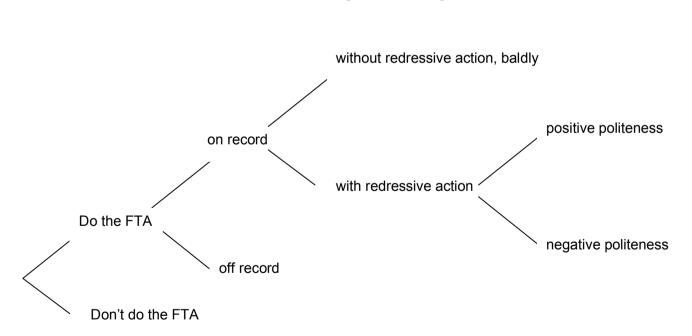
Face Threatening Acts from Brown and Levinson (1987)

Face threatening acts (FTAs) can be done:

- on the record unambiguously and with a certain directness, it is clear what the actor intends
- off the record ambiguously and with a certain indirectness, the actor cannot be held to a particular intent
- baldly, without redress clearly, unambiguously and in the most direct manner (e.g. Do X!)
- with redress to give face and counteract potential face damage



Possible strategies for doing FTAs