

TEACHING POLITENESS STRATEGIES FOR STUDENTS IN ARCHITECTURAL DESIGN

Teaching polite communication principles for students in the field of architectural design at the Business English classes is very important nowadays as it is a key to successful interaction in the increased number of collaborative projects in the field of architectural design with participation of Russian and foreign experts. The purpose of the article is to determine typical situations of speech communication in business, classify language means that are commonly used in these situations on the basis of politeness theory, and to present sample tasks for developing politeness skills at the Business English classes for the students of architectural design. The study material for searching linguistic means and then developing the tasks are politeness phrases and situations taken from Business English textbooks by foreign authors. The study uses the method of selecting typical situations in business communication and observing the linguistic means having the semantic and grammatical meaning of politeness in English. Each type of politeness strategies is associated with a certain type of behavior strategies. Positive politeness strategies include: drawing attention to the speaker, the desire to work together, respecting the interlocutor's interests, taking and encouraging initiatives, optimism, etc. The negative politeness strategies include: keeping one's own interests, underestimating one's own estimates, expressing the request in the form of an indirect question, the desire to distance in communication with the interlocutor etc. The results of the study show that in business communication both positive and negative politeness strategies are used. They are expressed through a number of speech acts as: greeting, saying good-bye, introducing (people), invitation and offers, suggestion, gratitude, agreement, showing interest and understanding, evaluation, appreciation (positive politeness) and request, rejection, disagreement, advice, recommendation, regret, apology (negative politeness). Each speech act has a set of language means both lexical and grammatical means. The results of the study can be used to develop a variety of tasks imitating the situations of business communication for students in architectural design or to make textbooks on business English for students in architectural design.

Keywords: *politeness, politeness strategies, speech etiquette, business communication, architectural design.*

The last decade saw the increased number of collaborative projects in the field of architectural design with participation of Russian and foreign experts. An integral part of this collaboration is the English language communication between its partners. Thus, the ability to use English in interpersonal and intercultural communication is an important aspect in preparing modern specialists in the field of architectural design, which is required by the Federal Educational Standard in [2].

The principle of mutual respect is a key to successful collaboration that is impossible without politeness as it corresponds to the author's desire to convince the partner in good attitude to him and to cause the same attitude in response [5], which is the basis for further cooperation. Thus, teaching polite

communication principles for students in the field of architectural design at the Business English classes is very important nowadays.

The article focuses on the linguistic means (words and phrases) used to express politeness and respect to the partners within the English language communication.

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The studies of politeness strategies can be found in the works by many scholars, like M. Haugh [3], G. Leach [6], P. Brown and S. Levinson [1], V. Karasik [1], N. Formanovskaya [4], T. Larina [8], and etc. Most of the scholars consider politeness as a communicative category seen as:

- a set of general behavior strategies;
- a set of speech acts in particular communicative situations (speech etiquette).

It should be noted that these strategies and ways of their language manifestation in particular communicative situations vary in different cultures and different languages [7].

These differences can be found in using lexical and grammatical means used in speech formulas having the meaning of politeness and positive attitude towards the addressee. For example, to express requests in the Russian-speaking culture the speech formula "мочь+ бы + verb + pronoun", e.g. Не могли бы вы прислать In the English-speaking tradition, the modal verbs «can (could)», «might» and «would» are used in the speech formula «can (could), might, would + pronoun + please + verb», e.g. Would you please send ... [9].

The founders of the theory of linguistic politeness are the American linguists P. Brown and S. Levinson. They distinguish two kinds of politeness: positive and negative one. Positive politeness aims at creating and developing favorable relationships with the interlocutor, and the negative - to prevent conflicts and limit interlocutor's actions.

Each type of politeness is associated with a certain type of behavior strategies. Positive politeness strategies include: drawing attention to the speaker, the desire to work together, respecting the interlocutor's interests, taking and encouraging initiatives, optimism, etc. The negative politeness strategies include: keeping one's own interests, underestimating one's own estimates, expressing the request in the form of an indirect question, the willingness to apologize, the desire to distance in communication with the interlocutor [1].

Based on the theory of P. Brown and S. Levinson, the Russian researcher T. Larina notes that positive politeness strategies also include positive estimation, emotions, optimism, communicative support for the interlocutor. For negative politeness strategies, on the contrary,

are characterized by social distancing and compliance of interpersonal boundaries.

In speech communication positive politeness is expressed by such speech acts as: greeting, saying good-bye, invitation, offer, apology, thanks, compliments, evaluation, agreement, etc. Negative politeness can be represented by the following speech acts: a request, order, advice, command, instruction, disagreement etc. [7].

It should be noted that politeness strategies are based on the principles of speech etiquette (10). N. Formanovskaya defines the speech etiquette as a set of rules adopted in a given society, or a social group, behavior norms, including verbal behavior, which show the relationships of members in a society [4].

Results

The study shows that in business communication both positive and negative politeness strategies are used. They are expressed through such speech acts as:

- greeting, saying good-bye, introducing (people), invitation and offers, suggestion, gratitude, agreement, showing interest and understanding, evaluation, appreciation (positive politeness);
- request, rejection, disagreement, advice, recommendation, regret, apology (negative politeness).

Let's summarize the language means used in the speech acts of business communication.

Positive politeness

Greetings. Typical words and phrases: «Hallow», «Welcome», «How are you?», «How are things?», «Good (morning, afternoon, evening)».

Saying good-bye. Typical words and phrases: «Bye, then», «See you on Monday», «It was nice to meet you».

Introducing (people). Here usually different phrase with the performative verb "to introduce" are used: «Can I introduce myself», «Can I introduce you to», «I would like to introduce ...».

Possible responses to introduction: «Nice to meet you», «Nice to meet you too», «How do you do».

Invitation and offers. Here mainly the questions with "would like to" or "shall" are used: «Would you like to ...», «Would you like me to ...», «Shall I give you».

Possible responses to an offer or an invitation: «That's very kind of you», «That would be nice of you».

Suggestion. There are different grammatical and lexical means to express suggesting different things and actions. These are mainly question forms:

«Would you like to ...», «Can I help you?», «Why don't we ...», «Shall we»,

«How about ...», «May be we should ...».

Possible responses to suggestions: «Fine», «That's OK», «Yes, I think we should», «That's a great idea».

Gratitude. It is expressed through the phrases: «Thank you», «Thanks for», «It's very kind of you». Possible responses: «You are welcome», «That's not a problem», «Not at all», «That's OK».

Showing interest. Typical phrases: «That's

interesting», «Oh, really». Short questions with an auxiliary verb as a response to a partner's statement can also be used: «Was it?», «Did you?».

Showing understanding. It is expressed with the phrases: «I see», «Right», «I understand totally», «It was not easy for you».

Evaluation. Here the phrases with the verbs «surprise», «expect», «impress» are used: «I am pleasantly surprised», «It isn't what I expected», «I'm quite impressed».

Agreement. The following phrases are possible in these situations: «Exactly», «Great», «I agree with you», «I think you are right», «I think it's a great idea».

Negative politeness

Request. Modal verbs «Can», «Could», or «Would» plus the word «Please» are used, e.g. «Can I have your telephone number, please?».

Rejection. Before saying a rejection, it is polite to use the following initial phrases: «I am not happy about ...», «I am not sure about that ...», «I don't think that ...», «I am afraid ...», «I'd prefer not to ...», «I'd rather (to) ...», «I am sorry but ...».

Disagreement. Here the performative verb «to disagree» is often used: «I don't agree ...», «I don't agree at all», «I disagree». There are also the ways of indirect expressing disagreement: «I don't feel we should ...», «Personally I think we should», etc.

Advice. It is expressed with modals: «must», «mustn't», «should», «shouldn't», «could», e.g. «You should use your own office for the interview». The indirect initial phrases like «The best think would be...», «I think you should», and the performative verb «to advise» are also possible, e.g. «I'd advise you ...».

Recommendation. In business situations indirect recommendations with «would» are typically found, e.g. «I think we should ...», «We might be better ...», «It's probably worth ...», «I would recommend ...», «It would be better ...».

Regret. This meaning is given through the phrases: «I am extremely (terribly) sorry», «Even so sorry», «It is a pity», «What a pity».

The responses are: «I quite agree», «I feel for you».

Apology. It is expressed with: «Excuse me», «I hope you will excuse me», «Please accept my apologies», «It is my fault».

Example tasks on using politeness phrases

Greeting. Introducing yourself and others

Task. Work in small groups. You are at the international forum. Introduce yourselves to other participants.

Model:

Student 1: Hello, I am Sergey Ivanov. I am a project manager at TST company.

Student 2: Nice to meet you. I am Irina Smirnova. I work for Stroycom firm.

Student 1: Nice to meet you too.

Showing interest

Task. Work in pairs. Think of three important things you did successfully in you studies. Take turns presenting them and showing interest to each other.

Model:

Student 1: I took part at the international students' conference.

Student 2: Did you (or: Really? That's interesting).

Expressing regret

Task. Work in pairs. Express regret for the situations.

1. You presented your business idea but your boss criticized it.

2. You made an appointment with your partner, but he didn't arrive on time.

Model:

Student 1: I presented my business idea but my boss criticized it.

Student 2: Oh? I feel for you.

Evaluation

Task. Surf the Internet to find interesting facts about well-known architectural structures. Take turns presenting the facts and evaluating them with your partner.

Model:

Student 1: The largest bridge in the world is in China. It is 164 meters long.

Student 2: It isn't what I expected!

Recommendation. Advice

Task. Work in pairs. Think of interesting architectural masterpieces you have visited. Take turns to recommend (or advise) visiting them to your partner.

Model:

Student 1: I would recommend you visiting the Eiffel Tower as it is a unique metallic structure and a symbol of Paris.

Student 2: I think you should visit Temple of Zeus in Athens as it is the most ancient structure made of wood.

Invitation

Task. Work in pairs. Make a list of 5 business events. Take turns inviting to these events and giving thanks to each other.

Model:

Student 1: Would you like to go to an international construction exhibition with me?

Student 2: That would be great (or: Sorry but I can't. I am going to Moscow on business).

Offers

Task. Work in pairs. Think of three possible problems when presenting a report. Take turns offering help and giving thanks to each other.

Model:

Student 1: I have a problem. I am trying to open

a Power Point file with my report, but I can't.

Student 2: Shall I give you a help?

Student 1: That would be nice of you.

Suggestion

Task. Think of improvements to the room you are in now. Present the ideas to your groupmates.

Student 1: Why don't we make the windows bigger to make the room lighter?

Student 2: Yes? that's a great idea.

Agreement / Disagreement

Task. Work in pairs. Ask each other to agree or disagree with statements politely.

1. Electricity is the system necessary for each type of building.

2. Stone, sand, lime and timber are artificial materials.

Model:

Student 1: Electricity is the system necessary for each type of building.

Student 2: I think you are right (or: Exactly).

Student 1: Stone, sand, lime and timber are artificial materials.

Student 2: I don't agree at all.

Conclusions

1. Politeness is seen as a communicative category expressed through a set of strategies: positive and negative ones.

2. In business communication both positive and negative politeness strategies are used. They are expressed through such speech acts as:

- greeting, saying good-bye, introducing (people), invitation and offers, suggestion, gratitude, agreement, showing interest and understanding, evaluation, appreciation (positive politeness);

- request, rejection, disagreement, advice, recommendation, regret, apology (negative politeness).

3. Each speech act is realized with a set of language means both lexical and grammatical. These means are the basis to speech etiquette and should be studied by students.

4. The results of the study can be used to develop a variety of tasks imitating the situations of business communication for students in architectural design.

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Поступила в редакцию 9.12.2016