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Sommario/riassunto

This collection of 19 papers celebrates the coming of age of the field of
 politeness studies, now in its 30th year. It begins with an investigation
 of the meaning of politeness, especially linguistic politeness, and
 presents a short history of the field of linguistic politeness studies,
 showing how such studies go beyond the boundaries of conventional
 linguistic work, incorporating, as they do, non-language insights. The
 emphasis of the volume is on non-Western languages and the ways
 linguistic politeness is achieved with them. Many, if not most, studies
 have focused on Western languages, but the languages highlighted
 here show new and different aspects of the phenomena. The purpose of
 linguistic politeness is to aid in successful communication throughout
 the world, and this volume offers a balance of geographical distribution
 not found elsewhere, including Japanese, Thai, and Chinese, as well as
 Greek, Swedish and Spanish. It covers such theoretical topics as face,
 wakimae, social levels, gender-related differences in language usage,
 directness and indirectness, and intercultural perspectives.
