



## Politeness versus Impoliteness: How to communicate effectively and achieve your communicative goals (re-run)

Programme Code: W110919S

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 (e.g. apologising, showing respect, asserting common ground, thanking, seeking agreement) 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.

There are also contexts in which the speaker/writer may wish to convey irritation, annoyance or outright anger and these are particularly difficult communicative contexts. To handle such communicative events, an understanding of 'pragmatic impoliteness' strategies (e.g. withholding politeness, indirect impoliteness, avoiding agreement, making the hearer/reader feel uncomfortable) is invaluable for the professional communicator. This workshop will examine how to best utilize all of these resources in professional contexts.

<b>Date</b>	<b>Monday, 19 September 2011</b>
<b>Time</b>	<b>6:30 p.m. – 9:30 p.m.</b>
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
<b>Format</b>	Workshop, including practical examples/case studies
<b>Language</b>	English
<b>Fee</b>	HK\$750 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$1,500 for non-member
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Raise awareness of the need to convey information and attend to interpersonal relationships in professional communication.</li><li>• Understand the strategies available to speakers and writers to maintain their own face and that of their hearers and readers in professional contexts.</li><li>• Understand the strategies which speakers and writers can use to effectively criticise or complain in professional contexts.</li></ul>
<b>Speaker</b>	<b>Prof. Martin Warren</b> , Research Centre for Professional Communication in English, English Department, The Hong Kong Polytechnic University
<b>Participants</b>	All parties who want to enhance their communication skills
<b>Competency</b>	Personal and Interpersonal Skills
<b>Rating</b>	Advanced Level (Please refer to the <a href="#">Institute's online CPD Learning Resource Centre</a> )
<b>CPD hours</b>	3



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**Deadline: 7 working days before the date of the programme**

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1							
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<b>Total (HK\$)</b>							

I am unemployed and planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
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Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

**Payment Method** (Please tick the appropriate box)

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  - Please put a "✓" in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by post. Details of the system can be found at <http://www.hkicpa.org.hk/membership/cpd/ticket.php>.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
  - Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
  - All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and for other uses internally.

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