# BOOK NOTES

HELEN SPENCER-OATEY, *Culturally speaking: Culture, communication and politeness theory* (2nd edition). London & New York: Continuum, 2008. Pp. xii, 372. Pb $39.95.

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The first edition of this book (2000) had a different subtitle: "Managing rapport in talk across cultures." It is interesting that this new edition includes "politeness theory" in the subtitle, because Spencer-Oatey argues in chapters 1 and 2 that "rapport management" is a more appropriate term. The book has five parts: "Basic concepts," "Cross-cultural pragmatics: Empirical studies," "Processes in intercultural interaction," "Intercultural pragmatics: Empirical studies," and "Methodology." Each part begins with a useful one-page Editor's Introduction, and parts 2 and 4 end with a list of suggestions for further reading. There is a glossary at the end of the book which is new to this edition.

Most of the chapters were in the first edition but have been updated for this second edition. Each begins with a chapter outline (new in this edition), and ends with a summary of key points (new in this edition). There are also discussion questions and suggestions for further reading, some of them annotated, at the end of each chapter.

In chapter 1, Spencer-Oatey introduces and summarizes the book. Part 1 has two conceptual chapters. In chapter 2, Spencer-Oatey discusses the concepts of face, (im)politeness and rapport, and in chapter 3, Vladimir Žegarac discusses culture and communication. Part 2 has three chapters that present empirical studies: on apologies in Japanese and English (Noriko Tanaka, Spencer-Oatey & Ellen Cray), British and Chinese reactions to compliment responses (Spencer-Oatey, Patrick Ng & Li Dong), and interactional work in Greek and German telephone conversations (Theodossia-Soula Pavlidou). Part 3 has three conceptual chapters. In chapter 7, Žegarac & Martha C. Pennington discuss pragmatic transfer; in chapter 8, Virpi Ylänne discusses communication accommodation theory; and in chapter 9, new in this edition, Martin Fougère discusses adaptation and identity. Part 4 has four chapters that present empirical studies: on negotiating rapport in German-Chinese

conversation (Susanne Günther), negative assessments in Japanese–American workplace interaction (Laura Miller), impression management in "intercultural" German job interviews (Karin Birkner & Friederike Kern), and issues of face in a Chinese business visit to Britain (Spencer-Oatey & Jianyu Xing). Part 5 has three chapters on issues in methodology. In chapter 14, Gabriele Kasper discusses data collection in pragmatics research. In chapter 15, new in this edition, Meredith Marra discusses recording and analyzing talk across cultures from the perspective of the Language in the Workplace project in New Zealand. In the very brief chapter 16, also new in this edition, Spencer-Oatey outlines some projects that could be undertaken in cross-cultural pragmatics and intercultural interaction.

This is a well-organized and clearly presented textbook that covers and integrates conceptual issues, empirical studies, and issues in research methodology. The empirical studies address a range of ethnolinguistic contexts. The first edition has been widely cited, and this new, updated and improved edition will be too.

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Ruth Wodak & Michal Krzyzanowski (eds.), *Qualitative discourse analysis in the social sciences*. Basingstoke: Palgrave MacMillan, 2008. Pp. xi, 216. Pb £19.99.

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This volume is designed to provide researchers with an understanding of essential concepts in the field of social science as well as to equip them with tools, strategies, and methods to approach the study of genres and texts in an increasingly complex field. Ruth Wodak emphasizes the intertextual and interdisciplinary nature of social science research and the importance of researchers being aware of alternative methodological and theoretical approaches and being able to select the appropriate approach for their particular data set.

The volume itself represents the multiplicity of genres, text types, and methodological approaches. The first part focuses on methods of analyzing traditional genres. In chapter 2, Gerlinde Mautner discusses the use of print media as a data source and highlights the importance of the methods of selecting appropriate texts, alongside understanding the conditions of production and consumption surrounding the dataset, in addition to detailing a toolkit for the analysis of print media sources. Helmut Gruber, in chapter 3, deals with the issues surrounding the study of new media forms and discusses a sample pilot project revealing how those genres should be investigated. In chapter 4, Alexander Pollak discusses