

## Greetings and address terms

## Schedule change

- Nov 16 - cancelled
- Nov 23 (holiday) - class
- Dec 21 - guest lecture 2

## Two ways to understand politeness

- **Politeness as a social norm** — By choosing right words, you can show your membership and position in your community.
- **Politeness as a communication strategy** — By choosing right words, you can show you are not too intrusive (**negative politeness**), or you can show you are friendly and sympathetic (**positive politeness**).

## Greetings

## Greetings

<https://www.youtube.com/watch?v=Bsk2ioK0Lrg>

## Greetings

- What is this commercial supposed to tell you?

## Greetings as a social norm

- Many of standard greetings in Japanese were introduced through education from Meiji era
- Does your culture have fixed expressions for the greetings below?
  - こんにちは / さようなら
  - いただきます / ごちそうさま
  - いただきます / くだいま

## Greetings as a social norm

- *Good manners even between friends* 「親しき仲にも礼儀あり」
- Does your culture have a proverb like this?

## Greetings as a social norm

- Chinese
  - 一家人不说两家话 “People in the same family don't speak two houses' talk”
  - — 谢谢。 “Thank you.”
  - — 不客气。 “You're welcome.” lit. “Don't feel like a guest.”

## Greetings as a social norm

- You lost a CD you had borrowed from your friend. How to apologize?

## Do you use fixed expression for apology?

	Japan	China		Japan	China
<b>stranger</b>	100%	100%			
<b>classmate</b>	98.3%	97.1%	<b>you're inferior</b>	100%	100%
<b>close friend</b>	96.7%	10.0%			
<b>mother</b>	96.7%	1.7%	<b>you're superior</b>	100%	17.5%

## Greetings as a social norm

- You lost a CD you had borrowed from your friend. How to apologize?
  - 80% of Japanese started with an apology, explained the situation, and then *end with another apology*.
  - Only 20% of Chinese/Korean learners of Japanese repeated apology. Instead, they often called the friend's name, and mentioned how your friend might feel.

(Uchiyama 2006; Takiura 2013)

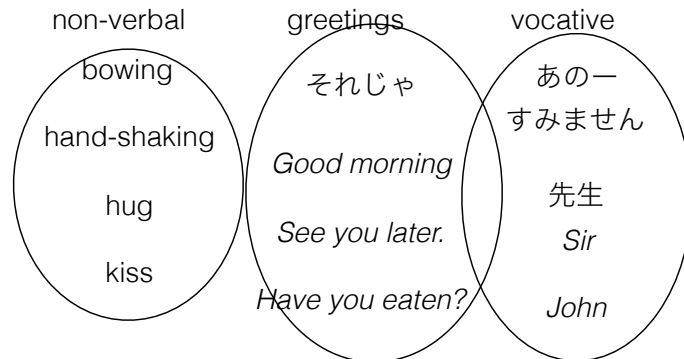
## Address terms

## Personal space

- In the United States:
  - Intimate space: ~45cm
  - Personal space: ~120cm
  - Social space: ~360cm
  - Public space: ~760cm

(Hall 1966)

## Degree of intruding in interactions



## “you” in the world’s languages

- A word that directly refers to the addressee is avoided in many cultures.

## T/V pronouns

	<b>T (friendly)</b>	<b>V (polite)</b>
<b>French</b>	<i>tu</i>	<i>vous</i>
<b>German</b>	<i>du</i>	<i>Sie</i>
<b>Spanish</b>	<i>tú</i>	<i>usted</i>
<b>Chinese</b>	你 ( <i>nǐ</i> )	您 ( <i>nín</i> )
<b>English</b>	( <i>thou</i> )	<i>you</i>

## “you” in Japanese

- In some languages, such as Japanese and Korean, there is no general polite word for “*you*.”
  - あなた, 貴殿, お宅, そちら, おまえ, 貴様
- Law of diminishing respect (敬意遞減の法則)
- The same happens in the history of German or Spanish — they first employed second-person plural forms as polite forms (*Ihr* in German, *vos* in Spanish), but they were replaced again later

## Map of subject obligatoriness

- <http://wals.info/chapter/101>

## “you” in Japanese

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  - あなた, 貴殿, そちら, おまえ, 貴様
- Law of diminishing respect (敬意遞減の法則)
- Then how to say “*you*” instead?

## “you” in Japanese

- Use name + 'san'
  - 佐藤さん, 吉田様, etc.
- Use the title, role etc.
  - 社長, 先生 (but not, for example, 教員 or 講師), お客様, お母さん, etc.

## “you” in Japanese

- Avoid the mention altogether.
- There are hints in other places
  - *honorifics* (cf. Yamada 1924)
  - *deictic distinction of verbs*
  - *evidentiality markers*
  - 「宿題やらなきゃ」 / 「宿題やらなきゃ駄目」

## “you” in Japanese

- You want to tell someone that his or her presentation was good. If you are superior, you can say:
  - 君の発表、上手だったよ。
- But if you are inferior:
  - ??先生のご発表、お上手でしたよ。
  - 大変勉強になりました。

## “you” in Japanese

- You want to tell someone that he or she wants coffee. If you are superior, you can say:
  - コーヒー欲しい？
- But if you are inferior:
  - ??コーヒーをお飲みになりたいですか。
  - コーヒー入ってますんで、よろしければ。