

**POLITENESS PRINCIPLES IN THE EAST AND WEST**

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**ABSTRACT**

The world today is moving towards a global level. People are getting in touch with one another, making communication and intercultural change to happen. Very often this gives rise to the need to master various principles and competences so that they can communicate in a polite and well-accepted manner. However, since the use of language carries its own cultural features, people with different language backgrounds are likely to experience misunderstandings and inconveniences in a new cultural setting. It is therefore necessary to master politeness principles that support easiness of communication in the intercultural setting.

Politeness strategies in the East is often different from those in the West. In the intercultural setting, the participants who communicate will need to know how to apply them properly, considering various aspects of age, gender, power and distance relations. The text below will discuss application of politeness principles in the East and West.

*Key words: intercultural setting, politeness principles*

Intercultural setting is defined as a setting where people with different cultural backgrounds communicate with one another. The different cultural backgrounds may provide constraints for communication to happen properly. Several aspects that can create problems are among others age, where the young has to obey and use certain expressions to honour their elder people. In terms of gender differences, male and female participants may be treated differently in different cultures. In the West women have a more democratic life than men. They often share certain domestic roles and call one another with intimate expressions. On the other hand, in some parts in Indonesia, women may be treated subordinately in their language and behavioral expressions than their male partners. In terms of distance relation, it is obvious that close distance may result in a more intimate relation expressed in terms of address and behavioral gestures in the West. Whereas in the East the honoric status is obviously maintained. This is an indication that power relation is dominant in the East.