

TABLE OF CONTENTS

Abstract	i
Acknowledgment	vii
List of Figures and Tables	xi
1 Politeness and the Malay Culture	1
1.0 Introduction	1
1.1 Malay Concept of Politeness	1
1.2 Perspectives on Face and Its Constituents	4
1.2.1 Chinese concept of face	4
1.2.2 Goffman's notion of face	6
1.2.3 B and L's notion of face	7
1.2.4 Japanese concept of face	9
1.2.5 Malay concept of face (<i>air muka</i>)	10
1.3 B and L's 'Face' Reconsidered	12
1.3.1 Wants dualism	14
1.3.2 Face dualism	15
1.3.3 The three reflexes of face	16
1.4 B and L's 'Face' and Politeness	17
1.5 The Address System in Bahasa Melayu	20
1.5.1 Forms of address in Bahasa Melayu	21
1.5.1.1 First names	21
1.5.1.2 Personal pronouns	22
1.5.1.3 Familial terms	25
1.5.2 Patterns of usage	27
1.6 Objective of the Study	30
1.7 Significance of the Study	31
1.8 Limitations of the Study	32
2 Politeness: Concepts and Theories	35
2.0 Introduction	35
2.1 Notions of Politeness	35
2.2 Models of Politeness	41
2.2.1 The social-norm view	42
2.2.2 The conversational-maxim view	44
2.2.2.1 Lakoff's Rules of Politeness	45
2.2.2.2 Leech's Politeness Principle(PP)	48
2.2.3 Brown and Levinson's face-saving model	54
2.2.4 Fraser's conversational-contract view	56
2.3 The Cooperative Principle (CP) and Politeness Theory	57
2.4 Speech Acts	63
2.5 Conversation Analysis	72
2.5.1 Adjacency pairs	73
2.6 Conclusion	75

7	Polite Strategies in Making Requests	178
	7.0 Introduction	178
	7.1 Requests as FTAs	179
	7.2 Sociological Variables and Request Strategies	181
	7.3 Request Components and Directness Levels	186
	7.4 Request Forms in Bahasa Melayu (BM)	190
	7.5 Strategies for Requesting	195
	7.5.1 Effects of low P low D relations on choice of strategy	197
	7.5.2 Effects of equal P low D relations on strategy choice	207
	7.5.3 Effects of high P low D relations on request strategy	214
	7.5.4 Effects of low P high D relations on choice of strategy	219
	7.5.5 Effects of high P high D relations on request strategy	222
	7.6 Concluding Remarks	229
8	Preferred and Dispreferred Responses to Offers and Requests	234
	8.0 Introduction	234
	8.1 Preferred Responses to Offers and Requests	236
	8.2 Dispreferred Responses to Offers and Requests	250
	8.2.1 Declining an offer in BM	252
	8.2.2 Refusing a request in BM	256
	8.3 Subsequent Versions of Offers and Requests	266
	8.3.1 Subsequent versions of offers	269
	8.3.2 Subsequent versions of requests	276
	8.4 Concluding Remarks	283
9	Discussion of Findings and Conclusions	285
	9.0 Introduction	285
	9.1 Offers: Linguistic Markers and Strategies	286
	9.1.1 Linguistic markers	287
	9.1.2 Effects of PxD interaction on strategy choice	288
	9.2 Requests: Linguistic Markers and Strategies	290
	9.2.1 Linguistic markers	291
	9.2.2 Effects of PxD interaction on strategy choice	291
	9.3 Responses to Offers and Requests	294
	9.4 Implications of Findings and Conclusions	295
	Appendix: Synopses of the Plays	300
	Bibliography	304