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USE OF NOMINAL ADDRESS TERMS IN SPANISH MOVIE

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By

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Arts

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UMMI SYAKIRAH BINTI ABDUL RAHMAN

June 2020

Chairman : Associate Professor Nor Shahila binti Mansor, PhD
Faculty : Modern Languages and Communication

Language is a way of expressing meaning in context. Aside from carrying the meaning of the words uttered, human conversation includes information about the interlocutors such as their origin and social class, their relationship, and often, it signals information of the setting in which the conversation take place. This is because the interlocutor's selection of words is influenced by these elements. Address term is one of the words that are selected by the interlocutors accordingly in a conversation. A mastery of address terms is fundamental in order to grasp the insight of social concepts and human relationship (Yang, 2010). Solely, learning basic grammar rules of a language is insufficient. Speakers need to understand the rules of language use which is address terms in particular and know how to use it practically. In response to this matter, this study attempts to explain on the use of AT and examine some significant elements pertaining its use. This objectives of the study were to explain the types of address terms used by characters in a movie, to investigate the function of the address term and to analyse the social factors that influence the use of these terms. The research design was non-experimental descriptive qualitative by utilizing content analysis and the data was collected by finding the utterances of these address terms in a Spanish movie entitled *No Se Aceptan Devoluciones* (No Instructions Included). Based on some predetermined criteria, this Spanish movie was selected because it is relevant to the study. It closely mirrors social reality by illustrating realistic characters and life situation. The characters in this movie use colloquial Spanish language with a realistic fiction genre that depicts natural everyday life of Spanish society. The data were analysed using Wardhaugh's (20060 theory of address terms.

The findings of the study revealed that the characters in the movie employed five out of seven types of address terms proposed by Wardhaugh (2006) which were first name, title, title plus last name, pet name and kinship term. Among all the address terms used, first name scored the highest number of occurrences while

title plus last name scored the lowest. Besides, it was found that the most prevailing function is to show intimacy while the least prevailing function is to show respect. The analysis also shows that the most dominant social factors is degree of intimacy and the least dominant social factors is occupational hierarchy. It is hoped that this study has highlighted some insights in language studies that could be applied by language users, learners and educators in the efforts of achieving better communication for social harmony.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sastera

PENGGUNAAN KATA SAPAAN NOMINAL DI DALAM FILEM SEPANYOL

Oleh

UMMI SYAKIRAH BINTI ABDUL RAHMAN

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Pengerusi : **Profesor Madya Nor Shahila binti Mansor, PhD**
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Bahasa merupakan salah satu cara untuk menyampaikan makna dalam konteks. Selain daripada menyampaikan makna sebenar, perbualan manusia juga merangkumi maklumat tentang penutur yang terlibat di dalam perbualan contohnya seperti asal usul mereka, kelas sosial, jenis perhubungan, dan kadangkala ia memberi maklumat tentang suasana persekitaran di mana perbualan antara penutur itu berlaku. Hal ini kerana, pemilihan perkataan oleh seseorang penutur dipengaruhi oleh elemen-elemen ini. Kata sapaan adalah salah satu jenis perkataan yang dipilih oleh penutur mengikut situasi perbualan. Pada kebiasaannya, penutur akan memilih kata sapaan yang tertentu untuk memanggil pendengarnya apabila mereka berkomunikasi. Kajian ini memfokuskan penggunaan kata sapaan nominal bahasa Sepanyol. Objektif kajian ini adalah untuk menerangkan tentang jenis-jenis kata sapaan yang digunakan oleh karakter-karakter di dalam sebuah filem, mengenalpasti fungsi penggunaan kata sapaan tersebut dan juga menganalisis faktor sosial yang mempengaruhi penggunaannya. Reka bentuk kajian ini adalah deskriptif kualitatif, bukan eksperimental dengan menggunakan kaedah analisis konten dan data kajian ini dikumpul dengan mencari penggunaan kata sapaan di dalam sebuah filem bahasa Sepanyol yang bertajuk *No Se Aceptan Devoluciones*. Berdasarkan beberapa kriteria yang ditetapkan, filem ini dipilih kerana ianya relevan dengan kajian ini. Filem tersebut mencerminkan realiti sosial melalui penggunaan karakter dan situasi hidup yang realistik. Karakter-karakter di dalam filem ini menggunakan bahasa basahan masyarakat Sepanyol dan genre bagi filem ini adalah fiksyen realistik yang menggambarkan kehidupan seharian masyarakat Sepanyol yang asli. Data kajian ini dianalisis menggunakan teori kata sapaan oleh Wardhaugh (2006).

Dapatan kajian ini menunjukkan bahawa terdapat lima daripada tujuh jenis kata sapaan yang diutarakan oleh Wardhaugh (2006), digunakan oleh karakter di dalam filem ini iaitu penggunaan nama awal, penggunaan gelaran, penggunaan

gelaran bersama nama akhir, penggunaan nama manja dan juga penggunaan panggilan keluarga. Penggunaan nama awal mencatatkan jumlah yang tertinggi manakala penggunaan gelaran bersama nama akhir mencatatkan jumlah yang terendah. Selain itu, kajian juga menemukan bahawa fungsi kata sapaan yang paling ketara digunakan adalah untuk menunjukkan keakraban dan fungsi yang paling tidak ketara berlaku adalah untuk menunjukkan rasa hormat. Analisis juga menunjukkan bahawa faktor sosial yang paling dominan dalam mempengaruhi penggunaan kata sapaan adalah kadar keakraban sesuatu hubungan dan faktor yang paling tidak dominan adalah hierarki pekerjaan. Adalah diharapkan bahawa kajian ini dapat memberikan pemahaman dalam kajian bahasa yang dapat dimanfaatkan oleh pengguna bahasa, pelajar dan juga pengajar dalam usaha untuk mencapai keharmonian sosial melalui pengaplikasian komunikasi yang lebih baik.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Arts. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

AT	Address Term
PO	Particular occasion
RO	Rank of the other
A	Age
FR	Family Relationship
OH	Occupational hierarchy
TS	Transactional status
DI	Degree of intimacy
I	Intimacy
R	Respect
PD	Power Deferential
FN	First Name
TLN	Title plus Last Name
T	Title only
LN	Last Name
SN	Special Nickname
PN	Pet Name
KT	Kinship Term

CHAPTER 1

INTRODUCTION

1.1 Overview

Address term plays an important part in communication. It is used by speakers to establish and maintain social relationships. Therefore, for several decades now, numerous studies on this topic have been conducted by scholars all over the world in various linguistics subfields. In this present study, the researcher intends to provide an insight of the use of nominal address terms by Spaniard. In this chapter, the background of the study and the statement of the problem are clarified, followed by the research objectives and the research questions. The significance of the study and the limitation of the study are also presented in this chapter.

1.2 Background of the study

In recent years, the wave of globalization has accelerate intercultural interaction and communication (Zotzmann, 2007). As population around the globe become more culturally diverse, the ability to communicate effectively, better known as communicative competence is becoming more crucial. During intercultural interactions, even if the interlocutors use the same language, misunderstandings still could occur because of ethics and cultural differences (Matthews and Thakkar, 2012). Therefore, in order to communicate appropriately with people of different cultural backgrounds, solely learning basic grammar rules of a language is insufficient. Davitishvili (2017) asserts that understanding cultural aspects of a language is needed in order to master a language effectively. Language learners also need to understand the rules of language use and know how to use it practically to acquire intercultural communicative competence which can be defined as the ability to interact appropriately, accurately and effectively in various situations, with members of different cultures, in different social roles to achieve the desired communicative purposes (Suchankova, 2014).

Language is a way of expressing meaning in context (Halliday, 1985). Aside from carrying the meaning of the words uttered, human conversation includes information of the interlocutors' background, their relationship, and often, it signals information of the setting in which the conversation take place. This is because the interlocutor's selection of words during a conversation is influenced by these elements. Address term is one of the words that are selected by the interlocutors accordingly in a conversation. This form of language use plays an important role in communication. According to Artika (2008), the use of address terms aims at maintaining social relationship between interlocutors in society.

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Furthermore, Millan (2011) asserts that in selecting word to call another person, a speaker intends to establish communication, commence and perpetuate a kind of relationship with his or her interlocutor. The use of address term is inevitable as interlocutors use it most of the time in speech events and writings. For instances, interlocutors often start a conversation by greeting each other and most of the time, this speech act involves the use of address terms. The most common type of address term used by speakers in greeting their acquaintances is first name. Nonetheless, this pattern could be different according to the context of the conversation.

Address term has been defined in many ways by many scholars over the past few years. Parkinson (1985) describes terms of address as words used to refer to addressee in a speech event that could be significant conveyors of social information. Dai and He (2002) simply refer address terms as words used to call a person in a speech or writing. Whereas Keshavarz (2010) define them as linguistics forms used to address someone to draw his or her attention or to refer to the addressee during a conversation. Concisely, address terms are words that a speaker uses to designate his or her interlocutors in a conversation and these terms are vital for effective and successful communication. These terms create an alert to the person who is being addressed in a conversation.

There are many ways in addressing people and according to Wardhaugh (2006), there are seven types of address terms which are first name, last name, special nick name, pet name, title, title plus last name, and kinship terms. For instance, in a family conversation, a mother would call her children by their first names (e.g. Mark) whereas her children would call her by using kinship term (e.g. Mom). In a lecture room, students would call their lecturer by using title such as 'Sir' or 'Professor'. In other case, a wife would address her husband as 'Honey' in private but at a party where a lot of people are present, she might call him with his first name. The use of these address terms varies due to some social factors that govern and influence the selection of the address terms.

According to Khalik (2014), people usually choose a particular address term to call their interlocutor when they communicate. They have to consider some factors for instances the type of relationship, level of intimacy, social status, age and sex in addressing the interlocutor appropriately. Wardhaugh (2006) also describes that the use of address terms are influenced by social status, gender, age, family relationship, occupational hierarchy, race and degree of intimacy. People have to consider these factors in order to choose appropriate address terms for their interlocutors. For instance, in a conversation, the use of title plus last name such as 'Mr. Torres' to address a person indicates social distance which means there is a gap between the interlocutors. On the contrary, the use of pet names such as 'Darling' or 'Sweetie' indicates intimacy, which is closeness between individuals.

Aside from getting other people's attention, address terms carry meaningful social functions (Yang, 2010). A speaker could use different address form to indicate his or her feeling towards the interlocutor, either the feeling of affection, fondness or hatred or use it to show power, to respect and to dishonour other person. Wardhaugh (2006) clarifies three functions of address terms which are to show intimacy, to show respects and to show power deferential. The use of an address term could indicates one or more functions at a time. For example, when a mother addresses her children by using first name, it could indicates intimacy and at the same time it indicates power that she is superior to her children. Also, people tend to use title such as 'Mr' and 'Mrs' or a combination of title and last name like 'Mr. Spencer' or 'Mrs. Fernandez' to express respects especially in a formal occasions. Hence, people use different types of address terms depending on their relationship with the addressee as well as their attitude towards them.

In this world, there are vast communities spread across the globe and each community varies in its traditions, cultural norms, behaviors, and expectations. People in the community interact within their circle using their shared knowledge of culturally acceptable language use. The general concern is in the use of appropriate language in intercultural interaction which is inevitable in this era of globalization. People in this new era may require to communicate and interact with the people across the borders who have diverse cultures. In fact, this type of interaction is obligatory for some individuals such as students studying abroad, employees in international assignment or tourists travelling overseas. Consequently, intercultural communication competence is becoming crucial for people in culturally diverse environments.

Address term is one of the language practices that are used regularly in communication. Understanding appropriate usage of address terms could assists in improving communication competence. As suggested by Davitishvili (2017), two important aspects of effective communication are linguistic accuracy and sociolinguistic propriety. Yang (2010) also suggests that an in depth study and proficiency in using address terms is compulsory for intercultural communication. Considering this matter, this research attempts to explore the social phenomena of address terms. The researcher investigates the rules of address terms and also examines some significant elements pertaining its use based on discourse taken from a movie.

1.3 Statement of the Problem

Drummond (2014) clarifies that the usage of appropriate address terms is the key to successful intercultural conversation. In early stage of interaction, strangers constitute impression about each other and they tend to use address terms in initiating a conversation. During conversations, speakers consciously or unconsciously express their identities, their backgrounds and their desire to have either close or distant relationship with the addressee and all these

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functions are highlighted in the use of address term (Formentelli, 2009). Nevertheless, selecting address terms could be a dilemma for interlocutors especially of different culture and linguistic background. As indicated by Jaramillo (1996), miscommunication or conflicts could arise between the speakers if they have inadequate knowledge regarding this matter. The use of appropriate address terms which is a part of politeness strategies could mitigate the occurrence of miscommunication (Gan, David & Dumanig, 2015). Gan et al. (2015) conducted a study to investigate the address terms used by Filipino domestic helpers when communicating with their Malaysian employers. The study confirms that the use of appropriate address terms enhances the relationship between the employer and employee which indicates the significance of address terms in communication.

A mastery of address terms is fundamental in order to grasp the insight of social concepts and human relationship (Yang, 2010). However, acquiring the rules of using address terms could be tough due to certain factors. Kuang, Jawakhir and Dhanapal (2012) state that address forms have been used constantly but the way people use it has changed in the course of time because of certain factors. A study conducted by Rendle-Short (2009) demonstrates that there is a shift regarding the way the address term 'mate' is used and understood. Traditionally, this term has been understood as a solidarity term used by male. However, Rendle-Short's study indicates that more young women, aged between 18 and 29 years are reporting their use of the address term 'mate' compared to women aged over 50 years. Besides, the appropriate usage of these terms is complex and varied across languages and cultures. Address terms are associated with rules of politeness and basic cultural belief (Qin, 2008). Consequently, speakers of varied linguistic and cultural background use address terms differently in accordance with their culture-specific politeness rules. For example, in order to convey politeness and show respect during interaction, the use of first name and title like 'Mr.', 'Mrs.' and 'Miss' is considered as common in English and European cultures, whereas in Asian countries like Malaysia, China and the Philippines the common address terms used for the same purpose are title and kinship terms (Gaudart, 2009). Apart from having an adequate knowledge of the rules, speakers need to consider other relevant factors in selecting address terms.

In this decade, intercultural interactions have substantially increased and therefore, it is necessary to cultivate linguistic competence in our society to overcome language barrier. In response to this matter, this study attempts to explain comprehensively on the use of Spanish address terms and to determine the social factors that regulate the selection of these terms. In this way, the researcher pursues to contribute to the gap of knowledge on this particular issue.

1.4 Objectives of the Study

The objectives of the present study are:

1. To identify the nominal address terms used by the characters in *No Se Aceptan Devoluciones* (Instructions Not Included) movie.

2. To examine the functions of the address terms used by the characters of the movie.

3. To investigate the social factors that regulate the choice of address terms.

1.5 Research Questions

Based on the foregoing discussion, the present study strives to answer the following research questions:

1. What are the types of nominal address terms used by the characters in *No Se Aceptan Devoluciones* movie?

2. What are the functions of address terms used by the characters in *No Se Aceptan Devoluciones* movie?

3. What are the social factors that influence the selection of the address terms?

1.6 Significance of the Study

Intercultural interactions are becoming essential as globalization has urged people around the world to communicate with each other for business, politics, education, tourism and many other purposes. Adequate knowledge of using appropriate address terms can avoid offensive misunderstanding in intercultural communication which may results in loss of business interests. The results of the study will benefit the linguistic communities especially the Spanish language learners by creating awareness on the importance of using appropriate address terms in communication which enable the learners to achieve communicative competence. At the same time, this study could provokes better understanding of appropriate usage of Spanish address terms so that the language users would be able to select ideal address terms when they engage in an interaction.

According to Shin and Hudgens Henderson (2017), articles of sociolinguistic are among great references which could assist language instructor to get a better understanding on how the structure is used, in terms of its meaning and the linguistic as well as the social contexts in which it occurs. Therefore, in

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educational context, the findings of this study could facilitate Spanish language instructors in teaching address terms by utilizing the information from this study to develop a more sophisticated course syllabi and materials for Spanish language, especially in second or foreign language learning. The syllabus of Spanish language can be re-evaluated so that it includes not only the semantic meaning but also the pragmatic meaning of language use. Consequently, it may promote students' comprehension of actual usage of language particularly the use of address terms, as well as its semantic functions rather than learning only basic rules of its usage. Adding sociolinguistic content did not detract from learners gaining an advanced understanding of particular aspects of Spanish grammar. It has helped learners gain a deeper understanding of grammar and an appreciation for language variation as a domain of human diversity that can be celebrated and studied (Shin and Hudgens Henderson, 2017).

In another respects, this study could provide valuable information and a good reference for Spanish grammar book authors in writing a more comprehensive grammar books for readers. The result of this study aids the authors to explain the usage of these terms thoroughly and clearly which eventually will help the readers to use the terms accurately in intercultural conversations.

The results of this research could enrich the specific knowledge of the researcher in linguistic field, especially in the analysis of address terms that are used in Spanish daily conversation. This research hopefully can contribute more knowledge about sociolinguistics, discourse studies and linguistics. In addition, this research hopefully can be beneficial to the readers in general, in improving their knowledge on address terms.

1.7 Limitation of the Study

This study is limited in its findings in several ways. It focuses only on Spanish nominal address terms. Therefore, the pronominal address terms will not be included in this study. The other limitation refers to its generalizability as the analysis is based on limited data which is obtained from only one Spanish movie which is *No Se Aceptan Devoluciones*. No comparison was done with other movies to compare and contrast the results of the study. A comparison would provide better generalization of Spanish address terms usage.

1.8 Operational Definition

Address terms refer to the words used to address somebody in speech or writing (Dai, 2002). Whereas, Afful (2006) defined it as linguistics expressions by which the speaker designates an addressee in a face to face interaction. According to Oyetade (1995) address terms are referred to as words or expressions used in face to face interactions and situations to describe the person whom being talked

to. Keshavarz (2010) also referred to address terms as linguistics forms that are used in addressing others to attract their attention or for referring to them in the course of conversation.

On the other hand, Braun's (1988) refers to address terms as the means of starting elements in conversation and he refers to the linguistics forms which speaker uses to address his or her interlocutors. Braun argued that often address terms describe the interlocutors, but not necessarily so, since their literal lexical meaning can differ from or even contradict the characteristics of addresses. It should be mentioned that the address terms may have two functions; one is referential by which one refers to people; the other is vocative by which one calls someone directly. Each of these functions covers a vast area of knowledge and requires separate studies (Paulston, 1976).

1.9   Summary of the Chapter

This chapter gives an overview on the study of Spanish nominal address terms by explaining the background of the study, the problem statement and the goal of the study. The researcher aims to identify the types of nominal address terms used by the Spaniards, the functions and the social factors involve in selecting the address terms. Furthermore, the research questions are identified at this level, followed by indication of the significance and limitation of the study.

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