

A COMPARATIVE ANALYSIS ON APOLOGY SPEECH ACTS IN AMERICAN ENGLISH AND MACEDONIAN

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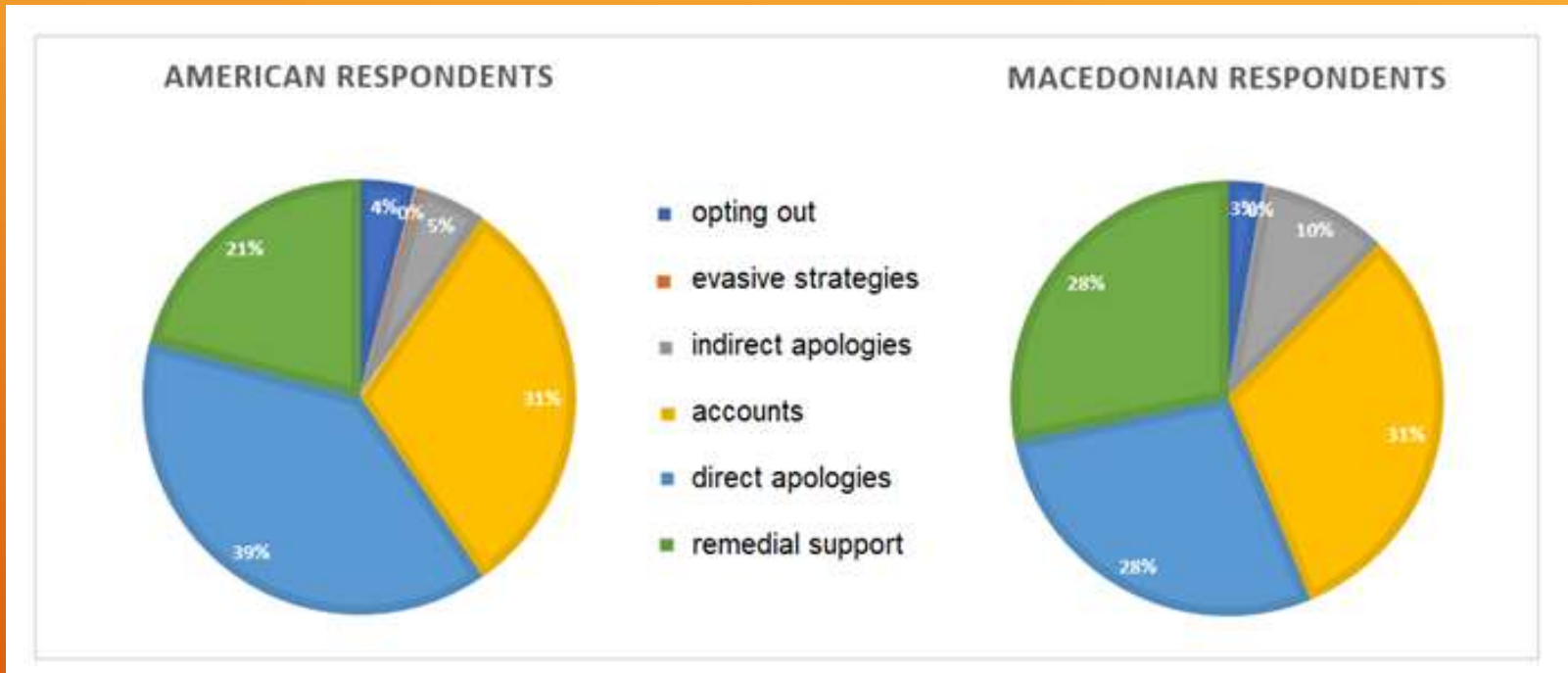
APOLOGIES

- ▶ post-event speech acts,
- ▶ acts of politeness.
- ▶ considered 'universal acts' (Olshtain & Cohen, 1983)
- ▶ described as 'behaviors' (Austin, 1975),
- ▶ 'expressives' (Searle, 1979) and
- ▶ acknowledgments (Bach and Harnish, 1979).

Methodology


Category	No.	Strategy	Sub-strategy
0 Opting out	0	Reject	Denial (explicit/implicit)
			Justification
			Blame
I Evasive strategies	1	Minimise the degree of offence	
II Indirect apology	2	Acknowledge	Acknowledgement of responsibility
			Lack of intent
			Expression of self-deficiency
			Embarrassment
			Acceptance of blame
III Account	3	Explain	Implicit explanation
			Explicit explanation
IV Direct apology	4	Apologize	Expression of regret
			Offer of apology
			Request for forgiveness
V Remedial support	5	Expressing concern for hearer	
	6	Promise of forbearance	
	7	Offer of repair	

RESULTS



THE MOST FREQUENT FORM OF AN **APOLOGY**

American cultural code

- ▶ Speaker oriented,
 - ▶ Alerts the hearer for the forthcoming apology,
 - ▶ **Directly apologizes** by expressing regret or an offer of apology,
 - ▶ An explanation precedes or follows the main act of a direct apology,
 - ▶ Very frequently uses remedial support element (an offer of repair) at the end.
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THE MOST FREQUENT FORM OF AN **APOLOGY**

Macedonian cultural code

- ▶ Speaker oriented,
- ▶ Alerts the hearer and
- ▶ justifies the apology,
- ▶ Mostly uses **accounts (explanation)** as a main act,
- ▶ Also shows equal distribution of direct apologies and remedial support elements.

SIMILARITIES

- ▶ **simultaneous use of multiple strategies** in apologizing. The respondents used a combination of two or three strategies to form a pre-head act, a main speech act and a post-head act.
- ▶ in both cultural codes **the use of an explanation** as a form of apology decreases as **the social distance** between the interlocutors grows closer.
- ▶ **frequent use of remedial support elements** (offer of repair) as an additional element used to enhance the apology, which is under a direct influence of the social distance between the interlocutors.

DIFFERENCES

- ▶ in a situation with a distant interlocutor and neutral social status, USA respondents show **high tendency to follow up or precede the explanation with a direct offer of apology** that is very rare for the other group.
- ▶ Different use of the strategy of **direct apologies**.
- ▶ USA respondents **use expression of regret** that **is influenced by the social distance** between interlocutors growing closer.
- ▶ the closeness in the social distance between the interlocutors produces only **direct apologies** for the NMK speakers.

CONCLUDING REMARKS

- ▶ the influence of the cultural, social and contextual factors over the final pragmatic structure of speech acts is undeniable and shows their cultural distinctiveness.