



- ‘face’, the public self-image that every member wants to claim for himself, consisting in two related aspect:
- (a) **negative face**: the basic claim to territories, personal preserves, rights to non-distraction – i.e. to freedom from imposition.
 - (b) **positive face**: the positive consistent self-image or ‘personality’ (crucially including the desire that this self-image be appreciated and approved of) claimed by interactants.

Brown, P. and Levinson S. C. (1978) “ Politeness – Some universals in language usage”