

Refusal Strategies and Their Politeness Effects in Invitation Using SNS:

A Comparative Study between Native Speakers of Japanese and Malay

HIEDA, Natsue (The National University of Malaysia)

Summary

The objective of this study is to investigate refusal strategies and their politeness effects in invitation using SNS through making comparisons between native speakers of Japanese (hereinafter called “JNSs”) and Malay (hereinafter called “MNSs”). The discourse data for this study were obtained using open role-play through SNS. The study focused on the refusal and compared the frequency of semantic formula usage and the average usage of semantic formulas per capita between the JNSs and the MNSs in native as well as intercultural contexts. In addition, the qualitative data obtained by the post-task interviews were analysed, based on the framework of Discourse Politeness Theory. The results showed that the JNSs tended to emphasise negative politeness and efficiently tried to achieve the main purpose, while the MNSs were oriented towards positive politeness and had longer, more detailed interactions in native contexts. However, the MNSs tended to choose norms for the target language in intercultural contexts, which produced positive/neutral-politeness effects.

Key words : invitation, refusal strategies, politeness effects, native speakers of Malay, SNS