

## **Politeness, Globalisation and Translation**

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This lecture explores the impact of globalisation on lingua-cultures by examining how T/V pronouns are translated into a number of IKEA catalogues in different languages. The study relies on the corpus-driven, bottom–up and replicable framework recently developed by Daniel Kadar and myself. Here I argue that T/V pronouns are part of a broader set of expressions through which language users indicate their awareness of rights and obligations across certain standard situations. It is through translations that discrepancies between how speakers of different languages use T/V pronouns (and other ritual frame indicating expressions, i.e. RFIEs) may be revealed. Results of the study show that even when it comes to seemingly simple language forms such as T/V pronouns, translators of IKEA catalogues deploy complex translation strategies to avoid irritating and/or offending customers. The study also makes the broader argument that it is counterproductive to describe globalisation practices from a top–down angle because it is only through bottom–up analyses that such practices are revealed as far more complex than meets the eye.