POLITENESS STRATEGY IN NON FACE TO FACE WEB EXCHANGE CONCERNING MEDICAL ISSUES: LOCAL PRACTICES AND NATIONAL RECOMMENDATIONS

Akiko Nojima*

*Ritsumeikan University Japan. gr0060vv@ed.ritsumei.ac.jp

Abstract

This is a conduct two-year follow-up study based on the study of “Politeness strategy in non face to face web exchange concerning medical issues (part one)”. It recognizes 1995 Annual Report on Health and Welfare in Japan, which shows that healthcare is publicly acknowledged as “service”. According to the report, about 60 percent of Japanese described that “health as service” and the service itself has been expanding quickly as not only medical services but also government services.

In view of standing this healthcare services, the Ministry of Health, Labour and Welfare has compiled in the 2001 guidelines for politeness expressions, recommending the use of “sama” for patients. “Sama” is a polite form of the word “san” in Japanese. When people call someone’s name, add “san” or “sama” after the name. “Sama” really helps people communicates smoothly? Most people prefer “san” to “sama” over the years in hospital documentation. In this study, focusing two words “sama” and “san” as shown on the website and in the public relations paper and analyzing what these two words effect people in both medical services and government services.

Interestingly, there is a difference between the 2001 guidelines for politeness expressions by the Ministry of Health, Labour and Welfare for patients and actual scenes, it shows similar findings to prior study. It reflects that despite using the politeness expression, it could work the other way around.

Keywords: Politeness, power and solidarity, negotiation, uchi, soto