

APOLOGY AS A SOCIO-CULTURALLY DEFINED COMMUNICATIVE PHENOMENON

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The article is devoted to the phenomenon of apology as well as the problems of defining this communicative act and revealing its social and cultural significance (illustrated with examples drawn from English and Japanese). The analysis of the usage of the speech act of apology shows that cultural peculiarities and communicative norms greatly influence the role of apologies in different countries. To pursue this complex research study the Speech Act Theory and the Politeness Theory should be adjoined by modern Discourse Studies.