Contents

List of Figures and Tables	viii
Contributors	ix
Acknowledgements	х
Transcription Conventions	хi
1 Introduction Helen Spencer-Oatey	1
Part 1 BASIC CONCEPTS	
Editor's Introduction	9
2 Face, (Im)Politeness and Rapport Helen Spencer-Oatey	11
3 Culture and Communication Vladimir Žegarac	48
Part 2 CROSS-CULTURAL PRAGMATICS: EMPIRICAL STUDIES	
Editor's Introduction	71
4 Apologies in Japanese and English Noriko Tanaka, Helen Spencer-Oatey and Ellen Cray	73
5 British and Chinese Reactions to Compliment Responses Helen Spencer-Oatey, Patrick Ng and Li Dong	95
6 Interactional Work in Greek and German Telephone Conversations	118
Theodossia-Soula Pavlidou	
Suggestions for Further Reading for Part 2	136

	Part 3 PROCESSES IN INTERCULTURAL INTERACTION			
	Editor's Introduction	139		
7	Pragmatic Transfer Vladimir Žegarac and Martha C. Pennington	141		
8	Communication Accommodation Theory Virpi Ylänne	164		
9	Adaptation and Identity Martin Fougère	187		
	Part 4 INTERCULTURAL PRAGMATICS: EMPIRICAL STUDIES			
	Editor's Introduction	205		
10	Negotiating Rapport in German–Chinese Conversation Susanne Günthner	207		
11	Negative Assessments in Japanese–American Workplace Interaction Laura Miller	227		
12	Impression Management in 'Intercultural' German Job Interviews Karin Birkner and Friederike Kern	241		
13	Issues of Face in a Chinese Business Visit to Britain Helen Spencer-Oatey and Jianyu Xing	258		
	Suggestions for Further Reading for Part 4	274		
Part 5 METHODOLOGY				
	Editor's Introduction	277		
14	Data Collection in Pragmatics Research	279		

Gabriele Kasper

	Contents	•
15 Recording and Analysing Talk Across Cultures Meredith Marra	304	
16 Projects Helen Spencer-Oatey	322	
Glossary	326	
References	338	
Index	363	

List of Figures and Tables

	F	-	g	u	ľ	e	S
--	---	---	---	---	---	---	---

2.1	The bases of rapport	14
8.1	A generalized model of CAT processes	170
8.2	An extended model of sociolinguistic processes in CAT	172
13.1	Seating arrangements at the meeting	261
Ta	bles	
1.1	Frameworks of cultural variation in basic values/orientations to life	5
2.1	Bases of perceived sociality rights and obligations	15
2.2	Semantic components of five common speech acts	24
2.3	Strategy types for making requests, on a scale of directness–indirectness	25
2.4	Types of downgraders/upgraders commonly associated with requests and apologies	27
2.5	Linguistic strategies of expressiveness–restraint	29
4.1	Design of the questionnaire scenarios	79
4.2	Mean ratings (and standard deviations) of contextual assessment factors in the scenarios	80
4.3	Percentages of production responses containing different types of semantic components	84
5.1	Taxonomies of compliment response types in English and Mandarin Chinese	97
5.2	Frequencies of selected types of compliment responses in English	99
5.3	Frequencies of selected types of compliment responses in Chinese	99
5.4	Mean evaluations (and standard deviations) of acceptance compliment responses	102
5.5	Analysis of variance results showing the effect of nationality on the ratings of the acceptance responses	102
5.6	Mean evaluations (and standard deviations) of rejection compliment responses	104
5.7	Analysis of variance results showing the effect of nationality on the ratings	
	of the rejection responses	104
6.1	Frequency of use of phatic talk in Greek and German telephone openings	123
6.2	Distribution of reason for calling in Greek and German telephone calls	124
6.3	Use of phatic utterances according to reason for calling	124
5.4a	Use of phatic talk in Greek telephone openings according to the relationship of the participants (transactional calls only)	125
5.4b	Use of phatic talk in German telephone openings according to the relationship of the participants (transactional calls only)	125
7.1	Likely pragmatic perspectives of the interlocutors in Tyler's (1995) tutoring session	156
3.1	The Chinese visitors' 'expertise' and 'position' titles	267