

### **Addendum: Goffman (1967), Chapter 4.3.3**

#### **Avoidance processes (1967:15ff.):**

- avoid contacts in which threats to the face are likely to occur
- keep off topic and away from activities that would lead to face threats
- change the topic of conversation or the direction of activity
- show respect and politeness to others by
  - employing discretion: leave unstated facts that might implicitly or explicitly contradict and embarrass the positive claims made by others
  - employing circumlocutions and deceptions, phrasing his replies with careful ambiguity so that the others' face is preserved even if their welfare is not
  - employing courtesies, making slight modifications of his demands on or appraisals of the others
- joke
- use "tactful blindness": attempt to maintain the fiction that no threat to face has occurred (in cases where a person fails to prevent an incident)
- acknowledge the occurrence of an incident but do not acknowledge the face threat (yet others have to cooperate)
- protectively turn away from a person or his activity for a moment, to give him time to assemble himself (for example in cases where a person loses control of his expressions)

#### **Corrective processes (1967:20ff., condensed and slightly modified):**

- 1) **the challenge**: participants call attention to the misconduct and implicitly suggests that the threatening event will have to be rectified
- 2) **offering**: a participant, typically the offender, is given a chance to correct for the offense and re-establish the expressive order:
  - redefining the act: an attempt can be made to show that what admittedly appeared to be a threatening expression is really a meaningless event, or an unintentional act, or a joke not meant to be taken seriously, or an unavoidable, "understandable" product of extenuating circumstances
  - redefining the creator of it: information may be provided to show that the creator was under the influence of something and not himself, or that he was under the command of somebody else and not acting for himself

As a supplement to or substitute for the strategy of redefining the offensive act or its creator, the offender can:

  - provide compensations to the injured (when it is not his own face that he has threatened)
  - provide punishment, penance, and expiation for himself
- 3) **acceptance**: the persons to whom the offering is made can accept it as a satisfactory means of re-establishing the expressive order and the face is supported by this order
- 4) **thanks**: the forgiven person conveys a sign of gratitude to those who have given him the indulgence of forgiveness