

**ADOPTING AND ADAPTING AMERICAN SPEECH ROUTINES.
FORMULAIC SEQUENCES IN THE DISCOURSES OF SERVICE
ENCOUNTERS IN POST COMMUNIST ROMANIA¹**

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Abstract: The aim of this paper is to set the theoretical and empirical scene for the analysis of a highly formulaic type of discourse promoted by the McDonald's iconized franchised system which brings forth a new dimension unknown to the Romanian discourse of commercial transactions before 1989. The analysis of the empirical data gathered in McDonald's restaurants corroborates the hypothesis that when routine actions are accompanied by routine speech, such speech is largely formulaic. The paper shows formulaic sequences to perform two sets of functions: cognitive and socio-interactional. The study also proposes two hypotheses for further research. First, we hypothesize that, at least for some recipients, the simplified phatic component reduced to repetitive formulaic sequences becomes artificial in a positive politeness ethos. Second, outside the States, the icon may operate around a significantly different set of myths.

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