

**CLAIM FOR IDENTITY OR PERSONALITY FACE:
THE OSCAR WINNERS' DILEMMA**

*Nataliia Kravchenko**

Kyiv National Linguistic University, Kyiv, Ukraine

Tetiana Pasternak

*National University of Life and Environmental Sciences of Ukraine, Kyiv,
Ukraine*

**Corresponding author*

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Résumé

The paper addresses one of the important issues in the field of pragmatics – the problem of choice between personal or social faces of speakers delivering acceptance speeches. Our primary concern has been to identify a set of pragmatic, stylistic, and rhetorical tools in construction of awardees' faces, which contribute to the multifacet meanings of the term "face", as well as to the scholarly literature on the genres of speech, and impression management in popular culture. The analyzed data have been

collected from transcripts of the 37 acceptance speeches in the category of the "Best Actor in the Leading Role" recorded from 1977 to 2015. The major findings refer to the face-building capacity of particular roles in construction of two types of the celebrities' faces, as well as the pragmatic, stylistic, and rhetorical tools for the management of faces / roles. We distinguished between the roles appropriate to "*identity face*" and "*quality face*" and determined the hybrid role subtype as a device of "double face" realization. The "*identity face*" is the awardee's meeting the socially sanctioned patterns of invariant social roles of a "member of film industry" identifying the role-performer with his "inner group" and a "member of society", introduced by the roles of a "civil libertarian" and "eco-warrior". The "*quality face*" intentionally foregrounds personal characteristics of the winner, involving the roles of "grateful", "sincere", "impressible", "appreciative", "humorist", "non-deserving reward", "hardworking" and "ambitious". The hybrid role subtype of "encourager" foregrounds the identity face and its roles while specifying the quality face and relating roles in stylistic and pragmatic devices. Comparing politeness strategies as the triggers of both the identity and quality faces we proved the interplay of proximity / friendliness and distance / deference as the genre property of awardees' speeches aimed at quality-identity face balance.

Key words: identity (social) face, quality (personal) face, acceptance speeches, social roles, personal characteristics, positive / negative politeness theory, cooperative principle, implicature, subtype.

<p>Contact data Nataliia Kravchenko, DrSc. (Linguistics), Full Professor of Department of English Philology and Philosophy of Language at Kyiv National Linguistic University Velyka Vasylkivska st., 73, Kyiv, Ukraine, 03680 e-mail: NKravchenko@outlook.com Website: <i>discourse.com.ua</i></p>		<p>Fields of interest Discourse analysis, theoretical pragmatics, identity and role analysis, intercultural communication, cognitive and conceptual analysis, etc.</p>
<p>Contact data Tetiana Pasternak, CSc. (Philology), Associate Professor of Department of English Philology at National University of Life and Environmental Sciences of Ukraine Heroyiv Oborony st., 15, Kyiv, Ukraine, 03041 e-mail: tanya.pasternak@gmail.com</p>		<p>Fields of interest Pragmatics of discourse, sociolinguistics, cognitive linguistics, discourse-analysis, identity and role analysis, etc.</p>

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