**Politeness theory:**

**According to Penelope Brown and Stephen Levinson (1979) , ‘face’ is the public image, identity we convey to others. All human beings MUST protect each other's face? By being polite. Give and take. Reciprocal. If A speaks politely, B will speak politely. A and B must promote, protect each other's face!**

Face Threatening Acts (FTAs): Any thing that embarrasses another person.

Suppose I come to you with a request. On the spot, you may not know what to do!

Suppose I scold you in front of others. You may not know how to react.

Suppose, I praise you to the sky! You may not know how to react.

**Human beings have two faces:**

1. **Positive face**---We all want to be respected, admired, appreciated, and loved. It is human nature. They use respectful expressions. They avoid disagreements.
2. **Negative face**---we all want to have some **INDEPENDENCE**. We want to be given freedom. We want to have a choice to say Yes or No.

Human beings have 5 strategies if they want to get some work done:

1. Avoidance strategy: This person will not ask at all. ( due to shyness, modesty.). He does not want to trouble you.
2. Off record strategy: He will ask indirectly. Self-blame.

Eg: Oh God! My life is becoming a mess! I am not studying well. I don’t know what I will do with my lab records, especially my ELCS lab record. Oh! God! I am going to fail.

1. Negative strategy: Apology + request

Eg: I am really sorry to disturb you. So bad of me. Could you please get me some photocopies from the Xerox center? Just this time. I am really, really sorry to trouble you please.

1. Positive strategy: He makes a request politely. He praises the person. Compliments.

Mohit, you have been so helpful to me all these days. Could you please get me some photocopies from the Xerox center?

1. Bald on record strategy: Straight, rude, impolite request.

Eg: Mohit, get these photocopies from the Xerox center.