



Professional Seminar on “Politeness vs. impoliteness: How to communicate effectively to maintain face”

18th December 2009

Event Report

The professional seminar, jointly organized by Guangdong Automation Association (Hong Kong) (GAAHK), Hong Kong Institute of Utility Specialists (HKIUS), Hong Kong Association of Risk Management and Safety (HKARMS), The Chartered Institute of Building (Hong Kong) (CIOB (HK)), The Hong Kong Institution of Civil Engineers (ICE (HK)), The Hong Kong Institution of Engineers- Building Services Division (HKIE-BSD), The Hong Kong Institution of Engineers- Safety Specialists Committee (HKIE-SSC), The Institute of Measurement and Control (Hong Kong Section) (InstMC (HK)), Institution of Occupational Safety and Health (Hong Kong Branch) (IOSH (HK)), The Society of Operations Engineers (Hong Kong Region)(SOE(HK)) and Research Centre for Professional Communication in English, PolyU was held successfully on 18 December 2009 in N003, The Hong Kong Polytechnic University which over 200 participants had attended the seminar.

Before the seminar started, Mr. Zico Kwok, 1st Vice President of HKIUS introduced the speaker, Prof. Martin Warren who is a Professor in the Research Centre for Professional Communication in English, English Department, The Hong Kong Polytechnic University. He teaches and conducts research in the areas of discourse analysis, discourse intonation, intercultural communication and pragmatics.

The seminar highlighted In language study, there is an interesting field known as ‘pragmatic politeness’ which is concerned with how speakers and writers use specific combinations of strategies in order to both achieve their communicative goals and to ensure that the face of both the speaker/writer and the reader/hearer are maintained. These strategies are vital for effective communication and the full range available and in which contexts they are preferred are covered in this workshop. This seminar examined how to best utilize all of these resources in professional contexts.

The seminar was interesting and informative which successfully delivered the knowledge to the attendees. It gave them insights towards the topic. We specially thank the speaker Prof. Warren for sharing his valuable experience and the seminar ended with a round of loud applauds.



Souvenir was presented to Prof. Warren by the Mr. Zico Kwok of HKIUS.



Full house of attendees at the seminar.