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## Politeness: Theoretical approaches and language practice - Brown and Levinson reviewed

By Hanno Frey

GRIN Verlag Apr 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 1999 in the subject English Language and Literature Studies - Linguistics, grade: 1,3 (A), University of Hamburg (FB Anglistics), 13 entries in the bibliography, language: English, abstract: Effective communication is a key process in everyday life. Not only do we need to communicate about business and public affairs but also about ourselves and the things which concern us personally. In each case, it is highly interesting to analyse how we try to convey the information we want to get across: Naturally enough, we make use of conventional language but we are also creative and constantly invent new words, phrases and formulations. This, according to Blank, is due to the fact that: 'Linguistic (and even non-linguistic) communication can be seen as a process whereby people try to maximize their communicative success by minimalizing their linguistic effort' (1993, p. 6). Sometimes, however, we diverge from the maximally effective way of communication and, naturally-enough, the question arises, why we do so. The divergence, however, which seems to be highly irrational as far as efficiency is...



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