

INTRODUCTION

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The works compiled in this book offer an overview of current research on verbal (im)politeness with a special focus on ancient Greek.

The study of verbal politeness, which began in the Anglo-Saxon arena with works such as those by Goffman (1955, 1967), Lakoff (1973, 1989), and Leech (1983, 2014), is universally known thanks to the analysis model proposed by Brown & Levinson (1978, 1987). This model was and continues to be the most accepted analysis model in the empirical studies of later periods¹. If this model focused on the study of how language preserved social harmony, voices soon emerged, such as those of Culpeper (1996, 2005, 2011, 2017), Bousfield (2008), or Kienpointner (2017)², who also called for the study of conflictive interactions, that is, of verbal impoliteness, insofar as such interactions also sought success in communicative exchange.

The model proposed by Brown & Levinson, which is still today the most influential, has received numerous criticisms and revisions. One of the main reproaches was that it presented a pessimistic view of social relations to the extent that they always seem to threaten one's own *face* and the *face* of other participants. This approach was countered by Kerbrat-Orecchioni (1992, 1994, 2004, 2005), by highlighting verbal acts that pursue just the opposite, those that are intrinsically polite (compliments, praise, thanks, expression of good wishes, congratulations, etc.) and, therefore, give value to the public image of the other participant, unifying social relations. Another critique of the Brown & Levinson model addresses its ethnocentrism, the proposing of its own model of politeness, fundamentally typical of Western Anglo-Saxon culture. The correction of this trend has given rise to various proposals that claim that the application of these parameters varies accord-

¹ Keys to this model are (a) the concept of *face*, with its double facet: *positive face* / *negative face*; (b) the consideration of the relative power of interlocutors in their society and (c) the degree of affectivity between them. All are taken into account, with clarification, by all the scholars of verbal (im)politeness.

² See also Culpeper, Hardaker (2017), Culpeper & Kádár (2017), Culpeper & Terkourafi (2017); likewise, Jonathan Culpeper's academic website (<https://www.lancaster.ac.uk/fass/projects/impoliteness/functions.htm>) is dedicated to impoliteness.

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ing to the culture, ethnic group or country³, or the specific groups within them, such as women and men⁴.

As a result of the new emerging points of view, the study of verbal (im)politeness expanded with contributions from other scientific fields, specifically discourse analysis, rhetoric, or sociolinguistics⁵. At the same time when changes were introduced to the model, interest in this discipline increased and the work on it multiplied after the start of the XXI century. The *Journal of Politeness Research: Language, Behaviour, Culture* (<http://www.degruyter.com/view/j/jplr>) is an important instrument that has given visibility to studies on the subject since 2005⁶.

The application of the study of verbal (im)politeness to *corpus* languages first took place in the last years of the last century and its progression has been slower as the parameters involved in such a study (power, status, cultural level, register used by the participants in the communicative act, and context in which said act takes place) are more difficult to grasp in these languages. Despite this difficulty, the studies thus far have already proven their usefulness for better understanding the preserved classical text⁷. Recently, these studies have a new resource, *The Historical Politeness Network for Ancient Languages* website, which has begun to compile studies on verbal (im)politeness in ancient Latin and Greek.

In this volume, we present an overview of the (im)politeness studies that are currently applied, fundamentally, to a selection of relevant works of ancient Greek literature, a language in which many of the volume's authors are specialists.

The Research Project "Verbal Politeness and Impoliteness in the Literary Dialogue of Ancient Greek" (COREGO, PGC2018-093779-B-100), directed by Doctors Luz Conti and Emilio Crespo from the Autonomous University of Madrid⁸, provided the scientific initiative for the writing of this book. Funding was provided by the research group "Society, Power, and Culture in Ancient Rome (c. III BCE-III CE)" (SPCUR, GIU 19/064), financed by the University of the Basque Country / Euskal Herriko Unibertsitatea and directed by Doctor Antonio Duplá Ansuátegui.

Next, we present a brief curriculum vitae of all the participants in alphabetical order. This volume was compiled during two very difficult years, 2020 and 2021, in which the coronavirus pandemic ravaged the world. For this reason, we wish to express our sincere appreciation and our

³ Cf. Watts (1989, 2003), Matsumoto (1988), Haverkate (2004), Schnurr, Marra & Holmes (2007), Kienpointner & Stopfner (2017).

⁴ For the study of politeness from a gender point of view, cf. Holmes (1995), Freed & Greenwood (1996), Mills (2003), Mullany (2010), and Sung (2012) or most recently, Chalupnik, Christie & Mullany (2017).

⁵ For a general vision of the development of the studies on politeness, cf. Eelen (2001), Locher (2015), Kádár & Haugh 2013, or the recent publication by Haugh, Kádár & Terkourafi (2021).

⁶ Other publications of interest include the *Journal of Historical Linguistics and Sociohistorical Linguistics* (http://www.let.leidenuniv.nl/hsl_shl/index.html), *Journal of Historical Socio-linguistics* (<http://www.degruyter.com/view/j/jhsl>), *Linguistic Politeness Research Group* (<http://research.shu.ac.uk/politeness/>) and *Series: Advances in Historical Linguistics* (<https://benjamins.com/#catalog/books/ahs/main>).

⁷ Poccetti (2014) provides an overview of the advances in the study of politeness in Latin and Greek; relevant works include Dickey (1995, 1996, 2003, 2004, 2009, 2012a, 2012b, 2016), Lloyd (2004, 2006, 2009, 2012, 2018), Denizot (2011), Hall (2009), Sorrentino (2013), McDonald (2016), Catrambone (2016), Napoli & Ravetto (2017), Unceta (2010, 2014, 2016a, 2016b, 2017) o Martin, Iurescia, Hof & Sorrentino (2021), among others.

⁸ Recent publications on verbal politeness and impoliteness by the members of this research project include: Conti (2019, 2020a, 2020b, 2021a, 2021b, 2021c), Fornieles (2020a, 2020b, 2021a and 2021b), Redondo-Moyano (2021) and Verano (2021a and 2021b); thanks to the receipt of a "Juan de la Cierva" grant, Rodríguez Piedrabuena (2019, 2020a, 2020b, 2020c) is expected to join this project.

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CURRICULUM VITAE OF THE PARTICIPANTS

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LUZ CONTI (Universidad Autónoma de Madrid) is full professor of Greek Philology at the Autonomous University of Madrid and has been a Humboldt scholar, since 2007. She has developed her academic career in Spain and Germany. Her work has been mainly focused on the synchronic, diachronic and comparative study of Ancient Greek syntax. In the most recent years, she has also been working on questions in the field of pragmatics. Currently she is conducting the research project "(Im)politeness in Ancient Greek Literary Dialogue" (COREGO), (PGC2018-093779-BI00), alongside Emilio Crespo.

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