify the propositional content of the sentences : at least in (6)-(7) the interrogative sentence may have a rhetorical value.

We'll show that the transgressive use of a tabooed concept or referent cannot account for the success and generalization of *cazzo* in all the contexts in which it occurs. We shall argue that the success and generalization of *cazzo* also relies on its phonetic shape. From this point of view, it is the conjunction of transgression and phonetic expressivity that produces the emphatic effect of these constructions and ensure their success and their expansion.

¹ GUARDAMAGNA, C., UNIVERSITY OF LIVERPOOL

² IUBINI-HAMPTON, J., UNIVERSITY OF LIVERPOOL AND CAMBRIDGE UNIVERSITY

³ ROCCIA, M., UNIVERSITY OF CHELTENHAM AND GLOUCESTER AND INDEPENDENT

⁴ SREDANOVIC, D., UNIVERSITY OF CHESTER

MICROAGGRESSIONS AND IMPOLITENESS: IN SEARCH OF A CONVERGENCE: EU ACADEMICS IN THE UK FACING HOSTILITY IN THE BREXIT AGE.

The Brexit process has created a context of loss of rights and hostility towards EU migrants in the UK, including academics. This paper is based on the qualitative analysis of forty interviews collected between 2018 and 2022 in the North West of England. The discussion is twofold: (i) the definition of microaggression is questioned and problematised against the data and a new definition is proposed by integrating theoretical aspects of impoliteness; (ii) the new working definition is applied to the dataset through which six thematic experiences of Brexit are identified. These are 'feeling of not being a valuable part of society', 'feeling like a second-class citizen', 'microaggression on the basis of language and accent', 'assumptions about own intelligence', and 'denial of individual racism'. The paper redefines microaggressions to include experiences of aggression in an emerging context of hostility as opposed a 'mature' setting. Crucially, politeness theory plays a vital role in expanding and refocusing definitions of microaggressions elaborated in the psychology/counselling and moral philosophy literature bringing context-sensitive linguistic analysis to the centre.

Keywords: Brexit, EU academics, microaggression, impoliteness, hostility

References:

- Culpeper, Jonathan. 2011. *Impoliteness: Using language to cause offence*. Cambridge: Cambridge University Press.
- Culpeper, Jonathan, Paul Iganski, and Abe Sweiry. 2017. "Linguistic impoliteness and religiously aggravated hate crime in England and Wales." *Journal of Language Aggression and Conflict* 5 (1): 1–29.
- Williams, Monnica T., Matthew D. Skinta, and Renée Martin-Willett. 2021. "After Pierce and Sue: A Revised Racial Microaggressions Taxonomy." *Perspectives on Psychological Science* 16 (5): 991-1007.

HODEIB, C., DEPARTMENT OF ENGLISH LINGUISTICS, INSTITUTE OF ENGLISH AND AMERICAN STUDIES, UNIVERSITY OF DEBRECEN

IMPOLITENESS-RELATED EMOTIONS: A SYRIAN ARABIC PERSPECTIVE

Impoliteness, defined as a negative evaluations of others' behaviors in a given context, is associated with different emotional reactions such as anger, surprise, sadness, and fear; different types of offenses give rise to different emotions (Culpeper 2011). This research aims to examine emotions triggered by impoliteness incidents and the types of offenses that give rise to such emotions, as reported by native speakers of Syrian Arabic. The data were collected using an online questionnaire which was distributed to 88 native speakers. The participants were asked to report experiences in which they were the targets of impoliteness and to describe the emotions they experienced by choosing one of Shaver et al.'s (1987) basic-level emotions: anger, surprise, sadness, and fear. The results show that anger was the most frequently reported emotion, mentioned by 44 participants. This was followed by surprise (27) and sadness (15); only two participants mentioned fear. Thus, impoliteness appears to trigger more other-condemning emotions than self-conscious emotions (Haidt 2003). As for the offense types that gave rise to these emotions, violations of sociality rights

and obligations, in particular equity and association rights, were found to comprise the largest category of offenses. Other offense types included incidents that targeted individual and groupface (Spencer-Oatey 2008). The results are interesting in that they offer support for Culpeper's (2011: 62) prediction that violations of social norms trigger other-condemning emotions whereas face offenses cause self-conscious emotions. More specifically, the results reveal that, on the one hand, incidents involving violations of sociality rights are associated with anger and surprise. On the other hand, face-targeting offenses trigger sadness.

Keywords: impoliteness, emotions, sociality rights, face, Syrian Arabic

References:

- Culpeper, Jonathan. 2011. *Impoliteness: Using language to cause offence*. Cambridge: Cambridge University Press.
- Haidt, Jonathan. 2003. The moral emotion. In Richard J. Davidson, Klaus R. Scherer & H. Hill Goldsmith (eds.) *Handbook of Affective Sciences*, 852-870. Oxford: Oxford University Press.
- Shaver, Phillip, Judith Schwartz, Donald Kirson & Cary O'Connor. 1987. Emotion knowledge: Further exploration of a prototype approach. *Journal of Personality and Social Psychology* 52(6). 1061-1086.
- Spencer-Oatey, Helen. 2008. Face, (im)politeness and rapport. In Helen Spencer-Oatey (ed), *Culturally speaking: Culture, communication and politeness theory* (2nd edn.), 11-47. London & New York: Continuum.

¹ KASHCHYSHYN, N., DEPARTMENT OF FOREIGN LANGUAGES OF THE FACULTY OF INTERNATIONAL RELATIONS, IVAN FRANKO NATIONAL UNIVERSITY OF LVIV, UKRAINE

² IVASHCHYSHYN, O., DEPARTMENT OF FOREIGN LANGUAGES FOR THE HUMANITIES, IVAN FRANKO NATIONAL UNIVERSITY OF LVIV, UKRAINE

MULTIMODAL TOOLS OF POLITENESS IN DIPLOMACY

Keywords: consensus, diplomacy, diplomatic communication, multimodal tools, politeness.

Politeness is at the heart of diplomacy. It is its inherent essence and one of the reasons for its emergence and development. A preliminary examination makes it evident that the need for consensus urged societies to seek communication and compromise. We believe that consensus has been the aim of "diplomacy" since intertribal relations. However, it has changed from a mere instrument for avoiding conflict and aggression to an effective face-saving and persuasive means in diplomatic intercourse.

Basing on the studies of diplomatic language (Kashchyshyn, 2013; Matos, 2001) and politeness theory (Brown and Levinson, 1987; Eelen, 2001), we will attempt to reassess the role of some crucial multimodal tools capable of conveying politeness in establishing consensus in diplomatic communication. Besides that, we will analyze essential multimodal politeness strategies that have been employed in international communication in pursuit of dialogue and consensus.

To be more specific, we will endeavor to explicate many aspects of the multimodal formulation of politeness in diplomatic intercourse seeking to detect its rigid forms. Non-verbal tools of politeness (body language, artefacts, pictures etc.) will be differentiated into three pragmatic groups (tools for postponing decisions, tools for digressing from the sharp angle, tools for conducting "ping-pong" diplomacy).

Relying on the fact that diplomacy is "much older than even recorded history", in our report we would like to suggest that politeness has been its most enduring feature, possessing rigid multimodal tools.

Brown, P., & Levinson, S. 1987. *Politeness: Some Language Universals in Language Use*. Cambridge: Cambridge University Press.

Eelen, G. 2001. *A Critique of Politeness Theories*. Manchester: St. Jerome Publishing.

Kashchyshyn, N. 2013. "Rituality in Diplomacy. Terminological Embodiment." In: Science and Education a New Dimension I(2), Issue: 11, p. 117.

Matos, Francisco Gommès. 2001. "Applying the Pedagogy of Positiveness to Diplomatic Communication." In: Language and Diplomacy. Malta: Diploproject, pp. 281-286.

MINJU, K., CLAREMONT MCKENNA COLLEGE, CLAREMONT, CALIFORNIA, USA

INDEXING MODEST RESPECT IN KOREAN

Keywords: Korean, honorific, semi-honorific, speech style

Korean is well-known for possessing an intricate honorific system. Although six speech styles are available, only four styles – two on the honorific level and two on the non-honorific level – are currently in daily use. The two remaining styles, located between the honorific level and the non-honorific level, have mostly disappeared, due to the shift toward a less hierarchical and less formal society. In this study, using diachronic and synchronic (natural, drama, and reality TV show conversations) corpus data, I demonstrate that a new speech style, which I name the "semi-honorific" style, has emerged, partially filling the void created by the two disappearing ones. The semi-honorific style is a hybridized construct, created by combining honorific and non-honorific markers in a single sentence. It is commonly used to indicate a modest level of respect (e.g., to a non-intimate younger adult) which is distinct from the greater respect, accorded to older and higher-status persons. Such modest respect is also what the two disappearing speech styles used to indicate. In my data, the semi-honorific style is typically used when talking to adult strangers or acquaintances of younger or similar age, when talking to spouses, and when talking to parents or grandparents.

Recent studies have showed that Korean speakers often shift between different honorific levels within one spate of conversation. These studies almost uniformly proposed that such shifts "index" momentary shifts in a speaker's stance (Silverstein 2003). For instance, momentary shifting to a higher-level honorific indexes taking on a public and official stance. Additionally, I demonstrate that speakers also shift between honorific and non-honorific speeches because their relationship with the hearer is fluid or undetermined (e.g., two strangers becoming closer), and hence requires or allows such shifting. It is in such contexts of shifting that the semi-honorific style emerged and is spreading.

KIREJEVA, J., VILNIUS UNIVERSITY, LITHUANIA, FACULTY OF PHILOLOGY, MEDIA LINGUISTICS CENTER

ARE INTERNET-USERS CONCERNED ABOUT THE VULNERABILITY OF RISHI SUNAK'S FACE?

Key-words: politeness, computer-mediated communication, face, vulnerability

The present research falls within the realms of pragmalinguistics and computer-mediated communication. It focuses on the speech patterns rendering a certain attitude (either positive or negative) towards the newly-elected UK Prime Minister, Rishi Sunak, expressed by the Internet-users on a number of forums. In the study these speech patterns are approached through the prism of politeness. The investigation aims at identifying means of expressing both positive and negative attitude towards the Prime Minister through the study of face threatening acts and their linguistic realization and tends to explore whether Internet-users are concerned about the vulnerability of the politician's *face*.

The content analysis method with the elements of pragmalinguistic (speech-act) and cognitive analysis alongside with the method of computer-mediated discourse analysis were applied in the research. The collected samples (approx. 4000 posts, comments; the data sample is still being complemented) were analysed in the theoretical framework of Politeness theory, Conceptual Metaphor theory and Extended Conceptual Metaphor theory, as well as the Metaphor scenario theory (Brown and Levinson 1987, Gibbs 2011, Herring 2001, Kövecses 2010, 2015, 2020, Lakoff and Johnson 1980, Mussolf 2006).

The research data revealed the fact that one's negative attitude manifests itself through the performance of both speech acts threatening the Prime Minister's *positive face* (i.e., through criticism, ridicule, accusation, contempt, the expression of violent emotions (e.g., *Awful speaker, terrible pacing!*) and those threatening Rishi Sunak's *negative face*

(i.e., by doing a speech act of order, request, as in *Start working on putting IRGC in terrorist organisations' list ASAP. We need your action, Rishi!*). When it comes to the linguistic realization and linguistic means used to render one's negativity or one's positive attitude towards the politician, the extensive use of obscene vocabulary (e.g., *Just stop fucking lying!*) used as emotion intensifiers, pejoratives and metaphors are among the ones applied most frequently. Thus, for example, when it comes to the metaphors the source Domain of *Theatre* and *Circus* are drawn upon very frequently; the Prime Minister is often referred to as a *clown*, *muppet*, *comedian*, whose actions are intended just to exhilarate the public. The underlying metaphor *A State is an Organism* is extended in the sample to highlight the 'otherness' of the politician to *Asian blood in the UK*. The sample yielded a number of cases when Internet-users are positive towards Rishi Sunak (e.g., when paying a compliment or thanking). Although attributed to face-threatening acts, compliments lose their threatening potential within the realms of computer-mediated communication, since Rishi Sunak is just the imagined Hearer and the Speaker's wants most probably will never become known to him. It can be claimed that in the context of computer-mediated communication Internet-users demonstrate little concern for both the vulnerability of the politician's face and the observance of politeness norms intended to ensure the social equilibrium, which can be accounted for by the fact that computer-mediated communication definitely leads to a greater freedom of expression and higher levels of self-disclosure.

Gibbs, R., 2011. *Evaluating Conceptual Metaphor Theory*. *Discourse Processes*, 48 (8), 529-562.

Herring, S.C. 2001. *Computer-mediated discourse*. In D.Tannen, D.Schiffrin, & H.Hamilton (Eds.), *handbook of Discourse Analysis* pp. 612-634. Oxford: Blackwell.

Kövecses, Z., 2010. *Metaphor: A Practical Introduction*. Oxford: OUP.

Kövecses, Z., 2015. *Where Metaphors Come From*. Oxford: OUP.

Kövecses, Z., 2020. *Extended Conceptual Metaphor Theory*. Cambridge: CUP.

Lakoff, G. and Johnson, M., 1980. *Metaphors We Live BY*. Chicago: University of Chicago Press

¹ LACHENMAIER, C., COMPUTATIONAL LINGUISTICS, FACULTY OF LINGUISTICS AND LITERARY STUDIES BIELEFELD UNIVERSITY, BIELEFELD, GERMANY

² LUMER, E., DIGITAL LINGUISTICS LAB, FACULTY OF LINGUISTICS AND LITERARY STUDIES BIELEFELD UNIVERSITY, BIELEFELD, GERMANY

³ BUSCHMEIER, H., DIGITAL LINGUISTICS LAB, FACULTY OF LINGUISTICS AND LITERARY STUDIES BIELEFELD UNIVERSITY, BIELEFELD, GERMANY

⁴ ZARRIEß, S., COMPUTATIONAL LINGUISTICS, FACULTY OF LINGUISTICS AND LITERARY STUDIES BIELEFELD UNIVERSITY, BIELEFELD, GERMANY

ANALYSIS OF INDIRECTNESS IN DISCONFIRMING ANSWERS TOWARDS HUMANS AND ROBOTS

KEYWORDS: indirectness, disconfirmation, human–robot interaction, conversation analysis

Disconfirming answers, e.g., negative responses to polar questions, are perceived as face-threatening and thus impolite. To mitigate the face-threat, speakers use indirect politeness (Brown & Levinson, 1987). Imo (2017), for example, observed that disconfirming answers are given using face-saving strategies, such as using variants of *nein* ("no") or adding explanations.

More generally, face-threats are influenced by relationship aspects, such as the social distance and power between interlocutors (Brown & Levinson, 1987). Lumer and Buschmeier (2022) found that distance to a robot is evaluated to be higher and that humans have more power over them (compared to human interlocutors). Interacting with robots should thus have lower face threatening potential Brown and Levinson (1987). It is, however, arguable whether the notion of face can be transferred to robots (Clark, 2018; Clark et al., 2021).

We compare indirect politeness in disconfirming answers towards humans and social robots. Forty German native speakers interacted with a 'Furhat' robot, who first carried out a pretend language proficiency test, gave unrealistically bad ratings, and then requested feedback. The same disconfirmation eliciting feedback-questions were subsequently posed again by the study leader. We analysed the disconfirming answers using conversational analysis, focusing on hedging, delay of response, prosody, addition of laughter or explanations, as well as variations and frequency of forms of *nein* (Imo, 2017) – and contrasted their usage towards humans and robot.

Our preliminary results show different use of politeness towards robots and humans. Disconfirming answers directed to the robot were, for example, more direct, using less face-saving strategies such as hedges or delays. Our findings can provide insights not only for endowing artificial agents with capabilities for handling the nuances of politeness, but also into the naturalness of human politeness strategies.

References

- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511813085>
- Clark, L. A. (2018). Social boundaries of appropriate speech in HCI: A politeness perspective. *Proceedings of the 32nd International BCS Human Computer Interaction Conference*, 5. <https://doi.org/10.14236/ewic/HCI2018.76>
- Clark, L. A., Ofemile, A., & Cowan, B. R. (2021). Exploring verbal uncanny valley effects with vague language in computer speech. In B. Weiss, J. Trouvain, M. Barkat-Defradas, & J. J. Ohala (Eds.), *Voice attractiveness: Studies on sexy, likable, and charismatic speakers* (pp. 317–330). Springer. https://doi.org/10.1007/978-981-15-6627-1_17
- Imo, W. (2017). Über nein. *Zeitschrift für germanistische Linguistik*, 45(1), 40–72. <https://doi.org/doi:10.1515/zgl2017-0002>
- Lumer, E., & Buschmeier, H. (2022). Perception of power and distance in human-human and human-robot rolebased relations. *Proceedings of the 2022 ACM/IEEE International Conference on Human-Robot Interaction*, 895–899.

YANYAN, L., UNIVERSITY OF WARWICK

SHARED LAUGHTER TO MANAGE RELATIONSHIP WORK IN FACE-THREATENING ACTS DURING MULTIPARTY PEER INTERACTION

'Face' is centralized in politeness theory. In interaction, it is every participant's best interest to sustain each other's face (Brown and Levinson, 1987). Thereby, there are relational consequences underlying how interactants handle face-threatening acts (FTA). Moreover, laughter is a shared behaviour. Given that laughter can display affiliation (Stivers et al., 2011), shared laughter may function in establishing group unity to handle interpersonal relationships (Glenn, 2003). Whereas, occasions where laughter falls in the middle of a continuum between affiliation and disaffiliation (e.g. Drew, 1987; Clayman 1992; Romaniuk, 2013) indicates that shared laughter potentially relates to delicate relationship work. Currently, few research studied how FTA affects interpersonal relationships in moment-by-moment human interaction, neither did it explore in classroom student-student peer interaction. Particularly, FTAs are interactionally constructed and relationship is accomplished via participants' interactional conducts (Glenn, 2003). Therefore, using multimodal conversation analysis, this study explores the interactional processes where peers share laughter to handle relationships against FTAs in multiparty interactions. Video and audio recordings of six groups of four Chinese 17-year-old Senior Two students who learned English as a second language in a China's high school were collected. With silence timed by the software ELAN, data was transcribed according to Jefferson's (2004) transcription convention with Goodwin's (1984) transcribing methods for gaze. Preliminary findings illuminate that while FTAs (offer, suggestion, other-assessment) potentially breach relationships, recipients can either share laughter to establish group togetherness and mitigate the face threat, or share laughter in a downgraded and silent manner to manipulate a transitional place from affiliation to disaffiliation to attend to relationships without overtly resisting speakers' FTAs. This research also shows group members' orientations of positive and negative politeness underpinning the operationalization of group activities in second language classrooms.

Keywords: face-threatening act, relationship work, shared laughter, peer interaction, conversation analysis

MARSH, J., UNIVERSITY OF SURREY

“YOUR LETTER IS A DEPLORABLE SPECIMEN OF BAD WRITING”: (IM)POLITENESS AND AUTHORITY IN ANSWERS TO READER LETTERS, *THE GIRL’S OWN PAPER*, 1880

This paper examines examples of (im)politeness in editors’ responses to reader letters in the 1880 volume of *The Girl’s Own Paper* (GOP). The GOP was a weekly British magazine targeted to middle-class girls and young women. Answers to reader letters are notable for the frequency of negative assessments without mitigation or other evidence of concern for the letter writers’ face. This analysis will explore how this criticism serves to maintain and enhance the magazine’s claims to both deontic and epistemic authority. Specifically, criticisms of readers position the editorial staff as experts with the epistemic authority to issue firm, unqualified verdicts and the deontic authority to determine what behavior is acceptable. Face attacks are also often used to defend or reclaim such authority in the face of (perceived) criticism from readers. Similarly, the rarer positive assessments also serve to enhance the editors’ claims to authority. By praising specific behavior and attitudes, the editors construct a model of how the ideal GOP reader should behave and, often, what tone she is expected to adopt when addressing the editors.

These data also raise questions about the extent to which politeness was (and is) expected from adults when addressing children. Existing research on children and politeness has focused primarily on how children recognize and acquire linguistic politeness. As these data demonstrate, however, there is a need for further inquiry into how, or whether, theories of politeness and/or facework are applicable in interactions where adult authority figures speak to children or young adults.

Keywords: Authority, praise, criticism, assessments, children

¹ **MESSERLI, T., UNIVERSITY OF BASEL**

² **DAYTER, D., TAMPERE UNIVERSITY**

INTERPERSONAL FUNCTION OF “ALTHOUGH I” IN R/CHANGEMYVIEW ARGUMENTATIVE DISCOURSE.

Keywords

argumentative discourse, concessives, expertise, persuasion, Reddit

This study draws on data from Reddit, a forum-based social networking site. Specifically, we focus on the thematic subreddit “Change My View” (CMV), which is dedicated to structured debate of any topic an original poster (OP) may choose. Within a broader online culture of outrage and polarisation, CMV positions itself as a site of reasoned and orderly persuasive discourse. OPs signal willingness to change their own view and ask others to try and persuade them. Attempts evaluated as convincing are then awarded a ‘delta’, a token of social capital within the community.

An earlier investigation of OPs’ submissions in our large corpus of CMV posts and comments demonstrated that an important role is played by concessives and appraisals of potential competing views.

In the present paper, we build on these findings by looking specifically at the concessive phrase “although I” (extracted using corpus methods) in a large sample of OP’s submissions. The resulting sample of 1007 posts is manually annotated to indicate each concessive’s function in persuasive discourse. To pair this functional investigation with the form analysis, we investigate how various linguistic resources available to the OPs – parentheses, order of clauses, or tense – are used to modify the illocutionary force of the utterance containing the concessive.

The results show that concessives primarily fulfil one of two functions: They are either content-related, flagging the existence of specific alternative explanations for the subject of the CMV statement and thus pre-empting the comments; and/or they are identity-related, hedging the strength of the OP’s views in order to present the OP as a reasonable debater and a proficient member of the CMV community. Further linguistic resources are used in identity-

related concessives to signal the writer's stance (e.g., parentheses to background the self-statement and foreground factual discourse).

MUGFORD, G., UNIVERSIDAD DE GUADALAJARA, GUADALAJARA, MEXICO

TEACHING FOREIGN-LANGUAGE (IM)POLITENESS: PROSOCIAL, INTERPERSONAL & CONFLICTIVE DIMENSIONS

All too often teaching politeness in the foreign language (FL) classroom involves presenting and practising appropriate language structures and recognising target-language (TL) cultural practices. There often appears to be a globally promoted, one-size-fits-all approach to teaching politeness. Less consideration has been given to how FL users as individuals establish, develop, consolidate, maintain and terminate social and transactional relationships. In this presentation, I argue that FL politeness participatory practices need to be understood in terms of prosocial, interpersonal and conflictive dimensions as interactants seek to conform to TL practices, express their own individuality and negotiate potentially difficult and even aggressive situations.

Teachers can encourage learners to deal with the linguistic, social and cultural dimensions to politeness by helping them select the necessary resources and assets that allow them to behave, participate and react in socially acceptable and individualistically empowering ways. Engaging in TL politeness practices can be a formidable and daunting task but also stimulating, rewarding and even empowering as FL users celebrate and grapple with wide ranging communicative challenges and complexities. Consequently, 'doing' FL politeness and culture does not involve indiscriminate and uncritical adoption and implementation of TL patterns and practices but rather active and judicious social and interpersonal action. To develop this approach, I present and build on FL interactants' own experiences, histories and attitudes rather than those of 'native' speakers, politeness experts or examples of idealised and decontextualised language use. I argue that the teaching of FL politeness and culture needs to focus on how actual language users employ both first language and FL knowledge, resources and experiences as they pursue their communicative aims. The resulting pedagogical model emphasises the need to help learners develop contextual awareness, establish common interactional ground, achieve interpersonal convergence and connectedness, develop linguistic and cultural sensitivity, and evaluate ongoing interaction.

Key words: foreign-language teaching, prosocial, interpersonal, conflict

¹ **OLIVEIRA, A., FEDERAL UNIVERSITY OF MINAS GERAIS (UFMG)**

² **DRINÓCZI, T., FEDERAL UNIVERSITY OF MINAS GERAIS (UFMG)**

³ **MIRANDA, M., FEDERAL UNIVERSITY OF MINAS GERAIS (UFMG)**

SHAMELESS IMPOLITE LANGUAGE IN BRAZILIAN FAR-RIGHT DISCOURSE: THE CASE OF TWITTER

Key-words: Impoliteness; verbal shamelessness; far-right discourse; hashtags; Twitter

In Brazil, populist claims emerged in the year 2016 when leftist President Dilma Rousseff was ousted from power in an event that was considered by many as a coup d'état. Since then, radicalized groups have carved space on social media to disseminate their far-right discourse, including the calls for military intervention. As populist, illiberal rhetoric commonly revolves around verbal behaviors that cross the boundaries of the 'sayable', in this paper, we investigate how far-right Brazilian politicians and their followers employed shameless impolite language to disparage the Supreme Court (STF) judges in the year that marked the celebrations of the country's independence bicentenary. Using Twitter's Application Programming Interface (API), we compiled a corpus of 414.652 tweets with hashtags, which were published from October 2022 to October 2023 as replies to STF's Twitter account. From this total, we generated a list of the most frequent hashtags in the corpus, which was done with the help of the Sketch Engine online software. In this search, we found #stfvergonhanacional (#stfnationalshame), #stforganizaçãocriminosa (#stfcriminalorganization), and #stfgabinetedocrime (#stfcrimeoffice). Drawing from the background of impoliteness theories and verbal shame, we have discovered that these tags, and the posts accompanying them, were mostly employed to vilify STF judges. In this

process, verbal shame and impolite language represented a discursive strategy to seek exemption for circumventing democracy while they also served as tactics to lure the population into believing that the judiciary system was the nemesis of the country. On January 8th, 2023, as many international news outlets reported, several official buildings, including STF, were vandalized in a frustrated coup d'état in which the far-right put their words into action, proving verbal shamelessness intertwines with violence and political radicalization.

OLIVER, S., LANCASTER UNIVERSITY

A CORPUS-BASED APPROACH TO (IM)POLITENESS METALANGUAGE

Keywords: First-order, Metalanguage, Corpus-based, Stylistic, Historical

In their criticisms of traditional theories of politeness, Watts et al. (1992/2005) and Eelen (2001) call for first-order approaches to (im)politeness. While their 'discursive approach' has faced its own criticisms, one useful strand which has emerged from this research is a focus on how (im)politeness is evaluated and discussed. However, compared to other approaches to (im)politeness, such language has received little attention. Studies on (im)politeness metalanguage also often preselect lexical items for analysis, for instance 'polite', 'rude', and 'courtesy'. Likewise, there is still a near vacuum in historical and stylistic aspects of (im)politeness metalanguage. This paper broadly contributes to (im)politeness (meta)pragmatics by establishing a methodology for inductively locating (im)politeness metalinguistic items in a corpus, specifically employing a corpus of Shakespeare's plays, and in doing so locates a total of 234 (im)politeness metalinguistic items with a collective total of 4,023 instances in a corpus of 1 million words. While methodology will be the focus of the paper, it will also touch on how this language might be explored and analysed, first by identifying semantic patterns in how these terms are used by arranging them into five second-order categories, reflecting on previous (im)politeness literature. It then examines how (im)politeness metalanguage and these five categories interact with metaphor, as well as the social dimensions of social status, gender, and religion. It reveals, for instance, that there is a group of (im)politeness items which metaphorically relate to the notion of 'softness', which are frequently used to describe female characters. It also reveals a group of words covering notions of 'courtesy' and 'civility' which can be at odds with notions of 'kindness'.

Eelen, G. (2001). *A Critique of Politeness Theories*. St. Jerome Publishing.

Oliver, S.J. (2022). A corpus-based approach to (im)politeness metalanguage: A case study on Shakespeare's plays. *Journal of Pragmatics*, 199: 6-20.

Watts, R.J., Ide, S., & Ehlich, K. (2005). *Politeness in Language: Studies in its History, Theory and Practice* (2nd edn.). Mouton de Gruyter. (Original work published 1992)

PARK, M.-J., UNIVERSITY OF HAWAII AT MANOA

NEGOTIATED SOLIDARITY THROUGH IDENTITY NEGOTIATION

This paper shows how Korean speakers use different strategies to increase solidarity among newly acquainted or not-so-intimate interlocutors in downgrading their speech level (i.e., from polite to non-polite or semi-polite) by co-constructing their interactional identities and adjusting themselves to the right level of intimacy/politeness within the given interaction. According to Swann (1987, 2008), "identity negotiation" refers to the processes where interactants try to find a balance between their interactional and identity-related goals, keeping a conflict-free relation between their interpersonal and intrapersonal interactions.

Examples in which Korean speakers negotiate their level of solidarity by adjusting their situational identities will be provided using excerpts taken from TV talk shows and reality shows, where different participants achieve what is considered an adequate level of intimacy with their newly acquainted interactants within the given tasks as the show participants. In many reality shows and talk shows on Korean TV, participants often start their first-time encounter by

asking about their age, especially if they have one-on-one interactions. In interactions where Korean people meet for the first time, it is very common to see how they exchange personal information.

Among them, the interlocutor's age is very often exchanged at the very first stage of an encounter. Interlocutors achieve an instantly increased level of intimacy by assigning new interactional identities to themselves, that of a friend (=same age) or siblings (=different age without too much generation gap) based on their age information. This is streamlined by adjusting their speech style and/or address terms that match their newly constructed interactional identities in order to successfully perform their common tasks at the TV shows.

Keywords: Korean, politeness, solidarity, speech level shift, identity negotiation,

PATERNOSTER, A., UNIVERSITY OF LUGANO, CH

ONE SQUEEZE/TWO PUMPS". BUSINESS ETIQUETTE FROM THE 19TH CENTURY TO THE PRESENT DAY

Keywords: business etiquette, conventions, sequencing, hierarchy, informalisation

Today's etiquette revival translates into a substantial online presence offering self-help guides, consultancy and tuition, besides book publications. Whilst, in respect of the 19th century, private etiquette contexts have shrunk, a rapidly expanding area is business etiquette, especially in the Anglo-American world. Scholarly interest into etiquette has been sporadic (Mills 2017; Spencer-Oatey & Kádár 2021), although historical etiquette has been the object of a recent monograph by Paternoster (2022).

This proposal addresses business etiquette as a practical application of politeness. Whilst politeness in the workplace is well developed (see, e.g., work by J. Holmes, R. Márquez Reiter), business etiquette as a prescriptive practice is understudied (but see Dunn 2011). I investigate the extent to which the definition of historical etiquette as proposed by Paternoster (2022) is applicable here: is business etiquette (as opposed to company conduct) a complicated body of tendentially amoral, highly compulsory conventions, which are sequentially structured as scripts for recurring circumstances and express close adherence to a hierarchical structure?

Based on a representative collection of online guidance in British and American English (e.g. <https://emilypost.com/advice/business-etiquette>), I use a qualitative analysis to analyse organising principles of business etiquette (fixed circumstances, scripted minutiae, hierarchy), which are compared to nineteenth century etiquette sources.

After an overview of its online presence (etiquette academies, professional development) I present various participant definitions of business etiquette, before surveying current topics. Conventions organised around set circumstances such as interviewing, dining, events reproduce historical settings such as dinners and visits. Topics such as introductions, meetings, business wear, correspondence, small talk reflect historical networking skills such as introductions, correspondence, conversation. The examples will demonstrate the presence of minute sequencing and hierarchy as organising principles and a general indebtedness to 19th-century etiquette.

Overall, the importance of business etiquette can be explained by the processes of informalisation (Wouters 2007, 2019) and democratisation.

Dunn, C. D. 2011. Formal forms or verbal strategies? Politeness theory and Japanese business etiquette training. *Journal of Pragmatics* 43 (15): 3643-3654.

Mills, S. 2017. *English Politeness and Class*. Cambridge: Cambridge University Press.

Paternoster, A. 2022. *Historical Etiquette. Etiquette Books in Nineteenth-Century Western Cultures*. London: Palgrave Macmillan.

Spencer-Oatey, H., and D. Z. Kádár. 2021. *Intercultural Politeness. Managing Relations across Cultures*. Cambridge: Cambridge University Press.

Wouters, C. 2007. *Informalization: Manners and Emotions since 1890*. London: Sage.

PEARLSWIG, A., GEORGE MASON UNIVERSITY

Japanese politeness can be described as schema-specific, as it relies on situation and social distance (Pizziconi, 2003). Due to the presence of social taboos in Japanese media, the pragmatic features of humor, especially grammatical politeness, are expected to play a role in the subversion of social norms (Buruma, 1987). The crossroads of humor and linguistic politeness has yet to be studied for the Japanese language. This study observed the presence of incongruous grammatical politeness present within Japanese stand-up comedy (*manzai*) dialogue and sought to determine whether this incongruity was preferred by L1 audience members compared to more congruous forms.

To open this discussion concerning both humor and linguistic politeness, a survey was conducted in which participants were presented with three video excerpts of *manzai* comedians. Participants were asked to give a qualitative comment about the humor of each excerpt, and they were asked for a politeness rating for each video. Participants were then asked to read a transcribed selection from each excerpt and select one of three politeness forms to either maintain or replace an existing line of dialogue; one form was the maintained form from the excerpt, and the other two changed the grammatical politeness of the excerpt. Impolite, informal, and formal forms were given as options.

The responses revealed that most participants chose to maintain the politeness form within the first two excerpts, and unanimously so for the third excerpt. The overall preference for maintaining forms within the responses suggests that certain politeness forms may be expected in *manzai* with regards to certain schema. The varied participant selections suggest either a subjective preference for impoliteness in humor or an anticipated use of less polite language by male comedians. These results imply that humorous language in *manzai* may follow a separate set of politeness expectations than conversational speech.

Keywords: Pragmatics, (im)politeness, humor, incongruity theory

PIZZICONI, B., EAST ASIA DEPARTMENT, SOAS, UNIVERSITY OF LONDON

JAPANESE HONORIFICS (KEIGO) AND NATIVE-SPEAKERIST IDEOLOGIES

My study discusses the findings of a survey conducted in the autumn 2022 about 'native speaker-ist' ideologies in the field of Japanese language instruction. Language ideologies impacting the experience of language learners have been explored in diverse pedagogical domains, such as instructional material (McConachy and Hata 2013; Arimori 2020), host families (Cook 2006), or peers (Pizziconi & Iwasaki 2022). Language users' characteristics, in particular whether they qualify as 'native' or 'non-native', are inevitably entwined with notions of competence and authority, and the ideology of 'native-speakerism' (Holliday 2015), which ascribes indiscriminately superior capabilities to teachers who have a language as their mother tongue, underpins pedagogical practices as well as expectations (Swan et. al 2015). Such ideologies naturally emerge also around the teaching of the culturally iconic feature of Japanese, *keigo* or honorifics: Takeuchi (2021)'s study of US teachers of Japanese indeed reports evidence of bias in conceptualizations of the language ("essentialized connection between language, culture, and native speakers") on one hand, and expectations vis-à-vis learners needs and abilities on the other ("relegating the speech of L2 speakers to information transmission", 2021:602). My study replicates Takeuchi's survey in the European context (UK and Italy) to find that although the categories of 'native' vs. 'non-native' indeed appear to shape conceptualizations and expectations, many respondents also voice some discomfort at polarizing statements which deny 'non-native' users any legitimacy. The survey results will be analysed to probe the strength of various positions in the professional category of language instructors, the power of more inclusive ideologies around the language curriculum, and their implications for the vast community of language learners.

- *native-speakerism, Japanese honorifics, inclusive curriculum, language ideology*

Arimori Jotaro 2020 Toward More Inclusive Japanese Language Education, in Japanese Language and Literature 54/2:359-372 American Association of Teachers of Japanese. <https://www.jstor.org/stable/10.2307/27013682>

Cook, H. M. (2006). Joint construction of folk beliefs by JFL learners and Japanese host families. In M. A. DuFon & E. Churchill (Eds.), *Language learners in study abroad contexts* (pp. 120–150). Multilingual Matters.

McConachy, T., & Hata, K. (2013). Addressing textbook representations of pragmatics and culture. *ELT Journal*, 67(3), 294–301. <https://doi.org/10.1093/elt/cct017>

Pizziconi, B., & Iwasaki, N. (2022). Friends as mediators in study abroad contexts in Japan: negotiating stereotypical discourses about Japanese culture. *The Language Learning Journal*, 1–17. <https://doi.org/10.1080/09571736.2022.2098367>

Takeuchi, J. (2021). Language ideologies among Japanese foreign language teachers: *Keigo* and L2 speakers. *Foreign Language Annals*, 54(3), 589–606. <https://doi.org/10.1111/flan.12575>

RIDEALGH, K., (UNIVERSITY OF EAST ANGLIA)

EXPLORING THIRD-PARTY (IM)POLITENESS IN THE LATE RAMESSIDE LETTERS

Traditional (im)politeness research approaches, and indeed traditional approaches within wider pragmatics, work very much on the idea that communication takes place between a sender and a receiver. This typically means that it is dyadic, i.e., between two individuals, with the analysis of the communicative act limited to the direct interaction between two interlocutors. However, research by Hatfield and Hahn (2014), Xia and Lan (2019), Ridealgh (2021), van Gils and Rissielada (2022) highlights that communicative events are far more complex than the dyadic approach suggests, and that triadic or third-party involvement in communication needs further investigation. This paper will look to conceptualise third-party (im)politeness in ancient Egypt via a case study analysis of the New Kingdom Late Ramesside Letters, a corpus of over 70 letters dating to the reign of Ramesses XI. Particularly, this paper will present a framework for exploring ‘marked’ third-party (im)politeness, those individuals named in the interaction, and ‘unmarked’ third-party (im)politeness, those not named but who would have been part of the communicative event.

Key words: Third-party (Im)politeness, Late Egyptian, Late Ramesside Letters, Ancient Egypt, Historical (Im)politeness

¹ **SCHRÖDER, A., BIELEFELD UNIVERSITY**

² **SICKINGER, P., BIELEFELD UNIVERSITY**

EXPLORING THE APPLICABILITY OF FACE THEORY IN A STUDY OF NAMIBIAN ENGLISH PRAGMATICS

Keywords: politeness, face, Namibian English, variational pragmatics

Universalist frameworks for describing and interpreting politeness phenomena, famously the one proposed by Brown and Levinson (1987), have long been met with criticism. The central issue is whether their politeness concept is derived from the specific social structures and cultural values of industrialized Western countries. Specifically, the notion of positive and negative face has been criticized, sometimes seen as unfit for analyzing politeness phenomena in societies that are organized differently, e.g. in Asian or African countries (see e.g. De Kadt 1998, Kasanga 2011).

This is why, in the first stage of a larger project on the pragmatics of Namibian English (PraProNE), we have proactively addressed this issue. It is a central principle of our research to pay careful attention to cultural differences that might distort our view on the pragmalinguistic phenomena we are investigating in speakers of Namibian English. In a series of 15 explorative interviews conducted in November 2022 at the University of Namibia, we have investigated notions of politeness, successful and unsuccessful communication, intercultural differences and similar topics with lecturers and students. Drawing on these insights as well as field notes and discussions with our local colleagues, we want to defend the notion of face as a useful theoretical tool for analyzing interactions between speakers of Namibian English.

Whereas communicative interaction is definitely complicated by the parallel existence and interaction between various cultural and ethnic groups with their specific pragmatic norms and expectations, the underlying mechanisms can still be sensibly described in terms of face management. Based on our findings, we will furthermore critically discuss the usefulness of adding a third type of face to the framework (e.g. the notion of group face, see Kasanga 2011).

Brown, P. & S.C. Levinson. 1987. *Politeness: Some Universals in Language Usage*. Cambridge: CUP.

De Kadt, E. 1998b. The Concept of Face and its Applicability to the Zulu Language. *Journal of Pragmatics* 29, 173– 191.

Kasanga, L. A. 2011. Face, Politeness, and Speech Acts: Reflecting on Intercultural Interaction in African Languages and Varieties of English. In G. Sommer and C. Vierke (eds.). *Speech Acts and Speech Events in African Languages*, Vol. 23. Cologne: Rüdiger Koppe Verlag, 41–65.

SZALAI, A., HUNGARIAN RESEARCH CENTRE FOR LINGUISTICS, BUDAPEST

WHEN A CURSE IS NOT IMPOLITE: INSISTENCE IN RITES OF HOSPITALITY IN ROMANI INTERACTION

The paper contributes to the research on everyday ritual practices in a lesser studied language of a large European minority, by examining interactional data collected during a linguistic anthropological fieldwork in Gabor Roma communities in Transylvania, Romania. The study examines the phenomenon of ostensible (self-)curses in the context of hospitality in Romani interaction. It pays special attention to the ways of insistence, through which the host attempts to convince the guest to accept the offer. Offering food or drink (*imbimo*) among the Gabor Roma usually requires an intense, elaborate ritual negotiation, in which a sequence of offers and refusals is expected to take place. (For similar patterns of offer in Arabic, Farsi and Chinese interaction see Grainger et al. 2015, Koutlaki 2002, Chen 1996.) However, in Roma communities the insistence is not limited to repeated offers. Instead, in order to index the genuineness of the offer, the host reinforces the repeated offers by various conditional (self-)curses. (E.g. ‘*May my head die, if you didn’t drink this coffee!*’) I analyse the main interactional characteristics of insisting in a spontaneous offer, using Kádár’s (2017) framework on interaction ritual.

Studying curses in the context of hospitality may offer theoretical considerations for (im)politeness studies. Although a curse might be perceived as a strategy of linguistic aggression, it can serve other, relationship-forcing purposes. As Romani data show, the use of conditional curses can be socially accepted, even expected in certain situations, what is more, it might be evaluated as polite behaviour. A better understanding of these interactional patterns might contribute to the deconstruction of a wide-spread ethnic stereotype which depicts Roma as rude, “cursing people”.

References

Chen, R. 1996. Food-plying and Chinese Politeness. *Journal of Asian Pacific Communication* 7 (3–4): 43–55.

Grainger, K. et al. 2015. Offering and hospitality in Arabic and English. *Journal of Politeness Research* 11 (1): 41–70.

Kádár, D. 2017. *Politeness, Impoliteness and Ritual: Maintaining the Moral Order in Interpersonal Interaction*. Cambridge: Cambridge University Press.

Koutlaki, S. A. 2002. Offers and expression of thanks as face enhancing acts: *tae’arof* in Persian. *Journal of Pragmatics* 34: 1733–1756.

keywords: interactional ritual; offer; curse; Romani language use

GENDERED COMMUNICATION IN PROFESSIONAL SETTING: EVIDENCE FROM ONLINE DOCTOR-TO-PATIENT ADVICE

This investigation examined the information structure and the pragmatic configuration of advisory comments, aiming to explore how male and female professionals display power and negotiate their relationships with online inquirers in their advice responses. The corpus involved 100 Chinese advice messages written by male and female psychologists (50 by each gender), elicited from two Taiwan-based online consultation websites, including Taiwan E Institute and KingNet.

The quantitative results revealed that the information structure of the male psychologists' advice messages is much more complicated than that of their female counterparts; specifically, the number of content units in the male advice messages is significantly higher than that in the female ones. However, the female psychologists are more likely than their male colleagues to utilize psychological moves to create a sense of camaraderie and solidarity with the inquirers at the end of their advice responses.

Regarding the pragmatics of the advising acts, while the male psychologists tend to encode their advisory remarks with the explicit performative verb *jiangji* 'advice', the female psychologists prefer framing their advice expressions as imperatives. Besides, within the advisory comments, the male doctors are more likely to reassure advice-seekers and highlight the benefits they may get from the suggestions; however, these comforting remarks are rarely found in the female psychologists' advice texts.

The information structure and the pragmatics of the online advice texts indicated that both the male and female professionals employ linguistic strategies to demonstrate their knowledge power and to attend to their addressees' psychological needs. However, there are some gender variations. The male doctors tend to display their professionalism at the discourse level and demonstrate their solidarity at the pragmatic phase. In contrast, the female psychologists are prone to create a friendly relationship with the inquirers at the discourse level and express their power at the pragmatic phase.

Keywords: doctor-patient communication, online consultation, advice-giving, gender variation

TRUBNIKOVA, V., UNIVERSITY OF AQUILA (ITALY)

THE HEARER KNOWS IT BETTER. PARTICULARIZED IMPLICATURES IN THE PERCEPTION OF IMPOLITENESS IN RUSSIAN LANGUAGE

Keywords: *khamstvo*, Russian language, particularized implicatures, power mismatch.

When we consider the cases of impolite behavior perceived as such by the Hearer, negative attitude is not always intended by the Speaker (Culpeper, Hardaker 2017), as it may happen when slurs, name-calling or other face-threatening strategies are involved. Consider the following example (Russian Oral Corpus, internet forum):

(1) [flower_oriental (nick)] [...]

Dazhe esli roditelej lishayut roditel'skih prav, to zhil'ya ih nikto ne lishaet, net takogo zakona voobsche, i zhil'e rebenku ne peredayut, gosudarstvo potom obyazano obespechit' rebenka zhil'em.

Even if parents are deprived of parental rights, no one deprives them of housing, there is no such law at all, and housing is not transferred to the child, the state is then obliged to provide the child with housing.

[azavarin, nick] *Ne khamite, devushka. Ya sil'no starshe vas.*

[azavarin, nick] Don't be rude, girl. I am much older than you.

In this conversational exchange an unsolicited piece of advice or information is perceived by the Hearer as *khamstvo*, a Russian counterpart of impolite, rude or boorish behavior. Thus, the object of our research are these 'obscure' cases of impoliteness which can be assessed based on reciprocal expectations and prior experiences that are invoked by the

hearer in drawing politeness implicature (Haugh 2007). According to our working hypothesis, impoliteness can be described as a particularized implicature triggered by the power mismatch. Based on the radical contextualized approach (Pervareh, Tayebi 2021) and Rapport Management Framework (Spencer-Oatey 2002), we analyze interpersonal variables of inappropriate behavior. The examples from the Russian Oral Corpus (100 tokens) are sorted on the basis of explicit metapragmatic comments, remarks, and cues on the contextual presence and nature of *khamstvo* (roughly translated as “rudeness”, “impoliteness”; boorishness”) perceived as such by the Hearer(s) which include the use of *kham*-based keywords.

References

Culpeper, J., Hardaker, C. (2017), *Impoliteness*, in Culpeper, Jonathan, Haugh, Michael and Daniel Kadar (eds.), *Palgrave Handbook of (Im)politeness*, Basingstoke, Palgrave, pp. 199-225.

Haugh, M. (2007), “The co-constitution of politeness implicature in conversation”, in «Journal of Pragmatics» 39(1), pp. 84-110.

Pervareh, V., Tayebi, T. (2021), “Taking offence at the (un)said: Towards a more radical contextualist approach”, in «Journal of Politeness Research», 17(1), pp. 111–131.

Spencer-Oatey, H. (2002). “Managing rapport in talk: Using rapport sensitive incidents to explore the motivational concerns underlying the management of relations”, in «Journal of Pragmatics» 34(5), pp. 529-545.

¹ TZANNE, A., NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS

² SIFIANOU, M., NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS

WISHING-WELL PRACTICES IN GREEK AND ENGLISH FOOD BLOGS

Wishes are utterances which “a speaker addresses to his/her interlocutor in order to convey his/her desire that a positive state of affairs come about for the hearer” (Dumitrescu 2006: 23). In general, well-wishing remarks have received little scholarly attention. As regards their study in Greek, there are two comparative studies, one by Katsiki (2000, 2001) comparing Greek and French and another one by Tannen and Öztekin (1981) comparing Greek and Turkish formulaic expressions including wishes. In addition, Theodoropoulou (2015) focused on the reciprocation of birthday wishes on Facebook and Tzanne and Sifianou (forthcoming) examined the practice of well-wishing in Greek food blogs. Purporting to further the study of wishes in online communication, and at the same time to extend the line of comparative analysis of the phenomenon, the present study intends to examine the forms and functions of wishes in the digital environment of Greek and English food blogs.

Drawing upon work on the discursive construction of identity (Garcés-Conejos Blitvich and Sifianou 2017; Tzanne 2019 and 2022) and on relational work (Locher and Watts 2005), our study examines wishes occurring in the comment section of three Greek and three English food blogs run by amateur bloggers. Our aim is to identify the triggering events and trajectories of wishes in the specific context and to consider the role they play in the construction of the participants’ identity/ies.

Our preliminary analysis suggests that wishes in Greek and English food blogs exhibit some similarities but also differences. The differences relate to the number of wishes, with Greek wishes outnumbering their English counterparts, and in the trajectory they follow, in that English wishes are less frequently acknowledged. We argue that our findings have implications for the discursive identity Greek and English bloggers and commenters construct, and for the discourse organisation of wishes in online contexts in general.

Key words: wishes, im/politeness, relational work, food blogs

References

Dumitrescu, D. (2006). *Noroc!; Merci; ¡Qué Lindo!; Sorry*: Some polite speech acts across cultures. *Southwest Journal of Linguistics*, 25(2), 1-37.

- Garcés-Conejos Blitvich, P. & Sifianou, M. (2017). Im/politeness and identity. In J. Culpeper, M. Haugh and D. Kádár (eds.) *The Palgrave Handbook of Linguistic Im/politeness* (pp. 227-256). London: Palgrave Macmillan.
- Katsiki, S. (2000). L'échange votif en français et en grec: l'exemple de la fête du nom. In V. Traverso (ed.) *Perspectives interculturelles sur l'interaction* (pp. 93-112). Lyon: Presses Universitaires de Lyon.
- Katsiki, S. (2001). Les actes de langage dans une perspective interculturelle: l'exemple du voeu en français et en grec. Lyon, France: Université Lumière Lyon2 dissertation.
- Locher, M. and R. Watts (2005). Politeness theory and relational work. *Journal of Politeness Research* 1(1), 9-33.
- Tannen, D. and Öztekin, P. C. (1981). Health to our mouths: Formulaic expressions in Turkish and Greek. In F. Coulmas (ed.) *Conversational Routine: Explorations in Standardized Situations and Prepatterned Speech* (pp. 37-54). The Hague: Mouton.
- Theodoropoulou, I. (2015). Politeness of Facebook: The case of Greek birthday wishes. *Pragmatics* 25(1), 23-45.
- Tzanne, A. (2019). Politeness, praising, and identity construction in a Greek food blog. In E. Ogiermann and P. Garcés-Conejos Blitvich (eds.) *From Speech Acts to Lay Understandings of Politeness* (pp. 48-67). Cambridge: Cambridge University Press.
- Tzanne, A. (2022). *Relational Work in Digital Communication: The Case of Greek Food Blogs*. Athens: Pedio.
- Tzanne, A. and Sifianou, M. (forthcoming). "Have a 'tasty' day!": Wishes in Greek food blogs. *Proceedings of the 15th International Conference on Greek Linguistics*. Belgrade.

VAN MULKEN, M., CENTRE FOR LANGUAGE STUDIES, RADBOUD UNIVERSITY, NIJMEGEN, THE NETHERLANDS

DE-ESCALATION TECHNIQUES IN RESPONSES TO COMPLAINTS

Keywords: de-escalation techniques, CMC, responses to complaints, proximity, equality

This paper investigates de-escalation techniques in outrage CMC-interactions and the role of positive and negative politeness. More particularly, it explores responses to complaints (via the uptake of these responses) and how webcare employees succeed in 'disarming' indignant complainants with verbal proximity and verbal equality. With the help of the (im)politeness framework and Ritual Frames theory, an in-depth analysis of a subset of Twitter threads with a positive outcome is proposed, compiled based on a large set of 4078 Twitter conversations of 30 Dutch national companies represented on the Internet. Various linguistic strategies are identified that possibly contributed to the change of tone in the answer of the initial complainant to the response. We observe a mixed method approach by combining a bottom-up interpretive approach of the positive uptakes and a subsequent quantitative analysis of the entire corpus. The results show that the community of practice of webcare employees seems to favor strategies such as verbally suggesting closeness and solidarity (=suggestion of proximity), as well as being original and authentic, expressing feelings and mimicking intimacy (= suggestion of equality). The minimization of social distance and the reduction of power contribute to the impression of a sympathetic, sincere, non-automated and truly listening interlocuter who may indeed help in mitigating the imposition of the complaint. It will be discussed whether these de-escalation techniques can also be transferred to other domains of Internet outrage, such as political discourse or football fan bases.

References

- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage* (pp. xiv, 345). Cambridge University Press.
- Culpeper, J., Haugh, M., & Kádár, D. Z. (Eds.). (2017). *The Palgrave Handbook of Linguistic (Im)politeness*. Palgrave Macmillan UK.

- Kádár, D. Z., & Haugh, M. (2013). *Understanding Politeness*. Cambridge University Press.
- Kádár, D. Z., & House, J. (2020). Ritual frames: A contrastive pragmatic approach. *Pragmatics*, 30(1), 142–168.
- Page, R. (2014). Saying ‘sorry’: Corporate apologies posted on Twitter. *Journal of Pragmatics*, 62, 30–45.
- Terkourafi, M. (2019). Coming to Grips With Variation in Sociocultural Interpretations: Methodological Considerations. *Journal of Cross-Cultural Psychology*, 50(10), 1198–1215.

VIERNES, G., UNIVERSITY OF CALIFORNIA, SANTA BARBARA

“POLITE MINORIZATION”: LINGUISTIC SUBSTITUTION TO SAVE FACE

We live in a world where minoritized and indigenous languages seem to be undergoing process of reappreciation, as communities re-value their ‘locality’ while increasingly embracing globalization. This ‘glocalization’ is oftentimes described as a period of intense diversity, but the fact is that linguistic diversity is at an all-time low, and not even the recent re-valorization and reclamation movements seem to be enough to stop it.

In any contexts where a minoritized language is spoken, the majority language of the area enjoys a monopoly of use: its speakers never have to question whether it is appropriate to use their language in a particular context. However, the use of minoritized languages is highly ‘marked’, often viewed as ethnically, politically, culturally or religiously loaded. Speakers of the majority languages seem to think that the only reason one would use a minoritized language in a public setting is to exclude them from the in-group. Answering a majority language speaker in a minoritized language is therefore impolite, a face-threatening act (Brown & Levinson 1978). Curiously, the thought never occurs to them that their indiscriminate use of the majority language imposes a grouping many may not feel at ease with.

In this presentation I will analyze the ideologies of politeness that have long dictated these dynamics of language use in minoritized contexts. I will focus on the attitudes and behaviours towards the use of minoritized languages in Western Europe, particularly Frisian in Fryslân and Catalan in Catalonia, to argue that any language plan that intends to normalize the use of the minoritized language needs to a) redefine politeness and b) normalize bi/multilingual conversations.

Keywords: politeness; minorization; face; accommodation; substitution

WEI, J., ENGLISH DEPARTMENT, SOOCHOW UNIVERSITY, TAIPEI, TAIWAN 11102

MOTIVATED RUDENESS AS RAPPORT MANAGEMENT: INTERCULTURAL COMPARISON OF FB COMMENTS FROM BBC AND SUSHIRO

We use the rapport management model (RMM) by Spencer-Oatey (2005, 2008) to look at how the bases in RMM are (mis)aligned for relational practice in competitive contexts on social media. We analyze data from netizens’ comments about Salmon Chaos. This marketing scheme asked customers to trade salmon-related homophones or homonyms for significant discounts or free food for a group (up to 5 people). The proscribed linguistic practice goes against the Chinese (local) naming practice, in which the power relationships between the namers (usually parents or authorities like fortune tellers or elders) and the named (usually children) set clear expectations that aren’t always spelled out. Adopting salmon-related homophones or homonyms in one’s name is considered motivated rudeness (Kienpointner 1997) because it is a non-cooperative or competitive way to communicate that serves one’s interests. It is decided by power and cost-benefit scales (cf. Kienpointner 1997, pp. 259–260)". Using unauthorized characters in names and how they are judged raises questions about who has the right to name and change names and when. As names and the written characters in Chinese names are tied to specific social and cultural goals and expectations, changing names or the written characters in names in a way that isn’t normal could make some people angry or upset the power relationships already in place. At the same time, it could connect with people who have similar ideas. To facilitate intercultural comparison, we investigate Facebook comments from both the BBC and the Sushiro. The BBC treats the

case as a humorous story and gives examples of similar Western situations, and the latter is mixed with face sensitivity, sociality rights, and moral outcry.

YANG, M.-L., COLLEGE OF LIBERAL ARTS, NATIONAL TAIWAN NORMAL UNIVERSITY, TAIWAN

DIFFERENCES IN GRATITUDE EXPRESSIONS BY GENDERS: A SOCIOLINGUISTICS CASE STUDY OF NATIVE CHINESE SPEAKERS IN TAIWAN

This study aimed to explore how gratitude is expressed by native Chinese speakers in Taiwan, with a particular focus on gender differences. The objectives of the study are to (1) identify the common gratitude strategies used in Taiwan, (2) examine how subjects differ in their use of gratitude expressions under various contextual situations, and (3) explore how gender identities influence subjects' expressions of gratitude. The study involved 92 participants, comprising 52 females and 40 males, with ages ranging from 21 to 28. They completed a modified Discourse Completion Task consisting of eight situations varied from social status, familiarity, and degree of imposition. The data was manually transcribed, double-coded, and analyzed quantitatively adopting Cheng's (2005) classification model. The results showed that (1) from a macro perspective, *thanking* is the most commonly used strategy by females and males (45% & 43%). There was little difference in the common uses of gratitude expressions between participants, displaying a shared value of politeness strategies and speech acts in Taiwan. However, (2) from a micro perspective, when under equal status and high imposition situations, *repayment* was the most used strategy by both groups. This indicated that contextual factors would influence participants' choices of gratitude expressions. Overall, (3) the findings were aligned with Taiwanese traditional gender identities and expectations. Female participants tend to utilize complete thanking phrase 謝謝 "thank you" showing an appreciative and humble stance, while male participants utilized more shortened thanking phrase 謝啦 "thanks" indexing a stance of cool solidarity. The study provides insight into gratitude expressions employed by female and male native Chinese speakers in Taiwan and highlights the importance of considering contextual factors.

Keywords: speech acts; gratitude expressions; gender identity; native Chinese speakers

ZAID, H., ESEF, CHOUAIB DOUKKALI UNIVERSITY, EL JADIDA

THE SPEECH ACT OF REQUEST: MOROCCAN SOUTH-EASTERN AMAZIGH FACE VS. BROWN AND LEVINSON'S FACE

This proposed study is trying to shed light on Moroccan South-Eastern Amazigh face via an investigation of the realization patterns of requests produced by Ait Atta native speakers of Tamazight. Moreover, the study is trying to make a comparison between Moroccan South-Eastern Amazigh face and Brown and Levinson's Face. To gain a better understanding of how politeness functions in the culture under investigation, the act of requesting is to be linguistically examined within the theoretical framework of Brown and Levinson's (1978, 1987) model of politeness, which distinguishes between two main constituents of face: negative face and positive face. The adoption of Brown and Levinson's theory of politeness also addresses the need to investigate this specific speech act in relation to explanatory variables such as social power, social distance, and absolute ranking of imposition, all of which provide additional insight into how politeness is conceived in the targeted culture. To achieve our goal, the data is to be collected and measured by means of triangulation to increase the credibility and the validity of the study findings. Thus, we are going to rely on a sample of 60 Ait Atta (30 males and 30 females) native speakers of Moroccan South-Eastern Amazigh variety either to fill in a discourse completion task or take part in unstructured face-to-face interviews. Furthermore, the researcher is going to resort as well to ethnographic observation of natural speech.

Keywords: Request, politeness, positive politeness, face, Amazigh variety

A STUDY OF MODALITY IN THE WORKPLACE FROM AN INTERPERSONAL PRAGMATICS PERSPECTIVE

Modality is an essential component within interpersonal communication. Despite its ubiquitous nature, there is a scarcity of research on the use of modality in workplace interactions, particularly in terms of power relations from an interpersonal pragmatic perspective. This study aims to address this gap by examining the functions of the modal verbs *may* and *must* in indicating convergence and divergence in superior-subordinate verbal interactions in workplace scenarios. To achieve this objective, the study draws on authentic discourse data from the business sub-corpus of the Hong Kong Corpus of Spoken English. The primary research questions that guide this study are: 1) What are the interpersonal functions of using modalities in workplace scenarios to achieve communication purposes? 2) How does the choice of modalities reflect and adjust to the superior-subordinate relationship? Through the analysis of the use of *may* and *must* in various workplace scenarios, ranging from casual conversations to formal meetings, this study investigates the ways in which these modal verbs are employed to convey social meanings and power dynamics. The results of the analysis indicate that modality plays a significant role in workplace interactions. The use of *may* and *must* serves as a politeness strategy and mitigation device, manifesting the speakers' power while avoiding face-threatening acts that could damage interpersonal relationships. This study also argues that the choice of modal verbs is also influenced by the hierarchical structure of the workplace, with superiors and subordinates typically using different modals. This study contributes to our understanding of the role of modality in workplace interactions. By demonstrating the functions of *may* and *must* in indicating power relations, the findings will have significant implications for face-saving and relationship-maintaining in the workplace.

Keywords: interpersonal pragmatics; modality; politeness strategy; power relation; workplace

ŽURAUSKAITĖ, E., VILNIUS UNIVERSITY

IMPOLITENESS IN ELECTORAL DEBATES IN LITHUANIA AND USA: SOME INSIGHTS USING INTEGRATIVE PRAGMATICS APPROACH

The object of this research is impoliteness in Lithuanian and USA electoral debates. The aim is to reveal how impoliteness is being constructed in electoral debates of 2 different cultures and what are the characteristics of impolite attacks in analyzed contexts. To reach this aim, tasks were set: compare impoliteness strategies and determine, what verbal expressions were used to implement these strategies.

This is a pilot study. It is strongly empirical and uses integrative pragmatics approach. Material for this study was collected from first two debates in Lithuania before the elections to the Seimas for the 2020–2024 term and first two debates in USA before Presidential elections for the 2021–2025 term. President in USA and Seimas in Lithuania are important part of legislative branch, that is why elections to these positions are big events in both countries' political life. The total duration of the debates analyzed is 360 minutes.

Analysis revealed that process of impoliteness is being constructed in the same way in both cultures' electoral debates. In other word, process of impoliteness, how it unfolds throughout context is very similar in analyzed contexts.

Differences lie within characteristics of that process: impoliteness strategies used and verbal expressions used to implement these strategies. Examination of impoliteness strategies revealed, that politicians in USA use more direct impoliteness and more positive impoliteness strategies. Analysis of implementation of these strategies revealed that impoliteness strategies were modified in 8 different ways: as a reminder, as a surprise, personal opinion, belief, urging, rhetorical question, joy. In general, politicians in Lithuania used modifications much more.

Analysis revealed not only some features of implementation of impoliteness strategies in electoral debates in Lithuanian and USA, but also that approach used in this study could shed some light on characteristics of electoral debates of different cultures.

Keywords: electoral debates, Lithuania, USA, impoliteness