Contents

Introduction

Honorities

Pronouns of address

Nouns of address

Methydologies: Crinical Dilahamadambusess reagailing to aview mil-

List	of tables and figures	page	ix
Tra	nscription conventions		X
Pre	face and acknowledgements		xi
Cha	apter 1 Culture, communication and conte	xt	1
1.1	Introduction		1
1.2	Culture, self and other		2
1.3	Communication, language and variation		10
1.4	Communication across cultures		16
PA	RT I Contextual felicity across cultures		
Cha	apter 2 Direct and indirect messages	Laughter in conversation	25
2.1	Introduction		25
2.2	Grice, cooperative conversation and implicat	ure on the selection of the Market	26
2.3	Speech Act Theory	Summary	31
2.4	Ethnography, voicing and indirectness	Review	37
2.5	Summary		43
2.6	Review	tapter 6 Positioning the sel	44
Cha	apter 3 Schemas, face and politeness	Language and role	48
3.1	Introduction	Language and powersquake	48
3.2	Cultural schemas	Language and gender	49

vi	C	0	N	T	E	N	T	5
----	---	---	---	---	---	---	---	---

3.3	First wave of politeness research: the models	51
3.4	First wave of politeness research: the critiques	57
3.5	Second wave of politeness research	61
3.6	Methodologies: natural semantic metalanguage	64
3.7	Summary	67
3.8	Review	67
Ch	apter 4 Speech acts and politeness	71
4.1	Introduction	71
4.2	Requests	72
4.3	Complaints	- 78
4.4	Apologies	83
4.5	Methodologies: Discourse Completion Tests	86
4.6	Summary	88
4.7	Review	89
	Culture, communication and context	
PA	RT II Structure and contextual update across cultures	
Ch	apter 5 Conversation across cultures	95
	Introduction	95
5.2	Turn-taking in conversation	97
	Back-channelling	101
5.4	Greetings and leave-taking	103
5.5	Laughter in conversation	107
5.6	Conversational styles	110
5.7	Methodologies: ethnography and S.P.E.A.K.I.N.G.	111
5.8	Summary	113
5.9	Review	112
Cha	apter 6 Positioning the self: role, power and gender	118
6.1	Introduction	118
6.2	Language and role	119
6.3	Language and power	121
6.4	Language and gender	125
6.5	Language, power and gender	127

6.6	Methodologies: Critical Discourse Analysis	129
6.7	Summary	131
6.8	Review	131
Chap	eter 7 Positioning the other: naming, address and honorifics	136
7.1	Introduction	136
7.2	Pronouns of address	137
7.3	Nouns of address	144
7.4	Honorifics	151
7.5	Methodologies: computer-mediated communication	155
7.6	Summary . welvest	156
7.7	Review	157
Chap	eter 8 Cultural differences in writing	162
8.1	Introduction	162
8.2	Linearity: a key principle of English written discourse	163
8.3	Non-linear discourse structures	165
8.4	Multiple perspectives: the example of Japanese	166
8.5	'Digressiveness': German academic register	171
8.6	The form/content distinction	172
8.7	Letter writing	173
8.8	Academic writing in the global world	174
8.9	Methodologies: investigating writing	178
8.10	Summary	180
8.11	Review	181
PAR'	Γ III Professional communication across cultures	
Chap	eter 9 Translating language and culture	187
9.1	Introduction	187
9.2	Translating and interpreting: an overview	188
9.3	Pragmatic equivalence and impartiality	191
9.4	Translators/interpreters as institutional gatekeepers	193
9.5	Translating/interpreting in the workplace	195
9.6	Regulating translating and interpreting	201

viii CONTENTS

9.7	Summary Summar	202
9.8	Review winds the critiques winds	203
Chap	pter 10 Intercultural communication in the workplace	206
10.1	Introduction of bus resible galaxia resibe adegalacided 7 and	206
10.2	Workplace cultures in contact	207
10.3	Business contexts	212
10.4	Medical contexts	217
10.5	Legal contexts	220
10.6	Summary noisesimanumos bensiloss-renaganos sesigolobodesid	224
10.7	Review	224
Chap	pter 11 Successful intercultural communication	227
11.1	Introduction gulfavences in writing Samuel S	227
11.2	Individuals and intercultural communication	228
11.3	Institutions and intercultural communication	230
11.4	Strategies for intercultural communication	232
11.5	Summary semegal to algebra and severageing algorithm	241
11.6	Review Comman academic register (Comman academic register)	242
Appe	endix galiting and a second	245
Refer	rences bloow ladely odr ni gniritw almobia.	248
Inde	Methodologies: investigating writing	276