**Im/politeness in email communication between international students and faculty within higher education in Hungary: the opening moves**

The presentation undertakes an investigation of international students' e-politeness strategies in their email communication with Hungarian instructors at the University of Szeged, Hungary. There is ample literature regarding the subject of email communication between students and faculty members (Biesenbach-Lucas, 2007; Danielewicz-Betz, 2013; Economidou-Kogetsidis 2011, 2016, 2018; Savićs 2018, Winnans 2020;) which emphasizes the importance of pragmatic competence in email communication, demonstrating that inappropriate usage of framing moves by students may cause socio-pragmatic failure and be perceived as status-inappropriate and impolite.

The analysis is based on a corpus of 151 authentic emails from 67 international students and focuses on the opening sequences of the messages. The research questions refer both to a quantitative description of the data and a qualitative investigation of the teachers' assessments. The quantitative research question is the following: 1) What forms of greetings and address forms do the international students employ and with what frequency? The qualitative research questions refer to the Hungarian instructors' perceptions and assessments: 1) How do the Hungarian instructors assess different forms of opening sequences? 2) Do those assessments influence the teachers' perceptions of their international students' im/politeness?

First, the opening sequences of the messages are identified and analysed in detail. 21 different opening sequences have been identified. The most frequently used opening sequence in the data is the sequence *dear+title+first name*. The qualitative analysis, following the methodology of previous studies, is based on the data obtained from assessment questionnaires combined with Likert-scales, and filled in by 22 Hungarian instructors of the university. The findings indicate that the opening sequences strongly influence the im/politeness perceptions of the analyzed emails by most instructors.

**Keywords:** Intercultural communication, e-communication, im/politeness, opening sequences

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