


Brown and Levinson's Theory of Politeness

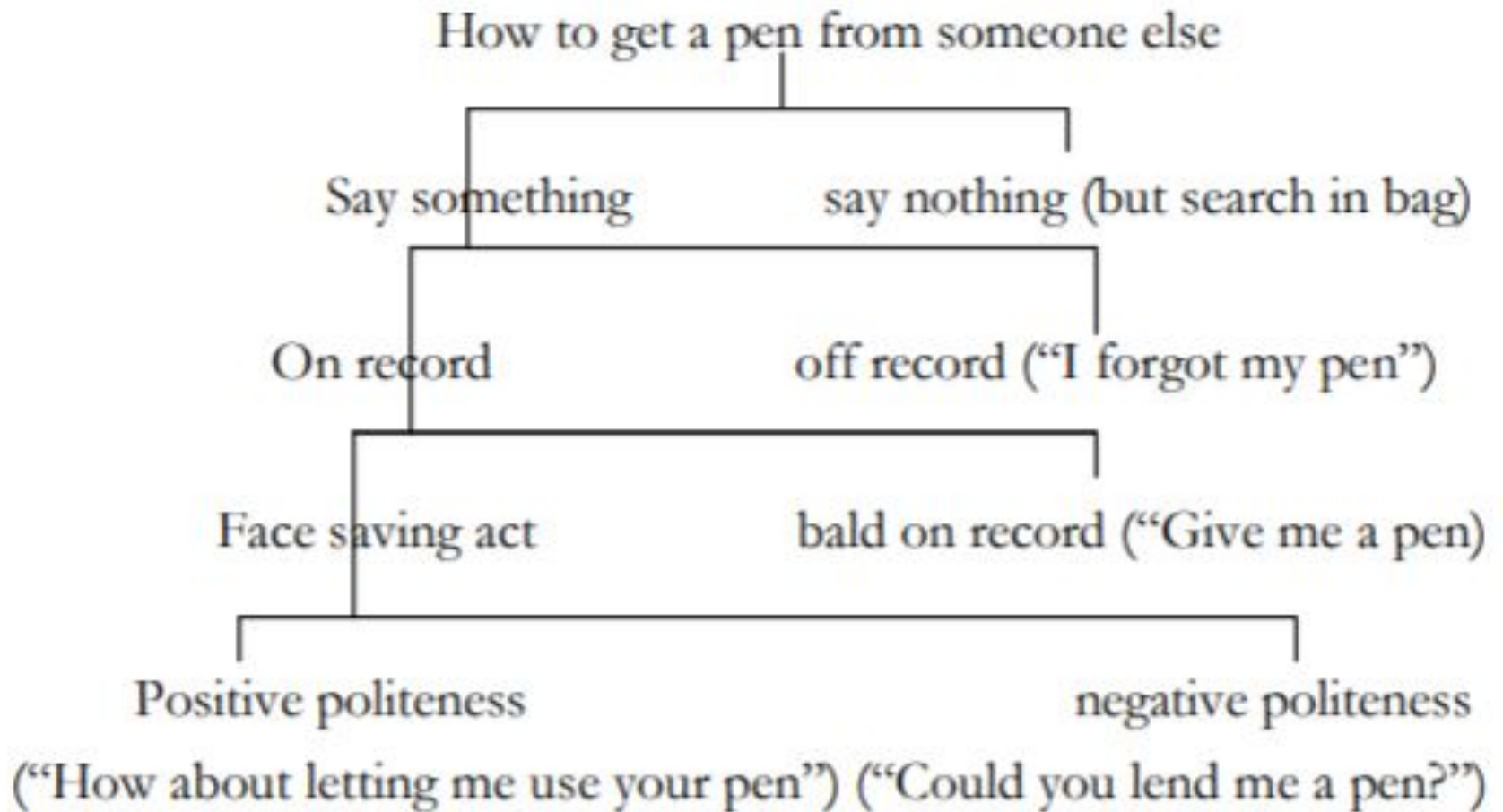
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- Brown and Levinson's theory of politeness first appeared in 1978.
 - The names of Brown and Levinson have become almost synonymous with the word *politeness* itself as it is impossible to talk about politeness without referring to Brown and Levinson.
 - They see politeness in terms of conflict avoidance.
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- Any person has to assess the dangers of threatening other participants' face and choose the appropriate strategies in order to minimize any face threats that might be involved in carrying out the activity.
- Individual has two types of face or want: negative and positive.
- When speakers find themselves in a situation where a face-threatening act (FTA) may have to be performed, their calculations lead to the decision which results in five possible communication choices.



The five strategies for performing FTA are as follows:



Thank you!

