Recording Source Information

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All About **Linguistics.**

TO DISCOVER AND UNDERSTAND

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Example Research: Politeness Theory

Summary

Politeness is described as a social norm, or a set of prescriptive social 'rules'. Many linguists have aimed to research politeness, including Brown and Levinson (1987), who developed their 'face theory' based on the principles of our desire to be liked and to not be imposed upon.

What?

It is first important that you understand the concept of 'face'.
Face is defined as the public self-image every adult portrays, which must be attended to in interaction.[1]

There are two aspects of this face: positive and negative.

- **Positive face** is the desire to be appreciated and liked.

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