

# JOURNAL WATCH edited by Akiko Hagiwara

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*Multilingua* and *Journal of Pragmatics* have published special issues featuring articles born out of the 7<sup>th</sup> International Pragmatics Conference at Riva del Garda, Italy in 2005. Those who attended the conference as well as those who did not get to go may want to read them to recall the conference or just to get the glimpse of it.

*Multilingua* (25-3) includes papers that examine how politeness is manifested in actual interactions in various speech communities, and *Journal of Pragmatics* (39) emphasizes more theoretical issues, especially the conceptualization of identity. The following two articles are introductory reviews of the papers in each issue. In both issues, the articles signify the current theoretical trend supporting the view that factors in pragmatics (e.g. face, politeness, and identity) are to be analyzed as discursive phenomena rather than as static notions alone without interactional sequences.

**Kasper, Gabriele. (2006). Politeness in interaction: Introduction to the Special Issue. *Multilingua*, 25, 243-248.**

Kasper firstly explains the theoretical rationale for the studies based on discourse level data collection and analyses, critically examining the limitation of studies based on elicited data (e.g. DCT). She further discusses the theoretical issues related to the universality of Brown and Levinson's politeness theory, incorporating other factors such as "discernment." I recommend that you read this introduction before reading any of the articles in the issue for it clarifies the theoretical stand of each article.

**Spencer-Oatey, Helen. (2007). Editorial; Identity, face and (im)politeness. *Journal of Pragmatics* 39, pp. 635-638.**

Spencer-Oatey briefly reviews each of the articles in the special issue, examining how each author analyzes the

phenomena of face and (im)politeness with respect to the notion of identity.

Among all the articles in this issue of *J. of Pragmatics*, I picked the following two to review.

**Spencer-Oatey, H. (2007). Theories of identity and the analysis of face. *Journal of Pragmatics* 39, pp. 639-656.**

Those who studied pragmatics should be familiar with the term "face," which we first encounter with the work by Goffman (1963) and later with Brown and Levinson's politeness theory. In social psychology, notions such as face, self, identity etc. have been studied quite extensively. Spencer-Oatey reviews several relevant theories and explains, drawing some examples of miscommunication in cross-cultural situations, that "face" is multifaceted and that focusing only one aspect of it may not lead to a full understanding of "face" as a discursive phenomenon.

**Haugh, M. (2007). Emic conceptualizations of (im)politeness and face in Japanese: Implications for the discursive negotiation of second language learner identities. *Journal of Pragmatics* 39, pp. 657-680.**

This is an article relevant to L2 learners of Japanese as well as to those who are struggling to find their identities in Japan. Haugh (2007) argues that in order for JSL learners to establish their identities in the Japanese language environment, acquiring the conceptualized system of various social psychological phenomena in Japanese is essential. Haugh claims that in Japanese the most important notion is "place" that underlies the phenomena of face and (im)politeness.