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Politeness in business correspondence

email correspondence in the hotel industry

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Prohlašuji, že jsem tuto práci vypracovala samostatně, výhradně s použitím uvedených a řádně citovaných literárních pramenů.

V Olomouci, dne 20. 6. 2018

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ABSTRACT

The theoretical part addresses correspondence, emails and the rules of the salutation and complimentary close that show deference. The second part of the thesis defines politeness and its most significant approaches particularly Brown and Levinson (1987) negative politeness strategies as scientific bases for research of the body of emails. The aim of the research is to detect politeness in salutation, body and complimentary close, and then detect the similarities and differences in expressing of politeness by natives and non-native speakers. It also proposes a further study of the unexpected findings in order to contribute to the language teaching.

CONTENTS

INTRODUCTION

It is generally known, that the English language became a universal language in the business sphere; and that is why awareness of basic skills and rules of business communication is essential. This, for instance, includes the ability to express politeness to other counterparts. I believe that business English is going to be given more attention and pupils and students will soon have the choice to attend such classes in their schools.

The purpose of this thesis is to prove that politeness is still used in business communication, despite the fact that latest trends show that people tend to choose quick and straightforward approach rather than its polite alternative in daily communications (Weiss, 2005, p. 119). The research in this thesis will be focused on email communication, which is the most common way of business correspondence. This thesis is going to explore indicator of politeness used in the real email correspondence, and I believe that conclusions from this study will provide evidence that can be further used when considering business English as a subject in schools.

This thesis consists of two parts, theoretical and practical. The theoretical part is subdivided into two parts. Firstly, business correspondence will be addressed and specific features of emails described because as previously mentioned, email is the most common type of correspondence. Secondly, attention will be given to the concept of politeness and linguists such as Robin Lakoff, Paul Grice, Penelope Brown and Stephen Levinson will be introduced together with their views on and approaches to politeness. Lastly, this part will be concluded by explaining politeness indicators in practice; particularly indirect speech acts, modal verbs and some other politeness indicators. This part of the bachelor thesis will be based on research on appropriate and relevant literature, and the gained knowledge is synthesised together.

The theoretical part will be followed by the practical part, which analyses the carefully chosen samples of email correspondence in the corpus with the aim to identify elements highlighted in the theoretical part. Furthermore, samples from native and non-native groups will be compared, in order to establish whether politeness is included and whether samples written by the native group are more polite than samples from the non-native group. Findings will be demonstrated through tables, figures and percentage figures.

At the end of this thesis, findings and results will be evaluated, which will help, answer the question what are the differences of expressing politeness by natives and non-native English speakers and whether native correspondents are more polite than those, for whom English is a second language.

1 CORRESPONDENCE

Correspondence represents a significant function in business communication. This chapter will firstly provide background on business correspondence and its functions. Secondly, email and its composition will be thoroughly investigated.

Correspondence is the process of exchanging written discourses between companies, departments or individuals (Shiyab and Halimi, 2015, p. 144). Seglin (2012, p. 46) argues that message of correspondence reflects writer's competence and professionalism as well as it provides the first impression of the company that the author is working for. Therefore, a well-written email can promote good relations and makes companies more efficient. Pathi (2008) further claims that if a message is unclear, it can cause confusion or fail to achieve its purpose. Moreover, the writer should use an appropriate form of address and by doing so show respect to the addressee, which creates a harmonious atmosphere (Pathi, 2008, p. 26).

Research shows that even though the main type of correspondence used to be letters, emails are becoming more and more popular. Seglin (2012) in his study found that besides letters, memos, faxing and other kinds of correspondence, email now dominates casual conversation in many businesses (Seglin, 2012, p. 46). Pathi (2008) emphasises that the writer of email should follow standard rules for writing correspondence (Pathi, 2008, p. 26).

1. 1 Electronic mail

Electronic mail, abbreviated to email, is nowadays the primary mean of sending messages between companies (Ashley, 2003, p. 20). The purpose of this chapter is to briefly address the history of emails and subsequently, advantages and disadvantages of the electronic mail will be presented.

Whelan (2000, p. 8) claims that email's origin dates back into the second half of the twenty century. According to Weiss (2005), it was at the end of the twentieth century, when people started to use emails on a more frequent basis. Nonetheless, research shows that they often disregarded standard rules of writing and sometimes even deliberately chose not to be polite and use a quick form of communication (Weiss, 2005, p. 119). Having found evidence where correspondents have shifted away from the aspect of politeness means that the topic of politeness in email communication needs to be discussed. Generally speaking, when people use email to pursue business matters, it should follow specific rules of structure and etiquette.

Research shows that paper correspondence is linked with increased costs and prolonged delivery times. In contrast to letters, an email is an innovative tool, that has significantly decreased the executing time. Moreover, emails are linked with certain advantages and that is mainly the opportunity to enclose files, to share images, spreadsheets or other files within a company, between companies or worldwide.

Nevertheless, there are still areas where it is inappropriate to use email as a mean of communication. In fact, Ashley (2003, p. 21) likens emails to postcards as everyone who encountered them can read them. Due to the limited confidentiality of email correspondence, letters or oral/phone conversations tend to be preferred for confidential or personal matters. Research suggests that email used within business sphere must fulfil specific requirements and information to be considered as polite and appropriate way of communication.

This chapter attempted to summarise what an email is and why do correspondents appreciate this form of communication. Following subchapters will aim to thoroughly address email correspondence and necessary features of email will be discussed. Firstly, the forms of salutation, complimentary close and signature and their variety will be looked at, afterwards various options of email body will be presented.

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1. 1. 1 Salutation

The salutation can be found at the very beginning of the email; it is a place where the writer expresses the politeness to the addressee, by using appropriate greeting phrase and form of address. There are more possibilities for choosing the form of address; nonetheless, it follows specific rules. This chapter points out the rules, which must be obeyed when addressing recipient in email.

Firstly, Shiyab and Halimi (2015, p. 48) state that, if the name of the correspondent is known, the salutation starts with greeting formula "Dear", which is followed by the courtesy or professional title, and it finishes with the last name of the recipient. According to Ashley (2003), this salutation is used when the writer is familiar with the name of the addressee, but it is necessary to keep the formal and polite distance.

e.g. Dear Mr Black

In case, that the recipient is unknown, then the formula used is "Dear Sir" or "Dear Madam" (Shiyab and Halimi, 2015, p. 48). Nevertheless, without knowing both the name and gender, the salutations "Dear Sir or Madam" or "Dear Sir/Madam" are used (Ashley, 2003, p. 10). Shiyab and Halimi (2015, p. 48, p. 48) suggest another option "Dear Sirs", which is also correct to use.

Furthermore, Seglin (c2012, p. 31) points out that, when the name is known, but the gender is not, then the salutation should omit the courtesy title; instead, the whole name should be written.

e.g. Dear Dakota Shorter

Ashley (2003, p. 36), however, alerts that if it is not evident whether the name of the receiver is male or female, the writer should not assume the right sex, but instead use the ambiguous form.

e.g. Dear Mr/Ms Black   (Ashley, 2003, p. 36).

Finally, the word "Dear" is standard even in informal situations. In this case, the greeting formula "Dear" is placed before the addressee's first name (Seglin, c2012, p. 31). Ashley (2013, p. 36) further points out, that this form of salutation can be also used in the business sphere provided that the correspondents know each other very well.

e.g. Dear Hanna

Forms of Honorific

Politeness and deference are expressed either with a help of a courtesy title, e.g. Mr, Mrs or a degree, e.g. Dr, Prof (Urbanová, 2008, p. 58). Courtesy titles such as Ms, Mr should always be used where appropriate. These, however, cannot be used with the first name. Nevertheless, if the recipient has a professional or an academic title, it is more appropriate to use the degree rather than Mr, Mrs or Ms (Seglin, c2012, p.31-32). The most common courtesy titles are: Mr, Mrs, Miss, Ms.

The only title for addressing a man is Mr. Pearsall and Hanks (1998, p. 1211) argue that the title refers to "a man without higher or honorific or professional title". The rest three titles are used to address women. The title Mrs is used to address a married woman. When addressing a woman as a Miss, such woman is unmarried, or she uses her maiden name for professional purposes. The third female title Ms could be used for both, married and unmarried women. Dynda and Dyndová (2001, p. XXIII) state that this title has been extending for the last twenty years, whereas Pearsall and Hanks (1998, p. 1211) claim that it originates in the 1950 s from the combination of two titles Mrs and Miss. In fact, it is not apparent if the recipient is married or not, therefore it is used by women, who prefer to keep their status in privacy. Simultaneously, this title is used by people who do not know the status of the addressee and who do not wish to insult the addressee. Moreover, the Oxford dictionary recently endorsed a new gender-neutral form of honorific Mx., which is an abbreviation of mixter. As Atanasovska (2016, p. 346) explains, the title is preferred by people, who find it difficult to identify their gender or who simply do not want their gender to be known.

In summary, this chapter explained different forms of salutation and addressed the rules and conditions for using specific salutations. Secondly, this chapter specified, what courtesy titles are, which types there are and it also what are the rules and conditions for using them.

1. 1. 2 COMPLIMENTARY CLOSE

Complimentary close is a formula, that is usually at the end of an email and immediately precedes the signature (Shiyab and Halimi, 2015, p. 146). According to Seglin (c2012, p. 33), it must always be included in an email, Seglin also reminds that specific rules need to be followed.

In an informal relationship with a well-known person, the formulae can have many forms, examples include "Best wishes", "Truly Yours" (Ashley, 2003, p. 11). Seglin (c2012, p. 33) also states that formulae such as "Best regards", "Kind regards", "Regards" and "Best" are preferred in communication where the correspondents use first-names. Additionally, Seglin (c2012, p. 33) points out that the choice of an appropriate complimentary close depends upon the degree of the formality of the message. However, research shows that there are two additional rules for establishing a correct choice of complimentary close.

Firstly, when the name of the correspondent is mentioned at the beginning of the letter, then the email should be finished with formulae 'Yours sincerely' or 'Sincerely'. Secondly, when the name is unknown and the salutation begins with 'Dear Sir or Dear Madam', then the ending should be 'Yours faithfully' (Shiyab and Halimi, 2015, p. 49). Ashley (2003) states that if the writer knows the recipient well or if an email is a part of a series of messages exchanged between two co-writers, then salutation and complimentary close can be omitted (Ashley, 2003, p. 23). However, research shows that in order to keep good relationships, the above-mentioned rules and guidelines should be respected and used

Signature

The last indispensable feature of the email is signature. Signature goes directly under complimentary close, and as Shiyab and Halimi (2015, p. 49) inform, the signature includes a name and a title of the person signing an email. Full name, the job title and the company name must be included in business emails, but whether to choose initials or a full given name with a title in the signature is to some extent a matter of choice (Ashley, 2003, p. 9). On the whole, initials do not provide enough information to the addressee; thus they should only be used when correspondents know each other. Mentioning the full name and the courtesy title is viewed as best choice as it clarifies both the sex and the name of the author.

To summarise, this chapter addressed individuals parts of an email. This part of the thesis also presented various possibilities of addressing a recipient in a salutation and provided options for how best to conclude an email.

2 POLITENESS

"Politeness is the use of language to express one's beliefs, wants, or desires, in a manner that is acceptable to the addressee" (Smith, 1991, p. 198). The word politeness originates in Latin word "politus", which might be translated in English as "made smooth. (Pearsall and Hanks, 1998, p. 1434). Therefore, the function of politeness is to enrich speech and behaviours of an individual with respect and tact to make the conversation conflict-free. Politeness also helps prevent any undesirable situation. This is essential particularly in the business sphere, where knowing the principles of politeness helps to achieve set goals efficiently and simultaneously maintain a harmonious atmosphere and good relationships. In the following section, the concept of politeness is discussed in more depth.

2.1 The definition of Politeness

This chapter aims to introduce the concept of politeness. Afterwards, selected approaches of politeness will be discussed.

Politeness is a phenomenon, which has been highly discussed by experts in linguistics and in the sociolinguistics since throughout the last century. According to Watts (2003, p. 57), Grice was the first linguist, who called for a closer examination of politeness. Grice (1975) studied cooperation between participants of communication. Grice claims that cooperation between interlocutors is essential for achieving communication goals. Therefore, Grice introduced a Cooperative Principle, which is divided into four groups: Maxim of Quantity, Maxim of Quality, Maxim of Relevance and Maxim of Manner (1975, p. 45). To add on, Robin Lakoff (1973) attempts to define politeness and suggests two primary rules of pragmatic competence:

    1. Be clear.   2. Be polite   (Lakoff, 1973, p. 292)

Following up on Lakoff's work, Válková (2004) states that the first rule is preferred when the focus is on the message of the communication while the second rule is essential when a status of the speaker is included or when a situation plays an important part (Válková, 2004, p. 39).

Focus on	Message	Clarity - 1. Be clear
	Interlocutors (situation)	Politeness – 2. Be polite

Table 1: Rules of Pragmatic Competence according to Lakoff (1973)

Wilamová (2004, p. 19) also followed up on Lakoff's work and suggests that the two rules mentioned above can reinforce each other but also oppose each other. However, when the situation when both of the rules cannot be used simultaneously occurs, it is better to sacrifice the 'clarity' rule and be polite and by doing so not risk offending the addressee.

When comparing Grice's (1975) approach and Lakoff's (1973) rules, it is evident that the Gricean maxims are contained within Lakoff's first rule "Be clear". Lakoff's second rule "Be polite" is further developed and divided into three subcategories:

1. Do not impose
2. Give options
3. Make the addressee feel good, be friendly   (Lakoff, 1973, p. 298)

Grice's Rules of Pragmatic Competence are criticised by Sifianou (1992), (in Válková, 2004, p. 41), who argues that "politeness is broader and more complex than the sum of Lakoff's rules". Despite Sifianou's statement, research shows that Grice's (1975) concept of Cooperative Principle provided a basis for further examination not only to Lakoff but also to Leech (1983), Brown and Levison (1987) and other significant linguists (Válková, 2004, p. 38).

Anthropologists Penelope Brown and Stephen Levinson (1987) introduce the most extensive and most influential approach to the politeness theory, that is based almost entirely on the concept of "face". They introduce a model person in which the main interest it is to maintain "face". According to Brown and Levinson's theory, there are speech acts which might threaten the face. Research shows that these face-threatening acts (FTAs) are supposedly reduced if the interlocutors use specific politeness strategies (Brown and Levinson, 1987, p. 59-68).

Válková (2004) summarises all these approaches and creates her definition of politeness; politeness is "a partly routinised and partly creative language manifestation of social values". She further suggests that politeness can be achieved through "various levels of language representation (phonics, grammatical, lexical, textual)" and through the use of communication strategies which help the hearer and the speaker to minimise or soften FTAs with the aim to avoid losing their face and instead to create positive atmosphere (Válková, 2004, p. 38)

To sum up, this chapter discussed the concept of politeness. Moreover, it introduced the most significant linguists, such as Robin Lakoff, Paul Grice, Penelope Brown and Stephen Levinson, and their approaches and views concerning the concept of politeness.

2.2 Brown and Levinson politeness theory

Brown and Levinson politeness theory ranks among the primary literature on politeness. Brown and Levinson (1987) assume that "all competent adult members of society have "face", which is the "public self-image that every member wants to claim for himself". They treat the concept of face as a basic desire. A face can either be negative or positive. Negative face represents the desire to act freely without any obstacle while positive face stands for the desire to be appreciated by others (Brown and Levinson, 1987, p. 61-62). Válková (2004) adds that to take part in everyday communication means to risk losing face, to maintain or to enhance face (Válková, 2004, p. 42). Moreover, according to Brown and Levinson (1987), the interlocutors must be aware that "everyone's face depends on everyone else's being maintained" and when threatened, the person can be expected to say face-threatening acts in defence. In order to achieve the goals in the communication between two opposite parties, being polite is highly recommended which in other words means to minimise the imposition that is put on the hearer (Brown and Levinson, 1987, p. 61).

2.2.1 Face-threatening acts and politeness strategies

In the business sphere, it is quite frequent that someone's face is threatened. Research shows that individuals are aware that their face can be lost if they do not defend themselves; therefore, they use face-threatening acts to avoid or minimise the potential discomfort. Politeness strategies are seen as means to minimise the face-threatening acts (Brown and Levinson, 1987). Watts (2003) points out that both the speaker and the recipient must assess the social distance between them and the recipient's power over the speaker (Watts, 2003, p. 81). For example, the subordinate will choose a polite and indirect language to ask his superior for a signature. On the other hand, requests between two colleagues will most likely contain direct language. Considering this facts, Brown and Levinson (1987) introduce three social variables 1. social distance, 2. the relative power, and 3. the absolute ranking of imposition; these all must be taken into account before communication occurs (Brown and Levinson, 1987, p.74). These three factors determine specific politeness strategy (one out of five possible communicative options), which the speaker can choose to save face.

The possible politeness strategies for implementing face-threatening acts are shown in figure 1. Speaker can either avoid a face-threatening act (figure 1: Don´t do the FTA) or at least attempt to soften the face-threatening act to a minimum.
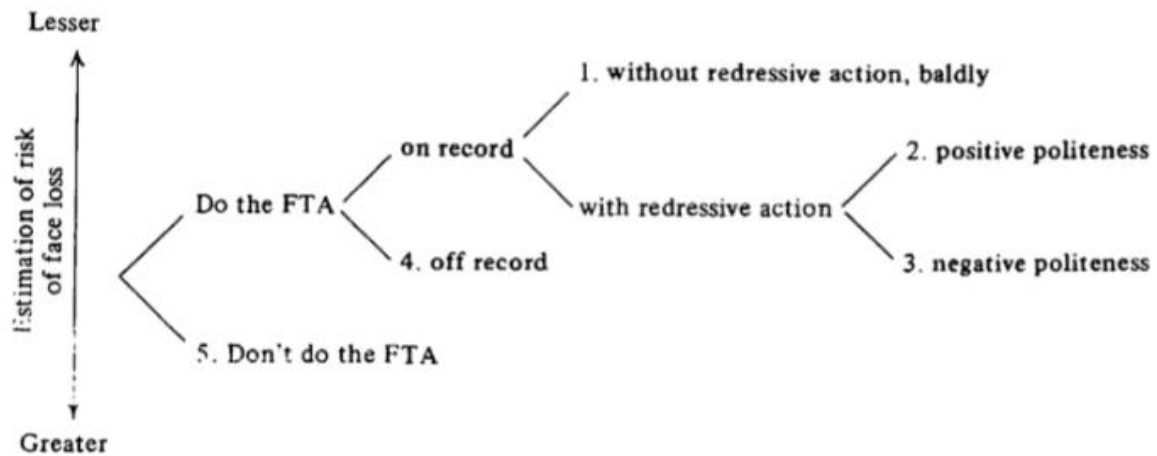

Figure 1 Circumstances determining a choice of strategy (Brown and Levinson, 1987, p. 60)

When choosing face-threatening acts, the speaker needs to decide whether to go 'on record' and expresses himself/herself openly, or whether to go 'off record'. If the speaker chooses the 'off record' strategy, that is when desired outcomes are not explicitly communicated. This approach is marked with an occurrence of metaphors, irony, rhetorical questions or understatements, in order not to communicate the desired outcomes and wants of the individual speaking.

Brown and Levinson (1987, p. 95) state that maximally efficient communication is achieved by employing strategy "go on record baldly", which is the most face-threatening act of all. Nonetheless, it might be used in situations when clarity of a message is more urgent than "face" and both the speaker and the recipient are aware of it. A typical example is a direct imperative sentence, which can be softened by usage of negative-politeness respect terms or by "please".

> *e. g. 1*: *Please, come in, (sir).*   (Brown and Levinson, 1987, p. 101)

If a speaker adopts the 'on record' with redressive action, he or she needs to choose either positive politeness or negative politeness. According to Brown and Levinson (1987, p. 70), positive politeness directly addresses desires of maintaining a positive face whereas negative politeness captures aspects of a negative face. In other words, positive politeness is threatened when receiving criticism, complaints and disagreements and negative politeness strategies try to avoid acts such as order and suggestions (Brown and Levinson, 1987, p. 66–67).

2.2.2 Positive politeness

The aim of this subchapter is to, firstly, introduce positive politeness, secondly, to explain positive politeness strategies and lastly, to address the role of positive politeness in the business sphere.

According to Yule (1996, p. 61), positive politeness is a face-saving acts which are closely linked with the aspect of a positive face. That means that positive politeness tends to show solidarity and emphasises that both speakers wants are the same, which means that they both have a common goal. Therefore, positive politeness is exercised mainly in situations where positive relationships dominate. Positive relationships are usually based on trust and friendships.

Brown and Levinson (1987, p. 102) in their work discuss fifteen strategies, which are used in positive politeness (for more information see Appendix 2). Hirschová (2014) mentions a couple of strategies for achieving positive politeness. These include: showing grace and interest in recipient's troubles, addressing each other by their first names or nicknames, exaggerating agreements and avoiding disagreements. Moreover, speakers tend to joke with each other or speak about shared memories, in other words, they treat each other as a member of their group, where desires are shared by others (Hirschová, 2014, p. 33-34). This is in line with Yule's (1996, p. 61) statement, that positive face expresses a desire to feel accepted or liked by others.

With regards to the business sphere, positive politeness strategies are generally used in cases when speakers want to behave as good as possible to the hearers. The main principle is cooperation, and the optimistic tone dominates in the communication. Hirschova (2014, p. 34), however, argues that exaggerating positive politeness may in certain situations be strained or fawning. In 1999, Nickerson analysed eighty-two business letters focusing on Brown and Levinson's politeness strategies and identified four frequent positive politeness strategies. These are: 1. Use of appropriate forms of address, 2. Establish common ground,3. Be optimistic and 4. Sender asserts knowledge of the concern for receiver's wants (Nickerson, 1999, p. 132).

To sum up, this subchapter introduced various face-saving acts which actively help maintain recipient's/hearer's positive face imposition on the hearer's positive face. Positive politeness strategies and the usage in business communication were also briefly mentioned.

2.2.3 Negative politeness

Negative politeness is the opposite of positive politeness, which was addressed in the previous chapter. This subchapter deals with negative politeness, which is the approach when a speaker decides to go 'on record' with redressive action. Firstly, the term negative politeness is explored, afterwards, the usage in business communication is outlined and finally, negative politeness strategies are discussed in detail.

Yule (1996, p.61) states that negative politeness are "face-saving acts oriented to the negative face, that tend to give deference, emphasise the importance of the other's time or concern, and even include an apology for the imposition or interruption." Even though the title of this strategy gives a negative impression, it does not turn out to be negative at all.

This strategy is used in the business sphere bountifully, especially in communication with strangers or with people with a significant social status. The speaker attempts to respect partner and freedom. Hirschova (2014, p. 35) says that negative politeness is something like a compromise between the speaker's effort to achieve his/her wants and desires and hence to go 'off record' in order to avoid the respect of addressee's freedom of action. Negative politeness is most frequently accomplished by using indirectness, which means that the sentence is formulated in a way, which does not express a direct request or direct command and the receiver, therefore, has a chance to refuse it (Brown and Levinson, 1987, p. 70). According to Hirsochová (2014, p. 35), language expressing in negative politeness is most conventionalised.

In order to create "safe environment", speakers tend to use negative politeness strategies, which Brown and Levinson (1987, p. 131) present in their book (see the Appendix 3).

1. Be conventionally indirect,	6. Apologize,
2. Question, hedge,	7. Impersonalize,
3. Be pessimistic,	8. State the imposition as a general rule,
4. Minimize imposition,	9. Nominalize,
5. Give deference,	10. Go on record as incurring a debt.

To add on, Nickerson (1999, p. 133) shares strategies which frequently occur in business correspondence, especially in emails. These are "Go on record as incurring a debt", "Show deference", "Be pessimistic", "Hedged", "Minimise imposition", "Impersonalize sender and receiver", "Admit impingement", "Give reasons", "Beg forgiveness".

Firstly, the strategy "**Be conventionally indirect**" is a strategy, which is a compromise between to go 'on record' or to go 'off record' communication style (Brown and Levinson 1987, p. 70). Research shows that conventional indirectness is realised through indirect speech acts (Brown and Levinson, 1987, p.143). Nevertheless, in many cases the indirect mechanism for doing FTA became fully conventionalised; therefore they are not 'off record' anymore, because it gives no other alternative (Brown and Levinson, 1987, p. 70).

e.g. Can you pass the salt?

Secondly, the strategy **"Question, hedge"** has been identified as the most common negative politeness strategy. It contains indirect requests and commands, which are realized through the use of indirect questions which help the speaker exert pressure on the addressee and simultaneously provide an opportunity to refuse (Hirschová, 2014, p. 35). A hedge is "a particle, a word, or a phrase that modifies a predicate or noun phrase" (Brown and Levinson, 1987, p. 273). Watts (2003, p. 274) defines hedge as "a linguistic expression that enables the speaker to avoid being too direct in utterance". A hedge behaves syntactically as an adjective or as an adverb; a typical example is a word "Perhaps" (Brown and Levinson, 1987, p. 167). This strategy can be strengthened by the use of modal verbs and by adopting an interrogative sentence structure.

e.g. Perhaps, could you come earlier?

In the next strategy **"Be pessimistic"**, the speaker can minimise face-threatening acts by expressing opinions with doubts. The speaker assumes that the recipient/hearer will probably not do anything for him/her, thus, the recipient/hearer is provided with an option to either accept or refuse. The most typical form of this strategy is the use of 'if' clauses and also by the use of subjunctive verbs which are more suitable than indicative vers (Brown and Levinson, 1987, p. 173).

e.g. Would it be possible, if you ...? You could not possibly lend me your…?

The strategy "Be pessimistic" is often combined with the strategy "**Go on record as incurring a debt**". Brown and Levinson (1987, p. 210) state that it is used in situations, where people claim their indebtedness to the hearer, by polite phrases such as:

e.g. I would be eternally grateful, if…, I would appreciate, if….,

The next strategy is "**Apologize**". Apologise for doing an FTA indicates that the speaker does not want to impinge on addressee's negative face.

e.g. I am sorry to bother you…

Furthermore, speakers attempt to minimise face-threatening acts, when "**showing deference to the addressee"**. This strategy suggests that the speaker treats the hearer as superior. In many languages, this is accomplished by using T/V system. Brown and Levinson (1987, p.181) claim that in English the words "dine", "doctor Snugg" and honorific titles express greater respect to the recipient/hearer than the words "eat" or "Snugg". The strategy "**minimise the imposition on hearers**" is achieved with the help of words, which minimise discourse, such as "tiny", "little bit", "only" and "a bit" (Brown and Levinson, 1987, p. 177).

According to Barbapostolosová (2012, p. 90), the most effective strategies in the business sphere are "**state imposition as a general rule**" and "**impersonalize**" the recipient/hearer and/or the speaker. The recipient is referred as someone else than the hearer, as well as an agent, who is phrased as someone else than the speaker or not the speaker alone. Brown and Levinson (1987) argue that this is often expressed by avoidance of pronouns or by replacement of pronouns 'you' and 'I', as this way, the attention is drawn to the existing phenomenon. Besides, passive voice is a significantly useful tool which is being widely used as people who are involved are not being directly mentioned. (Brown and Levinson, p.194-204).

e.g. It is generally known…. , One should….., We would like to enquire...

Strategy "**Nominalize**" is based on noun phrases and on the strategy "being pessimistic". The more nouny the expression is, the higher the degree of distance/gap from what senders write and also the more formal structure is created (Brown and Levinson 1987, p. 208). This strategy is widely used in business letters and also in official announcements and public signs. This can be seen in the following example: *e.g. flushing toilets on the train.* However, the analysis will focus on noun phrases which can be replaced by a verb.

e.g. An urgent request is made for your cooperation.

To conclude, negative politeness is a compromise between the communication goal of the speaker with the regard on the addressee. The recipient is not forced to do anything, even though this might be inconvenient for the speaker. Negative politeness contains ten politeness strategies, which are mostly conventionalised. The most common negative strategies identified in the business sphere are "question, hedge" and "be pessimistic", which are realised with the help of indirect speech acts, indirect questions and modal verbs.

2.2.4 Indirect Speech Acts

Many politeness researchers including Brown and Levinson relied on the speech acts when demonstrating their theory. The aim of this subchapter is threefold. Firstly, it explains what direct speech acts are and their division; secondly, it introduces indirect speech acts. Lastly, it discusses the function of indirect speech acts in politeness.

Speech acts are carefully examined by linguist Searle (1969). According to him, the indirect speech act is utterance, which meaning accords with the action that has been evoked by its uttering (Searle, 1969, p. 22). Yule (1996, p. 54) presents three general communicative functions: a statement, a question and a command/request, which are based on the three basic sentence types (declarative, interrogative and imperative). Searle (1976) divides speech acts into five general functions, which are 1. Declarations, 2. Representatives, 3. Expressives, 4. Directives and 5. Commissives (in Levinson, 1983, p. 240). Directives are important speech acts within negative politeness and, as Yule (1996) points out, the directive expresses what the speakers want. A good example of negative politeness is, for instance, the sentence: *Could you lend me a pen, please?* (Yule, 1996, p. 54).

Whenever an indirect relationship between a structure and a function occurs, that is a marker of indirect speech act (Yule,1996, p. 55). Urbanová (2008, p. 43) states that there is a difference between what you say and what you mean. Generally, the indirect speech acts reduce the rude tone; therefore, it tends to be used chiefly in the polite utterance (Leech 1983, p. 108). There are more options, how to accomplish the same basic function, Yule (1996, p. 55) presents following structures:

a) Move out of the way!

c) You are standing in front of the TV.

b) Do you have to stay in front of the TV?

d) You would make a better door that a window.

The function of example a) is a command/request which is in accordance with the imperative structure; thus, it can be said that it is a direct speech act. Whereas the function of example b) is not a question, how the interrogative structure indicates; therefore, it is indirect speech act. The examples c) and d) are also indirect requests. Considering the indirect speech acts, Leech (1985, p. 366) claims that "the more words you use, the more polite you are". With regard to this, he defines a scale of politeness, which starts with the less formal sentence form, order, where any politeness device is used. Afterwards, the scale escalates into the extra polite sentence structure, where the indirect speech acts dominate.

According to Searle, a speaker may use an interrogative sentence but mean it as a request to do something (Searle 1979, p. 30). Yule (1996) also claims that the most common type of indirect speech acts in English are of interrogative form (Yule, 1996, p. 55). Generally speaking, the indirectness is very important in the business sphere, as it offers the hearer the choice to refuse.

This chapter introduces first the direct speech acts, then, the indirect speech acts. Also, in the end, the use of indirect speech acts is the politeness discourses are discussed.

2.2.5 Modal verbs

When expressing politeness, it is almost impossible to avoid usage of modal verbs. Considering the previous chapter, indirect speech acts contain a great deal of modality, which confirms Hoye (1997, p. 122), who says that main devices for expressing indirect speech acts are modal verbs. Therefore, this chapter aims to introduce the meaning and the function of modal verbs.

Parrott (2000) mentions that the reason why modal verbs are the indicators of politeness might be caused by the fact that modal verbs have more than one meaning or function. Generally, modal verbs "can", "will" and their past counterparts "could" and "would" help to express suggestions, recommendations or advice. Moreover, they are represented in the conditional clauses, where they indicate possibility and probability.

Leech (1991, p. 543) claims that "will" and "would" can be very often found in directives or requests. According to Dušková (1988), these two modal verbs are used when making arrangements (1988, p. 248); however, the past tense "would" is more tentative and indirective than will.

The modal verbs "can" and "could" are used where it is needed to show willingness, as it is often part of polite requests or directives (Swan 1995, p. 109). "Can" expresses the ability, (Quirk et al. 1985, p. 222), the past form "could" is used for making suggestions. The modal verb "could" is generally considered to be more polite and formal or less definite than "can" (Swan 1985, p. 108). The instruction is made more polite by using could, moreover Quirk and the others (1985, p. 222) confirm that can/could is less formal than may or might.

3 PRACTICAL PART

3.1 Aims of analysis

This part of the thesis will present analysis that will focus on email correspondence in the business sphere, more specifically on communication between hotels and their clients. The theoretical part explained that the ways of business communication have significantly changed over the years and email became the most preferred option as it is much faster and more efficient than letters. The aim of the analysis is to prove that correspondents do express politeness to each other even in times when they are under pressure to answer as soon as possible and the research will try to answer the question what are the differences and similarities in expressing politeness by natives and non-native English speaker.

The analysis will investigate three main parts of emails, in which politeness is expressed. As suggested in the theoretical part, these parts are namely: salutation, complimentary close and the lastl body of the emails. The body of the emails was not mentioned directly in the theoretical part, however, politeness in this part is realised through politeness strategies.

In the first part of the analysis, the focus will be given to salutation parts of emails where politeness is expressed. For the purposes of this analysis, only 73 (of 157) emails were selected according to the criterion derived from the statement presented earlier by Ashley (2003, p. 23), who claims that it is possible to omit salutation and complimentary close in repeated email exchanges (for more detail see the chapter 1.1). In order to reach valuable results, only emails of first communication between the correspondents were selected, which makes 41 emails written by native correspondents and 32 emails written by non-native correspondents.

The second part of the analysis, where complimentary close was examined, was also limited by the criterion above. Thus, complimentary closes contained in 73 emails will be investigated in detail and the discovered complimentary closes will be evaluated according to the theory introduced in the theoretical part of the thesis.

The third part of the analysis deals with the body of the emails (n=157) in other words, with the sentences in the emails. Nevertheless, a closer analysis showed that not all sentences in selected emails were found suitable for the analysis because they did not express politeness or it was impossible to recognise it. The main focus of the analysis was therefore given to the sentences containing politeness indicators mentioned in the chapter 2.2.**3–5**. This analysis is provided later on in Appendix 5 and Appendix 6. The corpus is composed of 280 selected

sentences, and altogether it consists of 3842 words. Furthermore, sentences written by native and non-native correspondents will be examined and the level of politeness will be established for each of these groups in order to ascertain whether native speakers are more polite in email correspondence than non-native speakers.

The results of the analysis will be compared and presented using percentage figures, which is considered to be the most appropriate approach as the number of samples in each group are not equal. It seems appropriate to mention that the analysis will take into account possible differences within the native group of correspondents as Brits and Americans are supposed to have different approaches to politeness.

It is expected that the results of the analysis will correspond with the rules which were highlighted in the theoretical part. The analysis will try to evaluate that the use of polite phrases in email correspondence is a common practice because as mentioned in the theoretical part, employing politeness between a sender and a recipient tends to results in a pleasant atmosphere and desired outcomes of the communication are more likely to be achieved. It is also supposed, that the group of samples written by native speakers will use more polite language than the group of non-native speakers.

3.2 Corpus and Methods used in the analysis

The analysis in this thesis was fed by a selection of non-professional business emails written by both native and non-native speakers of the English language in the term from December to May 2018. All samples were provided by one particular hotel, whose owner does not wish that the name of the hotel is mentioned in this thesis; moreover, all information in selected emails is strictly confidential and cannot be shared These requirements, however, have no deteriorating impact on the analysis as the analysis is mainly focused on linguistic aspects. To ensure confidentiality of the emails, each name was replaced by XX and all delicate information was deleted. With regards to linguistics, it seems appropriate to mention that all grammatical, lexical or syntactic mistakes made in the emails were preserved as these mistakes were not of great importance for the research.

Emails were rather short, and most common subjects of these emails were enquiries about accommodation, confirmations and cancellations. Writers of these emails are both men and women, who are frequently corresponding with a particular hotel reception mostly with the aim to book accommodation for members of their company or their clients. In this case, the writers are responsible for correspondence on behalf of their companies. It seems appropriate

to mention that even though both the sender and the receiver might have a similar status, they do not know each other personally which means that there is a certain level of distance between them. Apart from these assistants, there are some correspondents, who enquire about the accommodation for themselves, therefore the social distance between him/her and the employee of a hotel is remote as they are not in contact regularly. However, it is generally expected that both sides want to keep a relatively good relationship thus a certain level of politeness and respect should be followed.

Emails selected for the sample (n = 157) were divided into two groups. The first group contains eighty-one emails written by twenty-four native speakers from the United Kingdom and fifty-seven samples from the United States of America. The other group contains seventy-six emails from correspondents from all around the world. There are seventeen emails from the Czech Republic, five from Poland, one from Ukraine and one from Russia. Besides Slavs, there are also samples from Germanic countries; eighteen emails from Germany, four from Switzerland and two from Denmark. The smallest contribution to the sample was from correspondents from Romance countries, three from France, two from Romania and one email from Spain; Italy and from Portugal. Apart from emails from Europe, there are also twelve emails from Malaysia, five from China, two from Korea and one from Turkey. All emails in this group come from non-native English-speaking correspondents.

Methods

In order to achieve research objectives listed in chapter 3.1, bodies of emails will be analysed and evaluated using the information presented in the theoretical part. Consequently, differences will be identified between the native and non-native group of correspondents. As previously mentioned, results will be presented using percentage figures to depict established findings. Moreover, every significant finding will be presented using either a figure or a table. A blue colour in figures represents the non-native group, and a purple colour stands for natives.

The owner of the hotel does not wish that the name of the hotel is mentioned in this thesis; moreover, all information in selected emails is strictly confidential and cannot be shared These requirements, however, have no deteriorating impact on the analysis as the analysis is mainly focused on linguistic aspects. To ensure confidentiality of the emails, each name was replaced by XX and the every delicate information was deleted. With regards to linguistics, it seems appropriate to mention that all grammatical, lexical or syntactic mistakes made in the emails will be preserved as these mistakes are not of great importance for the research.

4 RESEARCH

In polite correspondence, it is inevitable to address the addressee, moreover, the correct form of address can express respect and politeness to the interlocutor. Referring to the statement of Brown and Levinson (1987), one should maintain the addressee's face in order to keep his/her own face. The appropriate way of addressing people should be a common practice in the business sphere, where politeness is perceived as the key to success. It is hence important that, in email communication, the salutations are chosen appropriately. Therefore, salutations in the selected emails are examined first.

4.1 Salutation

As described in chapter 1.2, there might be a difference between the choice of salutation in the first email and salutations in following emails. Hence, for the purpose of this analysis, only samples of emails where writers make the first contact with the addressee were selected. Firstly, the occurrence of salutations is evaluated in all 73 selected samples. Subsequently, 41 emails written by native speakers and 32 from non-native are compared in order to find which group uses more polite salutations.
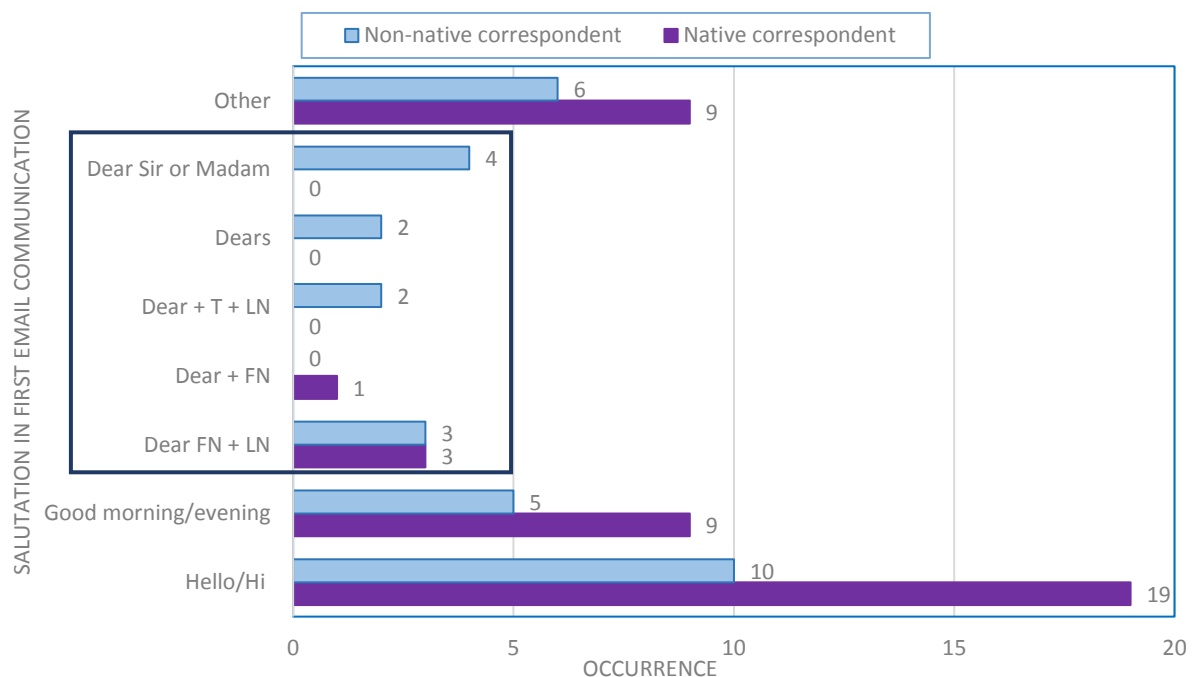

Figure 2: Salutation in the samples written by native and non-native English speaker

Based on the rules introduced in the theoretical part, the occurrence of salutation phrases highlighted in the frame (see Figure 2) is supposed to be high, as the correspondents do not know each other personally. Therefore, according to best practice, they should be politely addressing each other, using the greeting formula "Dear".

According to the Seglin (c2012, p. 31), the formula "Dear" in combination with last name with courtesy is a standard rule, however, only two examples of this salutation were found in the sample. Moreover, the chapter 1.2.1 addresses variations of salutations used when the name or the sex of the addressee is unknown. These options are "Dear Sir or Madam", which was used four times, "Dears" used twice, and "Dear First name (FN) + last name (LN), which appeared in 6 cases. As Seglin (c2012, p. 31) argues, the formula "Dear" followed by FN is used in informal situations or when the correspondents have been in contact for a long time. As we can see in Figure 2, only one example of this kind of salutation was found. The frame in the figure highlights square occurrence of the polite greeting formula "Dear". From the total of 73 emails, this style of greeting occurred only in 15 cases, which is 20.5 % of the total number of sample.

When examining emails, the most common salutation found in both groups was casual "Hello" or "Hi", which was found in 29 examples. This represents almost 40 % of all chosen samples. In 6 cases "Hello/Hi" was followed by FN and in the rest of the emails "Hello" and "Hi" stood alone. This choice of salutation can be explained by Morgan (2011), who points out that many find the greeting formula "Dear" either old-fashioned or as a connotation of personal relationship, and they; therefore, replace it by more casual "Hello", "Hi" or "Hey". However, Morgan (2011) does not have strong opinions on this matter and confirms that there are pros and cons of the use of "Dear" in the salutation.

With regards to salutation phrases depicted in Figure 2 as 'other', correspondents used a variety of approaches including "Dear + company name", "Hello + company name", "Greetings" or "Hiya" and others.

Native versus Non-native speaker

When analysing differences between native English speakers and non-native English speakers, the following was established:

The non-native speakers, as shown in Figure 2, used the salutation "Dear Sir or Madam" four times, "Dears" twice as well as "Dear + title (T) + LN", and "Dear FN + LN" occurred in 3 samples. This represents 34 % of the total sample (n = 32). On the other hand, the native

speakers used the greeting formula "Dear" twice, once "Dear + FN" and three times "Dear + FN + LN", which represents 10 % of the total sample (n = 41). It is evident that non-native correspondents tend to choose salutation with the greeting formula "Dear" more often than the native group.

When analysing trends in salutations in both native and non-native groups, the most common salutations were "Hi" and "Hello". The occurrence of "Hello/Hi" in the non-native group was 31 % of all 32 samples. This was significantly higher in the group of native speakers where "Hello" and "Hi" were found in 19 cases, which represent 46 % of the sample (n = 41).

Adams (2012, p. 2) and Morgan (2011) attempted to find out whether the greeting formula "Dear" had been replaced by the less formal "Hello" in the United States of America, and they both did not find any rules which would strictly forbid the usage of "Hello" or "Hi" as a salutation. Furthermore, even though "Hello" and "Hi" do not signal politeness, Adams and Morgan both agree that they are signs of a good relationship.

The following figure, Figure 3, shows the occurrence of "Hello" and "Hi" in the emails. The sample contains 26 emails from the United States of America and 15 emails from the United Kingdom. The results showed that American correspondents tend to use "Hello" and "Hi" more frequently than British correspondents. It can be therefore established that the samples chosen for this research show that "Hello" and "Hi" salutations are mostly preferred in the United States of America.
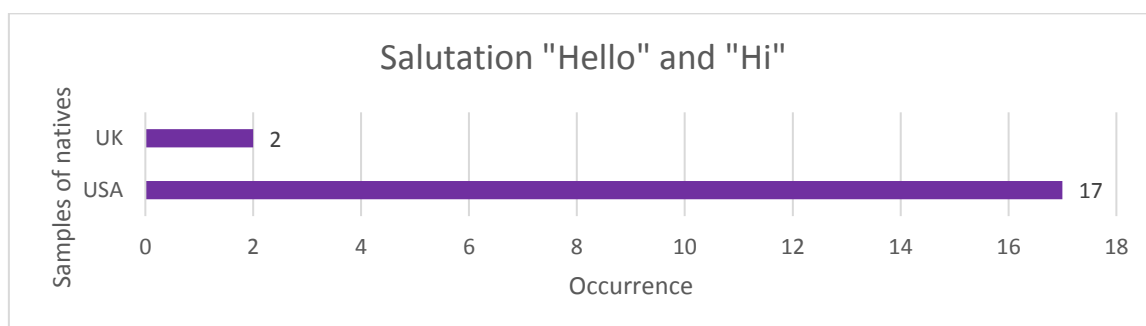
.

Figure 3: Salutation "Hello" and "Hi" in the samples of natives

The last salutation, which is taken from everyday spoken communication is "Good morning", or "Good evening". This was second most frequent salutation found in both groups.

4. 2 Complimentary close

As highlighted in the chapter 1.1.2, respect and politeness can also be expressed as a part of a complimentary close, which is directed at the addressee. Complimentary closes conclude emails and hence play an important role with regards to politeness

Figure 4 illustrates the level of occurrence of complimentary closes in the sample of 73 emails - 41 written by native speakers and 32 written by non-native correspondents.
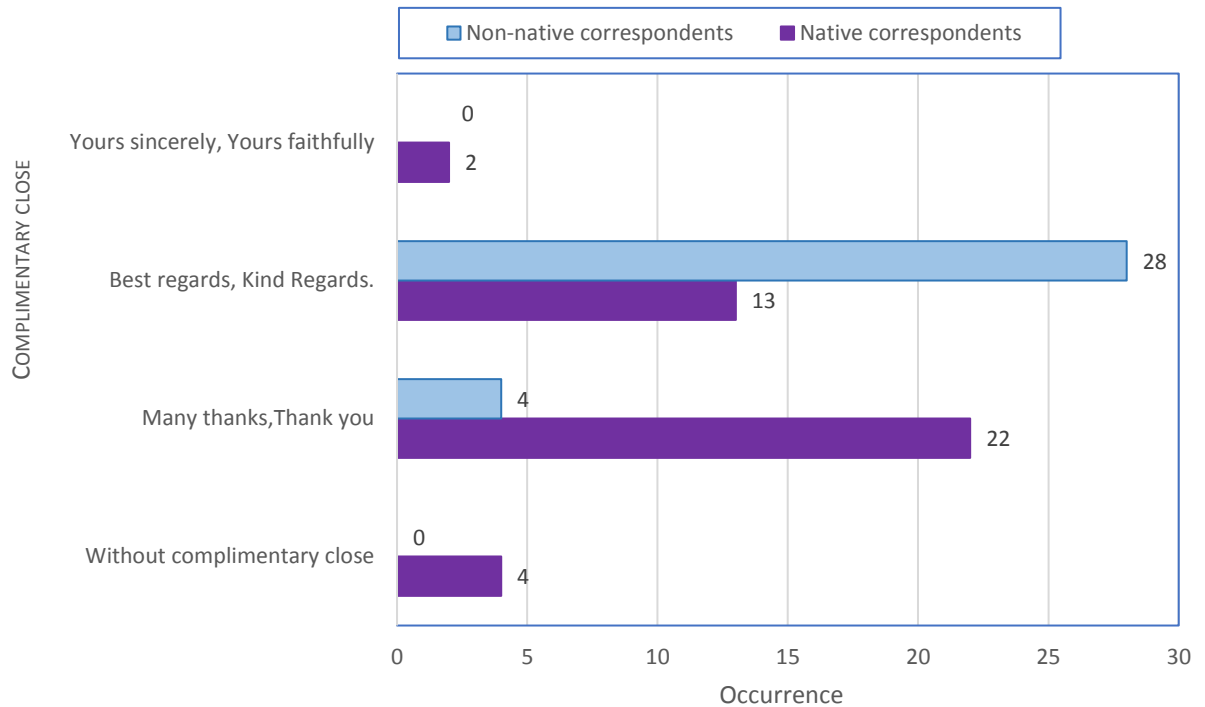
Figure 4: Occurrence of complimentary closes in the samples

As demonstrated in Figure 4, the most formal complimentary closes identified were "Yours sincerely" and "Yours faithfully", which were found in two emails, both written by a native speaker.

In four emails, there was no complimentary close, the email was ended with a signature only. This might be considered as the most disrespectful and less polite way of closing the letter, some people might even consider it rude.

As evident from the figure, the "Best regards", "Kindly regards", "Regards" or "Best" were the most common complimentary closes identified in the selected sample. These were found in 41 emails, which represents 56 % of all 73 emails.

With regards to the origin of the emails, the occurrence of these closes in emails written by native speakers was more than half lesser than the occurrence in the emails by non-native

speakers. When comparing the use of these complimentary closes, it became evident that native speakers used these complimentary closes in 13 cases, representing 32 % of all native speakers sample (n = 41), whereas the occurrence in the emails written by non-natives was significantly higher; 88 % of the whole sample (n = 32).

In 26 cases, the email were concluded using "Thank you for …", "Thank you" or "Many thanks". However, when establishing patterns between the native and non-native group, only four non-native correspondents chose to conclude their email with thanks instead of writing a complimentary close. This is significantly higher in the native correspondents group, where 'thanks' was used to conclude an email 22 times, which represents almost 54 % of the whole native group sample (n = 41). Moreover, a trend became apparent where in twenty cases where emails were concluded by "Thank you" or "Many thanks", "Hello" was the chosen salutation, and all these emails originated in the United States of America.

To sum up this part of the analysis, only four emails missed the complimentary close, which is considered inappropriate. Omitting the complimentary close is usually accepted only when the correspondents have already exchanged few emails as explained earlier.

Furthermore, even though "Yours sincerely" or "Yours faithfully" were presented as the most suitable complimentary close in the first email exchange, the sample that was thoroughly examined showed that correspondents incline to the more casual conclusion of emails.

With regards to differences between native and non-native speakers, the non-native speakers preferred "Best regards" and "Kind regards" as complimentary closes, whereas native speakers were less formal and preferred "Many thanks" or "Thank you", especially the American writers. The reason for this could arguably be that the non-native speakers prefered to use appropriate complimentary closes as they were taught to use them as a part of their curriculum in schools

4. 3 Comparative analysis of politeness strategies

The analysis in this part will concentrate on expressing individual negative politeness strategy in the provided email correspondence. According to Hirschova (2014, p.35), negative politeness strategies are highly used in the business communication as it is the most conventionalised strategy, for this reason, any other strategy will not be addressed. For the purposes of the analysis, only sentences where a certain level of politeness was detected (n = 280) were used and 146 sentences written by natives and 134 samples by non-native correspondents were enclosed in the corpus (see Appendix 5 and Appendix 6).

4.3.1. Be indirect and Question, Hedge

The strategies "Be conventionally indirect" and "Question, Hedge" are grouped together, because both are mainly realised through indirect speech acts, which is mentioned in the chapter 2.2.3. Therefore, these strategies are examined together in one chapter.

After careful examination of provided emails, there were found 51 sentences written by natives and 44 sentences from non-native speakers which express the above-mentioned strategies. The selection was based on the occurrence of modal verbs, which are according to Hoye (1997, p. 122), main devices for expressing indirect speech acts. There were found 106 modal verbs included in indirect speech acts, and details are illustrated in Table 3, in Appendix 4.

Table 3, in Appendix 4, shows that the occurrence of modal verbs was not identical in both groups. The most remarkable result to emerge from the data is that native speakers tend to use modal verb "can" and interrogative sentence when expressing indirect speech acts. The modal verb "can" was used in 37 interrogative sentences, which represents almost one third (34.9 %) of all modal verbs found in indirect speech acts.and third persons in statements, that is giving a softer form of permission" (Dušková, 1988, p. 188-189). The modal verbs "shall", "should", "may", "might" appeared only in few examples.

e.g: Can you please see, if you can assist with a room for Mr. XX to arrive on…? (N36)

The findings proved Yule's statement (1996, p. 54), who argued that the indirectness is apart from modal verbs, expressed through interrogative sentence structure, which is not used for questionable purposes, but instead it is used to make a request or a command. Concerning the sentences written by non-native speakers, numerous examples showed that a statement was used as a form of request. This is supported by Trudgill (1974, p. 19), who claims, that a

speaker has an option to request something either by using a question or by a statement in negative politeness. Request in a form of a statement dominated the group of non-native speakers, where it was found in 23 out of 106 sentences (21.7%).

e.g: I would like to seek your assistance for room reservation as below… (NN40)

Sample shows that correspondents of emails that used the indirect speech acts as a request were predominantly writers requesting an accommodation. Some evidence was found, that when expressing their request in an interrogative, the native speakers prefer using the modal verb "can", whereas the non-native speakers choose the modal verb "would". With regards to the declarative request, both native and non-native correspondents prefer the modal verb "would". On the whole, the interrogative sentence structure was used almost twice more than the declarative sentence structure.

The analysis showed that above-mentioned strategies were the most frequently used strategy, which corresponds to the statement in the theoretical part. On the whole, the usage of these strategies by native English speakers represents 35 % of 146 sentences. Also, the non-native speakers used this strategy most frequently; however it occurred only in 31 % of 134 sentences.

4. 3. 2 Be pessimistic

The analysis of the body of the email showed that there were 26 sentences, that use the strategy 'to be pessimistic'. The Brits and the Americans used this strategy in 11 cases, that stands for 8 % of the whole samples in their group. While the correspondents, whose native languages differ from English, expressed negative politeness through this strategy in 15 instances, which represents 11 % of all samples written by non-native speakers.

Considering the structure of sentences, the group of non-native speakers was particularly polite with the help of "if clause" and in 2 instances, they used the phrase "is it possible" which shows uncertainty. Native speakers expressed politeness though this strategy only a few times using the "if clause". Considering the structure of sentence, the group of non-native speakers was polite with the help of "if clause" and in 2 instances, they used the phrase "is it possible" which shows the uncertainty. Natives expressed the politeness within this strategy only with "if clause".

4. 3. 3 Minimize imposition

The strategy "Minimize the imposition" is the next minor negative politeness strategy. It belongs to the type of strategies that do not aim to coerce the hearer. In this strategy, the face-threatening acts are minimised through words which soften the imposition on the hearer (see the chapter 2.2.3 or Brown and Levinson, 1987, p. 177).

These words have been found in twenty sentences in the analysis of email bodies. Native speakers used the adverb "kindly" or the word "only" in 7 sentences, representing 5 % usage of this strategy in the native samples (n = 139). Nonetheless, the non-native speakers preferred adverbs such as "quite" and "kindly" and also word phrase "small issue". With 13 examples, it can be said that non-native group dominates in the usage of this strategy. This strategy represents 10 % of the strategies used in the corpus written by natives (n = 146).

4. 3. 4 Give deference

Besides indirect speech acts, the speaker might choose to express politeness through minor negative politeness strategies, for instance, the strategy "Give deference". As a part of this strategy, speakers show respect to recipients as well as express awareness of impending recipients freedom (Brown and Levinson, 1987, p. 178).

In the analysis, no such words which give greater respect to receivers were found. The only example of showing deference to the hearer was the word "please". The direct request in the example below is softened using "please", which minimizes the imposition of showing the deference. Yule (1996, p. 63) refers to the word "please" as a "mitigating device". On the whole, the strategy "give deference" was used in 48 cases. The higher occurrence was found in emails from the native speakers, representing 19 % of 146 (28 sentences). The non-native speakers used this strategy in 20 cases, making this 15 %. of the 134 selected sentences in the corpus.

4. 3. 5 Apologize

In the theory written by Brown and Levinson (1987, p. 189), the speaker/sender wishes that the recipient/hearer would forgive him/her. This is communicated with the use of a phrase or a word of apology at the beginning of the sentence. Apology as a form of politeness strategy was found only in 6 examples, 2 of the emails were written by native speakers and 4 written by non-native speakers. Non-native correspondents used two phrases of apologies, three times "I am sorry", which was slightly modified by adverbs, and in one case the phrase "apologies

as…" was used. Both apologies written by native speakers were made with the words "my apologies" at the beginning of the sentence:

According to Pan (2012, p. 148), an apology can be considered as "supplementary strategy" as it is not part of the request, but it is an important tool as it softens the imposition on the receiver. This strategy might be recognised as too straightforward, hence it is not used very often. On the whole, this strategy represents 3 % of all samples written by non-native speakers (n = 134) and only 1 % of all native samples (n = 146).

4. 3. 6 Impersonalize, State the imposition as a general rule

"Impersonalize" and "state imposition" are strategies that aim is to dissociate either speaker or hearer from the particular infringement (Brown and Levinson, 1987, p. 190). In the analysis of non-native speakers, there were identified 22 sentences (from 146), where the pronouns were replaced by "we" or "us", "our". Moreover, in one instance, the non-native speaker avoided the use of pronouns and chose to replace it by existing phenomenon. Also, the passive voice was used once. Altogether the non-native speakers used these strategies in 23 sentences, forming 17 % of 134 sentences. Interestingly, 23 examples were found in the corpus of natives, where this strategy represents 16 % of all native samples (n = 146). Natives tend to prefer pluralization (16 sentences) as well as the other group, however, the passive voice was used more often, specifically in 6 cases.

4. 3. 6 Nominalise

Another strategy that dissociates speakers from the particular infringement is the strategy "nominalise". The basic rule of this strategy is defined by Brown and Levinson (1987, p. 208), who argue that the more nouny the expression, the higher the degree of distance from what correspondent writes.

The analysis of the sentences in the corpus showed, that the native speakers used this strategy for expressing politeness in 16 cases, which represents 11 % of 146 sentences. The analysis showed, that the non-natives preferred other politeness strategies, as it was identified only 7 cases, thus, 5 % of all samples (n =134).

e.g. Please accept this email as authority to charge the below reservation. (N99)

The correspondent chooses the noun "authority" as it is considered to be more polite utterance. In contrast with this sentence: "*I authorize you to charge the below reservation*".

4. 3. 8 Go on record as incurring a debt

Within this strategy, the speaker claims his/her indebtedness to the hearer by polite phrases (Brown and Levinson, 1987, p. 210). In the corpus, 7 sentences were identified that contained such polite phrases and all of them were written by non-native speakers.

e.g. I would deeply appreciate if you could proceed the booking …. (NN133)

Goudarzi (2015) argues that this strategy is also used to ensure the cooperation of the receiver. This was found in 7 cases written by native speakers and in 10 examples from the non-native speakers.

e.g.For any further questions, do not hesitate to contact us. (NN128)

Altogether, findings of this strategy in the non-authentic samples native samples make 7 % of 134; this is slightly lower than the occurrence in the samples of natives; 5 % of 146.

4. 4 Summary of the analysis

The theory in the chapter 1.1.1 outlined that the expected salutation in this case, particularly in the first communication between people, who do not know each other personally, should contain the greeting formula "Dear". The results of the analysis; however, showed that the trends in salutation in both groups were informal salutation "Helo/Hi". The occurrence of "Hello" and "Hi" in the non-native group was about 31 % of all 32 samples. This was significantly higher in the natives where "Hello" and "Hi" were found 19 cases which represent almost half of the samples, 46 % of the samples. Nevertheless, this salutation misses any description in the specialised books (Ashley, 2003; Seglin, c2012), therefore the following study of the usage and function of this salutation is suggested. The expected formula "Dear" seemed to be omitted by native speakers, who used it only in 9 % of 41 salutations. Whereas the analysis in the non-native samples found that there is evident no restraints in the usage of this formula, they even used it in 34 % of 38 samples. To conclude, the analysis revealed that both groups preferred more casual and less polite salutations. There was found a decline of the greeting phrase "Dear". Non-native speakers used more appropriate salutation than the natives as it can be seen in the included percentage.

The expected most popular complimentary close was "Yours sincerely/Yours faithfully", surprisingly it occurred only in 2 cases written by natives. And the results of the analysis showed that the natives rather inclined to conclude the email with "Many thanks", which was used to conclude an email 22 times, this represents almost 54 % of the whole native group

samples (n=146). Similarly, also non-native speakers preferred the informal complimentary closes "Best regards" which were written in 88 % of the all non-native speaker's samples (32 emails). "Best regards" and "Many thanks" are both considered informal complimentary closes, therefore also in this part of the analysis, the decline of the expressing politeness in complimentary close was discovered.

Regarding the analysis of the email's body, the carefully selected sentences (n = 280) of the content of the emails were divided into groups. Groups were based on the negative politeness strategies. This part of the analysis was corpus-based and it found that the most common negative politeness strategies in business correspondence are "Be conventionally indirect" and "Question, hedge", which was preferred in 35 % by natives and the occurrence in the non-native speaker's sentences was 31 %.

The most remarkable result to emerge from the data is that native speakers tend to use the modal verb "can" and the interrogative sentence when expressing request through indirect speech acts. The modal verb "can" made almost one third (34.9 %) of all modal verbs found in indirect speech acts. Whereas the request in the form of statement and the modal verb "would" dominated in the group of non-native speakers, where it was found in 21.7 % of 106 modal verbs found in the indirect speech acts. The modal verb "would" makes the message less imposing than the modal verb "can", therefore the expressing of the request by non-native was found more polite.

Lastly, other minor negative politeness strategies were discussed in order to provide a complete description of all negative politeness strategies. Native speakers dominated in the usage of strategies: "give deference" (19 % of 146), "nominalize" (11 % of 146) there was significant difference (6 %) between natives and non-native correspondents, the reason for that is the preference of verb phrases instead of noun phrases by non-native speakers. Furthermore, non-native speakers dominated in the usage of strategies: "be pessimistic" (11 % of 134), "minimize imposition" (10 % of 134), "apologize" (3 % of 134), "impersonalize"and "state imposition as general rule" (17 % of 134), "go on record as incurring a debt"(7 %).

To sum up, not all of the results of the analysis corresponded with the rules, which were highlighted in the theoretical part, particularly the usage of salutations and complimentary closes. The assumption that the natives are more polite than non-native English speaker was not confirmed. Non-native correspondents preferred although informal but more polite salutations and complimentary closes than native correspondents. Moreover, they also dominated in the usage of negative politeness strategies, which are mentioned above.

CONCLUSION

The bachelor thesis dealt with politeness in business correspondence, more specifically in email communication. The thesis was divided into a theoretical part and a practical part.

The theoretical part also contained two main chapter. Firstly, business correspondence and specific features of emails were introduced. Secondly, attention was given to the concept of politeness, the main linguists, together with their views on and approaches to politeness. This part was concluded by explaining ten negative politeness strategies which were highlighted earlier on as appropriate strategies in business correspondence.

The practical part of the thesis was based on the analysis of carefully chosen samples of email correspondence. The analysis itself was subdivided into three parts analysis of salutations, complimentary closes and bodies of the emails. As a part of the analysis elements highlighted in the theoretical part were identified on a significant number of occasions which shows that politeness is widely used in business correspondence. Furthermore, samples from native and non-native groups were compared. According to the percentage analysis, it was evaluated that the native correspondents were less polite in the correspondence than non-native correspondents and the similarities and the differences are evident in the summary chapter.

One of the most significant findings stemming from the analysis is the usage of greetings "Hi/Hello" as a highly used salutation in emails and that natives prefferred to conclude the emails with "Many thanks" instead of complimentary close mentioned in the theoretical part. Other significant findings, concerning the use of negative politeness strategies, were found at the end of the practical part and the important findings were shown on examples in the text or in tables, figures or in the corpus.

This bachelor thesis found that politeness is still a common practice in business correspondence and the findings stemming from this thesis could be further used as an incentive for further research in order to, for instance, review and complement curriculums of the English language in schools.

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APPENDICES

Appendix 1

Figure 5: Lakoff's rules of pragmatic competence
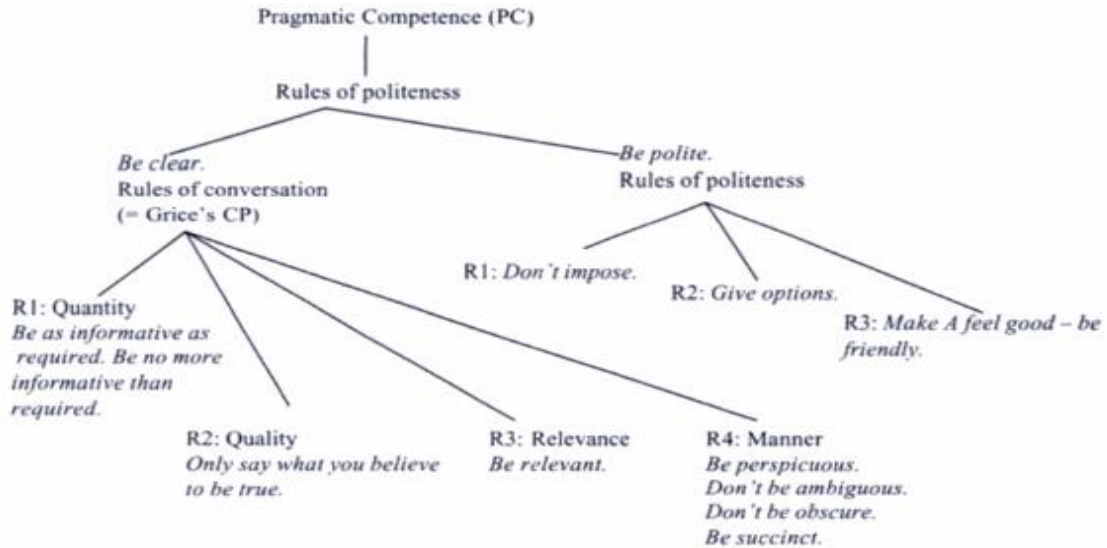
(Watts,2003, p. 60)

Appendix 2

Figure 6: Chart of strategies Positive politeness
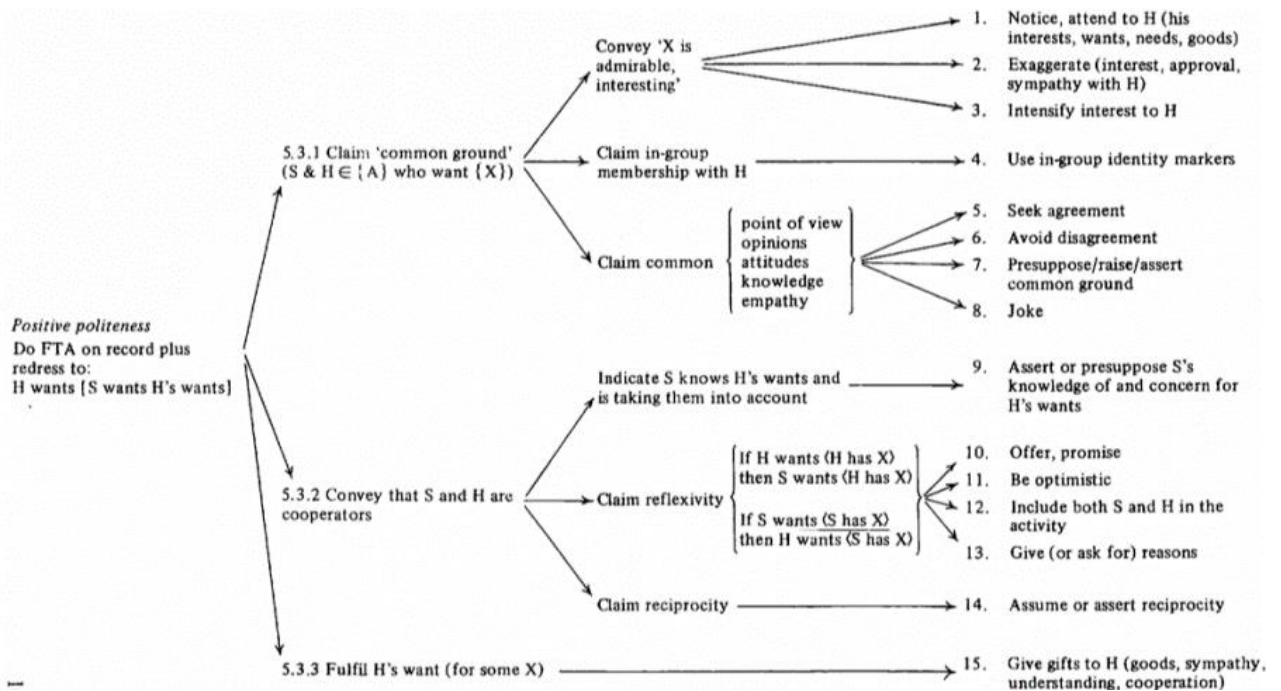
(Brown and Levinson 1987, p. 102)

Appendix 3

Figure 7: Chart of strategies: Negative politeness
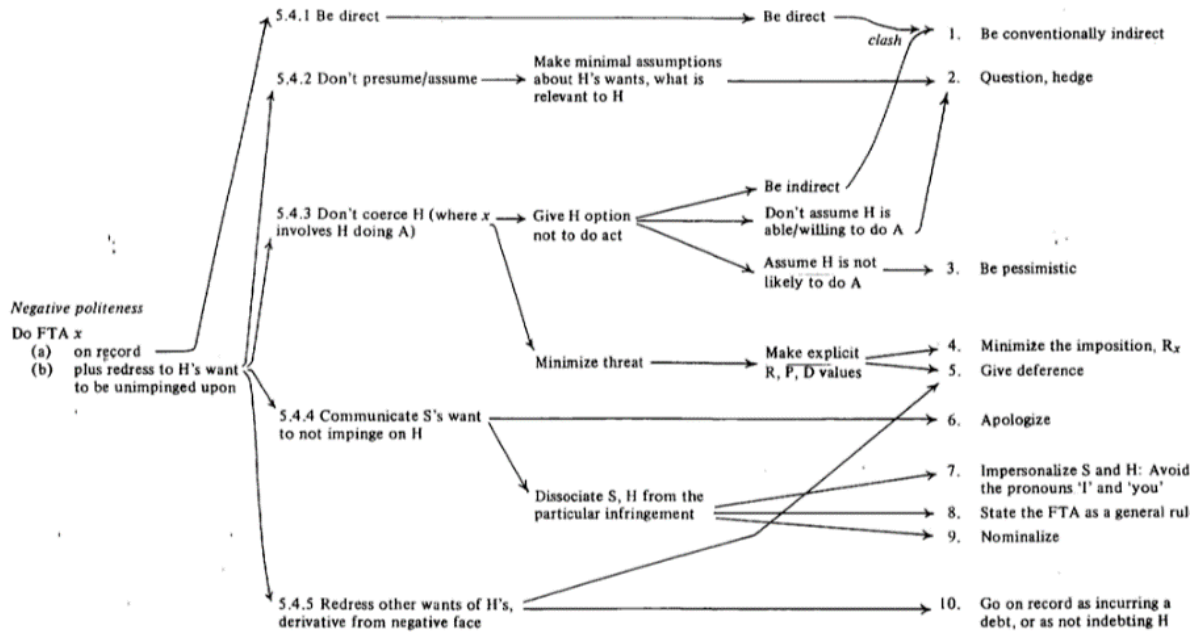
(Brown and Levinson 1987, p. 131)

Appendix 4

Table 3: Comparison of modal verbs in indirect speech acts

Modal verb	Sentence structure								Overall	Overall %
	Interrogative				Declarative					
	N-N speakers		N speakers		N-N speakers		N speakers			
	n	%	n	%	n	%	n	%		
Would	9	**8.49**	4	3.77	**23**	**21.7**	5	**4.72**	41	**38.7**
Could	4	3.77	4	3.77	1	0.94	1	0.94	10	9.4
Can	6	5.66	**37**	**34.9**	4	3.77	1	0.94	48	**45.3**
Shall/Should	1	0.94	1	0.94	0	0	4	3.77	6	5.7
May/Might	0	0	1	0.94	0	0	0	0	1	0.9
Total	20	18.9	47	**44.3**	28	**26.4**	11	10.4	106	100
	67				39					
	63.2 %				36,79 %					

n = number, NN = Non-native, N= Native

Appendix 5

Figure 8: Comparision of negative politeness strategies
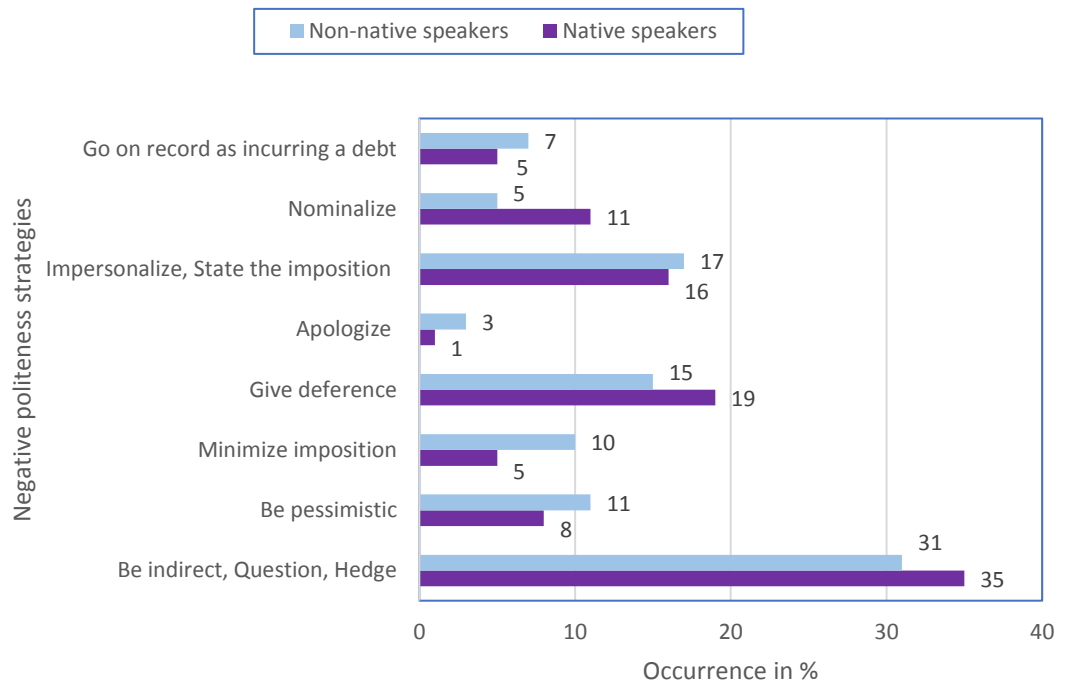
Appendix 6

The example listed in this Appendix were arranged according to Brown and Levinson (1987) negative politeness strategies. These sentences were selected from emails provided by the hotel, and the authors are correspondents, whose first language differs from the English language.

Be conventionally indirect, Question, hedge

Question

1. <u>Would</u> you like to make a reservation till 23rd of March?
2. <u>Would</u> you like to confirm this reservation?
3. <u>Can</u> you check that please?
4. <u>Shall</u> we do it for you?
5. <u>Would</u> you be so kind and send me the confirmation back including the price?
6. Please, <u>can</u> you write me your surname and how was the previous date of your reservation?
7. <u>Can</u> you tell me the cancellation fee before I cancel?
8. <u>Can</u> you check if you have following reservation?
9. <u>Could</u> you make an invoice for the room and for the meals as well?
10. <u>Could</u> you please do me a favour and send me the corrected invoice?
11. <u>Could</u> you please correct it like this and sent it to me per post (I need the original for my company)?
12. <u>Can</u> you send this invoice to me by post?
13. <u>Could</u> you make an invoice for the rooms as well as for the meals?
14. <u>Can</u> you please let me know until when the reception desk is open?
15. <u>Would</u> it be possible to get the company rate?
16. <u>Would</u> you pls. look up if you have a reservation for 2 rooms, 2 nights June 12th?
17. <u>Would</u> you pls. provide us the booking conformation no?
18. <u>Would</u> you please help to change it?
19. <u>Would</u> it be possible to get a quiet corner room at up-stairs?
20. <u>Would</u> you like me to book it for one night 31st January?

Statements

21. We <u>would</u> like to make reservation for 2 single rooms with breakfast from 23 till 25 of April for guests.
22. I <u>would</u> like to book 1 room between the 29th of December and the 1st of January.
23. I <u>would</u> like to take a reservation, please send us information if we can pay in the hotel with card.
24. I <u>would</u> like to reserve a room with a double bed.
25. I <u>would</u> like to reserve an additional room for our friends. Is it possible?
26. I <u>would</u> like to book 2 middle size double-bed rooms for 2 nights.
27. I <u>would</u> like to ask you <u>if</u> you can please confirm reservation by mail.
28. I <u>would</u> like to book for two XX & XX two single rooms for 2 nights.
29. I've booked your hotel some time ago (see below picture), due to schedule changed, I <u>would</u> need to adjust the booking.
30. Thank you for your confirmation but I <u>would</u> like to book one more single room for XX.
31. I <u>would</u> like to book the rooms with following details.
32. Thank you very much, we <u>would</u> need 2 apartments.
33. I <u>would</u> like to book three single rooms in term of.

34. We <u>would</u> like to request you to book two (2) single rooms for the following Client.
35. I <u>would</u> like to book a room.
36. I <u>would</u> like to request one room.
37. We <u>would</u> like to ask for an early check-in time if possible.
38. It <u>would</u> be great if we can check in at 12:00 so that we can take a little bit rest after the rush and long journey.
39. We <u>would</u> like to ask is your hotel provide toothbrushes, shampoo and shower gel?
40. I <u>would</u> like to seek your assistance for room reservation as below.
41. I <u>would</u> deeply appreciate if you could proceed the booking and reply me at your earlier convenience.
42. I <u>would</u> be very grateful if you could inform me about the number of available rooms and the room price including breakfast with terms and conditions.

Be pessimistic

63. I would like to take a reservation, please send us information <u>if</u> we can pay in the hotel with card.
64. Please let us know, <u>if</u> you are still interested.
65. <u>If</u> you need help with anything else, don´t hesite to contact us.
66. I would like to ask you <u>if</u> you can please confirm reservation by mail.
67. Please let us know <u>if</u> we shall do it for you?
68. I would be very grateful <u>if</u> you could inform me about the number of available rooms and the room price including breakfast with terms and conditions.
69. <u>If</u> you are interested in another Hotel, there are the following contact details.
70. <u>Is it possible to cancel the last day or is it impossible</u> since it was booked until 8th?
71. <u>Is it possible</u> to adjust the attached invoice with a sticker and then put on a stamp and signature?
72. Thank you in advance for your reply <u>if</u> the reservations are still possible.
73. Would you pls. look up <u>if</u> you have a reservation for 2 rooms, 2 nights June 12th?
74. Kindly advise at your soonest <u>if</u> Nicola should proceed to book for you.
75. It would be great <u>if</u> we can check in at 12:00 so that we can take a little bit rest after the rush and long journey.
76. We would like to ask <u>if</u> your hotel provide toothbrushes, shampoo and shower gel?
77. I would deeply appreciate <u>if</u> you could proceed the booking and reply me at your earlier convenience.

Minimize the imposition

112. <u>Unfortunately</u>, we are fully booked night of 24th March.
113. Just <u>small</u> issue, for this term of time, we didn't have one same room available.
114. <u>Unfortunately</u>, I can not open the picture.
115. The apartments are <u>quite</u> heavy expensive.
116. <u>Unfortunately</u>, but I have to cancel the room.
117. We <u>kindly</u> ask you for the following reservation.
118. <u>Kindly</u> advise, thank you.
119. <u>Kindly</u> quote us the airport transfer for guest to decide, thanks.
120. <u>Kindly</u> see below on the transportation rate and advise.
121. <u>Kindly</u> amend hotel booking as check in 7April and resend us the confirmation.
122. <u>Kindly</u> see below message and advise, thank you.
123. <u>Kindly</u> advise at your soonest if Nicola should proceed to book for you.
124. <u>Kindly</u> please confirm the following.

Give deference (please + on record)

43. <u>Please</u> send us some more details (about prices and what is included to your offer).
44. <u>Please</u> inform about availability of rooms.
45. <u>Please</u> let us know, if you agree with this.
46. <u>Please</u> cancel the rooms.
47. <u>Please</u> inform me about availabilities and price incl. breakfast.
48. <u>Please</u> give a confirmatin for my reservation from 11.- 13. April. (I have lost it, thank you).
49. <u>Please</u> book for us 5 twin (double) rooms for the night of April 18th, 2018.
50. <u>Please</u> make a reservation, for two single room.
51. <u>Please</u> send us your confirmation.
52. So <u>please</u> hold the reservation.
53. <u>Please</u> help to book one single room under company corporate rate for below guest.
54. <u>Please</u> book 2 single rooms under company corporate rate for below guests.
55. <u>Please</u> book one single room under company corporate rate for below guest and payment on his credit card.
56. <u>Please</u> print attached confirmation for check in.
57. <u>Please</u> amend hotel booking check in 7 June and check out 21 June.
58. <u>Please</u> continue hold the reservation for me.
59. <u>Please</u> proceed to book the room in hotel.
60. <u>Please</u> take note that I expect for late arrival to the hotel.
61. <u>Please</u> could you let us know if you can arrange this for us so that we can make a schedule?
62. So, I think I will be in your hotel after 6pm, so <u>please</u> hold my room reservation till I get to your hotel 6pm.

Impersonalize, State the imposition as a general rule

78. Unfortunately, <u>we</u> are fully booked night of 24th March.
79. Just small issue, for this term of time, <u>we</u> didn't have one same room available.
80. If you need help with anything else, don´t hesite to contact us<u>.</u>
81. <u>We</u> would be glad to greet you as <u>our</u> guest to another time.
82. For any further questions, do not hesitate to contact us<u>.</u>
83. Thank you very much, <u>we</u> would need 2 apartments.
84. Is it possible to adjust the attached invoice with a sticker and then put on a stamp and signature?
85. <u>We</u> kindly ask you for the following reservation.
86. <u>We</u> would like to request you to book two (2) single rooms for the following Client.
87. Please continue hold the reservation for me.
88. <u>We</u> need to cancel any one of it to avoid double booking.
89. <u>We</u> would like to ask is your hotel provide toothbrushes, shampoo and shower gel?
90. Shall <u>we</u> do it for you?
91. <u>We</u> would like to make reservation for 2 single rooms with breakfast from 23 till 25 of April for guests...
92. <u>We</u> would like to take a reservation, please send <u>us</u> information if <u>we</u> can pay in the hotel with card.
93. Please send <u>us</u> some more details.
94. Please let <u>us</u> know, if you agree with this.
95. Please book for <u>us</u> 5 twin (double) rooms for the night of April 18th , 2018.
96. Please send <u>us</u> your confirmation.
97. Please could you let <u>us</u> know if you can arrange this for us so that we can make a schedule.
98. Kindly quote <u>us</u> the airport transfer for guest to decide, thanks.
99. Kindly amend the hotel booking as check in 7 April and resend <u>us</u> the confirmation.

100.   Please let <u>us</u> know, if you are still interested.

Nominalize

105.   Would you like to make a <u>reservation</u> till 23rd of March?
106.   Would you be so kind and send me the <u>confirmation</u> back including the price?
107.   *I would like to seek your <u>assistance</u> for room reservation as below*
108.   *Please give a <u>confirmation</u> for my reservation from 11. -13. April.*
109.   *I would like to take a <u>reservation</u>, please send us <u>information</u>, if we can pay in the   hotel with card.*
110.   *We kindly ask for following <u>reservation</u>.*
111.   *I would deeply appreciate if you could proceed the <u>booking</u> and reply me at your earlier convenience.*

Apologize

101.   <u>I am terribly,</u> but I will have to cancel my reservation.
102.   <u>I'm sorry</u>, but my friends changed their mind and they gave up their reservation.
103.   <u>I'm so sorry</u>, but I couldn't answer your mail earlier.
104.   <u>Apologies</u> as I know it's very last minute, but do you happen to have any free rooms   from Friday the 30th June for three nights?

Go on record as incurring a debt.

125.   <u>Please let us know,</u> if you are still interested.
126.   <u>I would be very grateful</u> if you could inform me about the number of available rooms   and the room price including breakfast with terms and conditions.
127.   <u>We would be glad</u> to greet you as our guest to another time.
128.   For any further questions, <u>do not hesitate to contact us.</u>
129.   <u>Is it possible to cancel the last day or is it impossible </u>since it was boked until 8th?
130.   <u>Is it possible </u>to adjust the attached invoice with a sticker and then put on a stamp and signature?
131.   <u>I would appreciate</u>, if you let me know that the reservations are still possible.
132.   <u>It would be great </u>if we can check in at 12:00 so that we can take a little bit rest after   the rush and long journey.
133.   <u>I would deeply appreciate</u> if you could proceed the booking and reply me at your earlier convenience.
134.   <u>Should you need further information</u>, please do let me know.

Appendix 7

The example listed below were arranged according to Brown and Levinson (1987) negative politeness strategies. These sentences were selected from emails provided by the hotel, and the authors are native correspondents American and Brits.

Be conventionally indirect, Question, hedge

Question

1. Please, <u>can</u> you confirm you have Mastercard ending …on file for the below guest and are OK to charge bed and breakfast only back to this card?
2. <u>Can</u> you please confirm back to me you will charge the card?
3. <u>Can</u> I please ask you to book what is availability and let me know which dates are full?
4. <u>Can</u> we make a request for the same room 763?
5. <u>Can</u> you please let me know if you have space yet for XX?
6. <u>Could</u> you confirm this and charge us for payment?
7. <u>Can</u> you please confirm you have everything to make the charge?
8. <u>Can</u> I also please request room number 2654 on behalf of Mr XX?
9. <u>Can</u> you please confirm to us if that is possible?
10. <u>Could</u> you please send us another quotation with our commission, so we can send it over to our customers?
11. <u>Should</u> I call you directly with credit card information?
12. What <u>would</u> be a convenient time to contact you?
13. <u>Can</u> you please cancel this reservation?
14. <u>Can</u> you please change it to checking in Jan 17 for 2 nights?
15. <u>Can</u> you please confirm the following guests?
16. <u>Can</u> you please book a room for Mr. XX?
17. <u>Can</u> you please book a room for Mr. XX?
18. <u>Can</u> you cancel the request for Mr. XX and see if you can do this one?
19. <u>Can</u> you book accommodation for two nights?
20. <u>Can</u> you please adjust the room to arrive on June 10th for two nights now?
21. <u>Can</u> you please confirm a room for XX?
22. <u>Can</u> you please change his check out date to May 14?
23. <u>Can</u> you please confirm a room for XX?
24. <u>Can</u> you please update this reservation to arrive Feb 4th for one night only?
25. <u>Can</u> you please confirm a room for XX to arrive?
26. My apologies but the travellers have requested to change the checkout date to May 5th, <u>can</u> you please amend?
27. <u>Can</u> you please book two rooms for arrival March 4th and depart March 10th?
28. <u>Can</u> you please change his arrival date to March 4?
29. <u>Can</u> you cancel the following?
30. <u>May</u> you change the dates?
31. <u>Can</u> you please confirm a room for Mr. XX. April 6th departing on the May I have the room rate and a confirmation number please?
32. <u>Can</u> you please change the checkout date to January 13th?
33. <u>Can</u> we add a second room for XX for the same dates please?
34. <u>Can</u> you please confirm XX for arrival April 4th for one night?
35. <u>Can</u> you clarify which nights are fully booked?
36. <u>Can</u> you please see if you can assist with a room for XX to arrive on May 27th and depart on June 5th?

37. <u>Can</u> you please book 3 rooms for arrival June 10th and depart June 12th?
38. <u>Can</u> you please cancel this reservation?
39. <u>Would</u> you do me a favor one more thing?
40. <u>Would</u> you cancel this?
41. <u>Would</u> you like to tell me approximate price for taxi from Vienna to your hotel?
42. <u>Could</u> you please also confirm that this room does contain separated beds?
43. If you <u>could</u> please see if you <u>can</u> make the weather beautiful for that time in May.
<u>Statement</u>

44. I <u>would</u> like to authorise you to charge the credit card below for the daily B&B rate.
45. I <u>would</u> like to make reservation for my clients.
46. Yes, we <u>would</u> like to book the large double rooms for group of guests visiting in June.
47. Let me know how I <u>should</u> proceed with the booking.
48. I <u>would</u> prefer a room with a tub instead of a shower.
49. I <u>would</u> like to ask if the reservation we have confirmed for March 22-25, large double room with queen bed is also available March 20-21?
50. <u>Should</u> in case you offer Half board, we <u>shall</u> prefer that but if you don't you can just let us know the rates for the rooms only.
51. I am wondering if you <u>could</u> be of assistance for me, I need booking.

Be pessimistic

52. <u>If</u> we can please have him booked in for the Friday 23rd March, then the 25th – 30th March.
53. We will like to inquire <u>if</u> there are available room for XX.
54. Can you please confirm to us <u>if</u> that is possible?
55. Please let us know <u>if</u> you are still interested in making the reservation for us base on the above stated conditions.
56. I am wondering <u>if</u> you could be of assistance for me, I need booking.
57. <u>If</u> you do not wish to have breakfast and save more money, please make a booking on our websites.
58. Can you please see <u>if</u> you can assist with a room for XX to arrive on May 27th and depart on June 5th?
59. <u>If</u> not, please book single room.
60. I would like to ask <u>if</u> the reservation we have confirmed for March 22-25, large double room with queen bed is also available March 20-21?
61. Please let me know <u>if</u> you need any further information.
62. If you could please see <u>if</u> you can make the weather beautiful for that time in May.

Minimize the imposition

63. Please <u>only</u> charge bed and breakfast.
64. We <u>kindly</u> ask you for priority processing.
65. <u>Kindly</u> make sure that your number is shown on each correspondence.
66. We <u>kindly</u> ask you for priority processing.
67. <u>Kindly</u> make sure that your number is shown on each correspondence.
68. <u>Should in case</u> you offer Half board, we shall prefer that but if you don't you can just   let us know the rates for the rooms only.
69. <u>In any case,</u> before that, I have a few inquiries, kindly discover them beneath.

Give deference (please + command)

70. <u>Please</u> bill the card below for his stay.

71. <u>Please</u> see credit card details attached.
72. <u>Please</u> confirm back to me you will make the charge.
73. <u>Please</u> only charge bed and breakfast.
74. <u>Please</u> email the receipt to.
75. <u>Please</u> contact us on our below numbers to provide your full credit or debit card details in order to make a guaranteed booking with payment on arrival.
76. <u>Please</u> note that discounted rates are available when booking through our website.
77. <u>Please</u> clarify the arrival date (02/03/18 or 05/05/18).
78. If you do not wish to have breakfast, <u>please</u> make a booking on our websites.
79. Once charged <u>please</u> email a copy of the account to.
80. <u>Please</u> book single nonsmoking room for Mr. XX.
81. <u>Please</u> book single nonsmoking room for Mr. XX.
82. <u>Please</u> book 2 single nonsmoking rooms.
83. <u>Please</u> book single nonsmoking room for VIP Mr. XX.
84. <u>Please</u> book single nonsmoking room for Mr. XX.
85. If not, <u>please</u> book single room.
86. <u>Please</u> book single nonsmoking room for XX.
87. Yes, <u>please</u> book through Mar 2 and send confirmation.
88. <u>Please</u> book single room for XX.
89. <u>Please</u> update his arrival date to May 10th and depart the 15th.
90. <u>Please</u> book single nonsmoking room for Mr. XX.
91. <u>Please</u> book single nonsmoking room for XX.
92. Her plans have already changed, please change this reservation to:
93. <u>Please</u> book single nonsmoking room for Mr. XX.
94. <u>Please</u> extend my arrival date to January 5 as discussed below.
95. <u>Please</u> send confirmation receipt.
96. <u>Please</u> note that rooms are held for 24 hours unless full details of major credit card are provided by telephone.
97. Once charged <u>please</u> email a copy of the account to.

Impersonalize, State the imposition as a general rule

98. If <u>we</u> can please have him booked in for the Friday 23rd March, then the 25th – 30th March.
99. Please accept this email as <u>authority</u> to charge the below reservation.
100. Kindly make sure that your number <u>is shown</u> on each correspondence.
101. Can you please confirm to <u>us</u> if that is possible?
102. Should in case you offer Half board, <u>we</u> shall prefer that but if you don't you can just let <u>us</u> know the rates for the rooms only.
103. Due to past experience, <u>we</u> want to make full payment now, <u>will that be accepted?</u>
104. <u>We</u> can assure that there won't be any cancellation once the reservation <u>is fully confirmed</u>.
105. Please let <u>us</u> know if you are still interested in making the reservation for <u>us</u> base on the above stated conditions.
106. <u>We</u> would like to book the double rooms for group of guests visiting in June.
107. I am wondering if you could be of <u>assistance</u> for me, I need booking.
108. Please contact <u>us</u> on our below numbers to provide your full credit or debit card details in order to make a guaranteed booking with payment on arrival.
109. I would like to ask if the reservation <u>we</u> have confirmed for March 22-25, large double room with queen bed is also available March 20-21?
110. Can <u>we</u> make a request for the same room 763?
111. Could you please send <u>us</u> another quotation with <u>our</u> commission, so it over to <u>our</u> customers?
112. Can <u>we</u> add a second room for XX for the same dates please?

113. Yes, <u>we</u> would like to book the large double rooms for group of guests visiting in   June.
114. <u>We</u> kindly ask you for priority processing.
115. Please note that rooms <u>are held</u> for 24 hours unless full details of major credit card are provided by telephone.
116. <u>We</u> will like to enquire if there are available room for XX.
117. Can you please confirm to <u>us</u> if that is possible?
118. Can you clarify which nights <u>are fully booked</u>?
119. We kindly ask you for priority processing.
120. Please contact <u>us</u> on our below numbers to provide your full credit or debit card details in order to make a guaranteed booking with payment on arrival.

Nominalize

121. Please accept this email as <u>authority</u> to charge the below reservation.
122. We kindly ask you for priority <u>processing</u>.
123. We can assure that there won't be any <u>cancellation</u> once the reservation is fully confirmed.
124. Let me know the <u>quotation</u> for the 04 double rooms with full breakfast fee to be included and <u>credit card advance payment</u> is the only option my clients prefers for the payment of their stay.
125. My apologies for the late <u>response</u>.
126. I am wondering if you could be of <u>assistance</u> for me, I need booking.
127. Please contact us on our below numbers to provide your full credit or debit card details in order to make <u>a guaranteed booking</u> with payment on arrival.
128. Can we make a <u>request</u> for the same room 763?
129. Could you confirm this and charge us for <u>payment</u>?
130. We kindly ask you for priority <u>processing.</u>
131. Could you please send us another <u>quotation</u> with our commission, so we can send it   over to our customers?
132. I would like to make <u>reservation</u> for my clients.
133. Let me know if I should proceed with <u>the booking.</u>
134. I need the <u>total cost with quote,</u> date are flexible.
135. Please clarify the <u>arrival date.</u>
136. Please send a <u>confirmation receipt.</u>

Apologize

137. <u>My apologies</u> but the travelers have requested to change the checkout date to May 5th, can you please amend?
138. <u>My apologies</u>, I need to cancel this request.

Go on record as incurring a debt

139. <u>Do let me know</u> if you require any further information.
140. <u>Any questions</u> please do not hesitate to get in touch.
141. <u>Do let me know</u> if you require any further information.
142. <u>For any further questions please do not hesitate to contact us.</u>
143. <u>For any further questions please do not hesitate to contact us</u>.
144. For further enquiries or to confirm your reservation <u>please do not hesitate to contact   us.</u>
145. <u>Please let me know</u> if you need any further information.
146. <u>Please let me know</u> if you need any further information.

RESUMÉ

Tato bakalářská práce je zaměřená na rozdíly a podobnosti ve vyjádřování zdvořilosti v emailové korespondenci u rodilých a nerodilých mluvčí. Teoretická část popisuje pojmy korespondence a email a uvádí pravidla podle, kterých jsou v emailech psány pozdravy a závěrečné formule, jejichž správné užití je pokládáne za slušnost. Druhá část teoretické práce definuje zdvořilost a hlavní přístupy, zvláště strategie negativní zdvořilosti podle Brownové a Levinsona (1987), která slouží jako základ pro bádání hlavních části emailu.

Cílem výzkumu v praktické části je nalézt zdvořilost v osloveních, hlavních částech emailů a v závěrečných frází, a poté analyzovat rozdíly a podobnosti ve vyjadřování zdvořilosti u rodilých a nerodilých mluvčí. Během výzkumu bylo nalezeno, že rodilí mluvčí nepoužívájí tolik zdvořilostních strategii jako nerodilí mluvčí. Navíc bylo zjištěno, že rodilí mluvčí používaní velmi neformální styly v oslovení a v ukončení emailu. Práce také obsahuje návrh k dalšímu zkoumání nalezených výsledků, aby se výsledky mohly využit při výuce anglického jazyka.

ANOTACE

Jméno a příjmení:	Anna Fusková
Katedra:	Ústav cizích jazyků
Vedoucí práce:	Mgr. Blanka Babická, Ph.D.
Rok obhajoby:	2018

Název práce:	Politeness in business correspondence E-mail correspondence in the hotel industry
Název v angličtině:	Politeness in business correspondence E-mail correspondence in the hotel industry
Anotace práce:	Tato bakalářská práce se zabývá zdvořilosti v emailech, jenž jsou nejdůležitějšími prostředky dnešní korespondence. Teoretická část je zaměřená na popis korespondence, emailu a pravidel podle, kterých jsou v emailech psány pozdravy a závěrečné formule, které vyjadřují úctu svému protějšku. Druhá část teoretické části definuje zdvořilost a hlavní přístupy, zvláště strategie negativní zdvořilosti podle Brownové a Levinsona (1987), která slouží jako základ pro bádání hlavních části emailu. Cílem výzkumu v praktické části je nalézt zdvořilost v osloveních, hlavních částech emailů a v závěrečných frází, a poté analyzovat rozdíly a podobnosti ve vyjadřování zdvořilosti u rodilých a nerodilých mluvčí. Práce také obsahuje návrh k dalšímu zkoumání nalezených výsledků, aby se výsledky mohly využit při výuce anglického jazyka.

Klíčová slova:	Zdvořilost, zdvořilostní strategie, pozitivní zdvořilost, negativní zdvořilost, korespondence, email, komunikace, psaný anglický jazyk, korpus
Anotace v angličtině:	The bachelor thesis deals with politeness in emails, which is the most significant form of correspondence. The theoretical part addresses correspondence, emails and the rules of the salutation and complimentary close that show deference. The second part of the thesis defines politeness and its most significant approaches particularly Brown and Levinson (1987) negative politeness strategies as scientific bases for research of the body of emails. The aim of the research is to detect politeness in salutation, body and complimentary close, and then analyse the similarities and differences in expressing of politeness by natives and non-native speakers. It also proposes a further study of the unexpected findings to contribute to the language teaching.
Klíčová slova v angličtině:	Politeness, politeness strategies, positive politeness, negative politeness, correspondence, email, communication, written English language, corpus
Přílohy vázané v práci:	Obrázky, Tabulky, Korpus
Rozsah práce:	54 s.
Jazyk práce:	Anglický