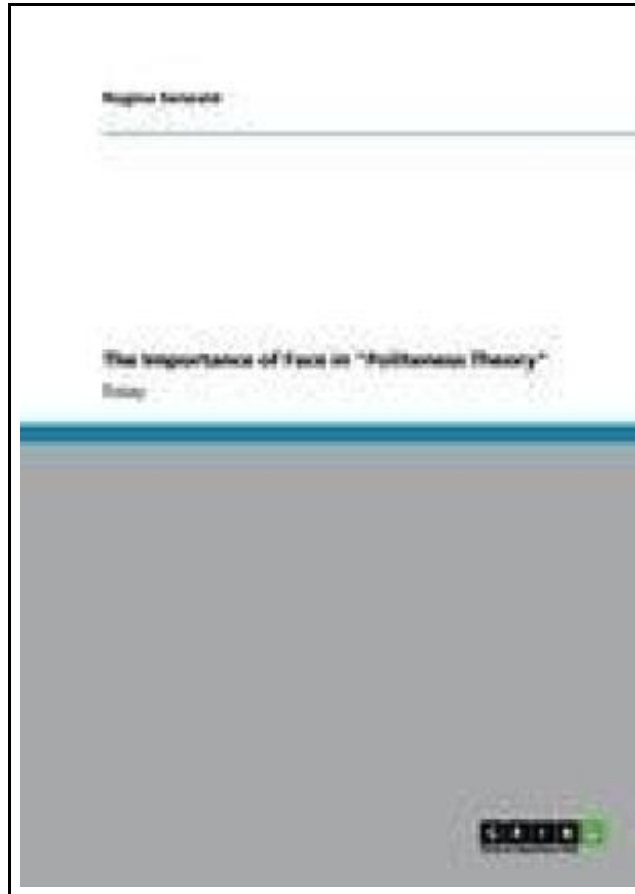# The Importance of Face in "Politeness Theory"

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Reviews

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THE IMPORTANCE OF FACE IN "POLITENESS THEORY"

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GRIN Verlag Jan 2011, 2011. Taschenbuch. Book Condition: Neu. 228x156x23 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Birmingham (School of English), course: Language and Communication, language: English, comment: You submitted a very good essay on the importance of face in politeness theory. Your essay is characterized by a very clear structure and covers the important facts in relation to the discussed topic, which are illustrated by appropriate examples. You consulted a range of secondary literature and your essay conforms to the academic conventions of referencing and style. In addition to discussing the concept of face, you also present criticisms and further developments of the original theory and reach adequate conclusions. , abstract: The notion of face as the public self-image plays a major role in every culture. It shapes the character of a speaker as well as how he or she is perceived by others. Therefore, the cross-cultural analysis of face is a crucial field of study in every social science. In this essay, the importance of face in Politeness Theory will be discussed. It aims to show the development of the concept first defined by Goffman in 1967 to the further analysis by Brown and Levinson in 1978, which is influenced by Grice's Cooperative Principle and Austin's Speech Act Theory, as well as recent criticism and re-evaluation in post-modernism. Furthermore, the two concepts of positive and negative face will be discussed, which then leads to the devision of negative and positive politeness strategies. These negative and positive face-threatening acts (FTAs) are further subdivided into acts which damage the hearer's and acts which damage the speaker's face. In the next chapter, five strategies for doing...

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