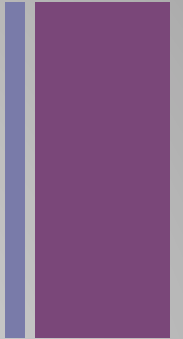# Naming and Addressing

Expressing deference, respect, and solidarity

+ What's in a Name?

- First names, middle names, last names, nicknames, pronouns, and honorifics place and identify people in society

- Can place you in your family (son, daughter, mother, cousin)

- Can place you in society and define your social personality

- Kinship can identify how the self feels in relation to the group

- The way forms of address (**Address behavior)** are used reflect the relationship between the individual and social context

The T-V distinction

Pronouns establish divisions of personal space and the relations between one person and another, i.e. pronominal systems portray the "culture-specific organizations of people… (p. 96)

T-V distinction: two distinct 2nd person pronouns, e.g. French "tu" and "vous", German "du" and "Sie", Italian "tu" and "voi", Russian "ty" and "vy"

Pronouns of Address

"O Romeo, Romeo, wherefore art thou Romeo?"

How well does the Speaker know the Hearer?

"Hear ye!, Hear ye!"

- Determine relationship between Speaker and Hearer in two semantic realms:
    - Power/ status
    - Solidarity/ intimacy

- T/V use can be
    - reciprocal or non-reciprocal, i.e. two speakers use the same form of address or not…
    - symmetrical or non-symmetrical
        - If all forms of address are reciprocal then the address relationship is symmetrical

- " Don't thee tha them as thas thee! "
    - Telling off children in Yorkshire for being too familiar

+ Power semantic

- Non-reciprocal

- Asymmetrical relationship

- The meaning of a non-reciprocal V could be that one speaker is
  - Older than
  - Parent of
  - Employer of
  - Richer than
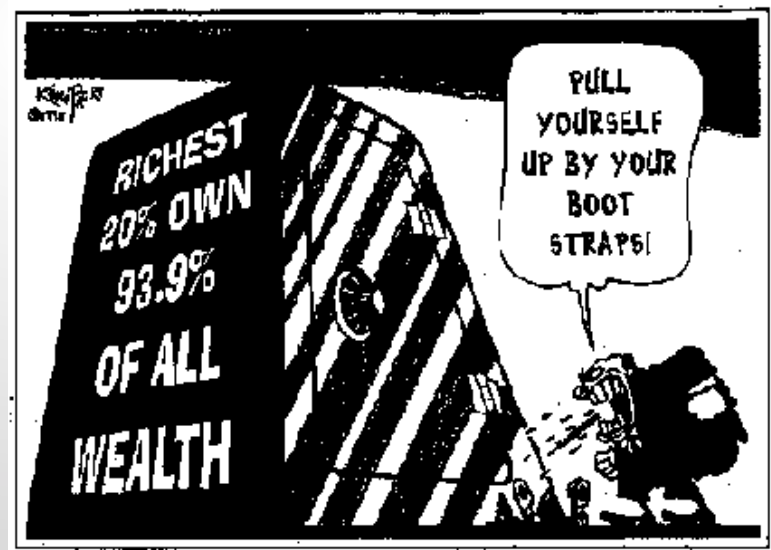 - Stronger than
  - Nobler than

+ Solidarity

- Superior and solidary (parent to child): T

- Superior and not solidary: (employer to employee) T/V

+ Soliday

- Equal and solidary: T
  - The pronoun of solidary can be produced by frequency of contact, likemindedness, behavior similarities or affection as well as by objective similarities of class, political membership, family, religion, profession, sex, or birthplace (p. 97)
  - Equal and not solidary: V

Pronouns of Solidarity

Figure 7.2. Use of pronouns of solidarity
(Brown & Gilman 1960:260)
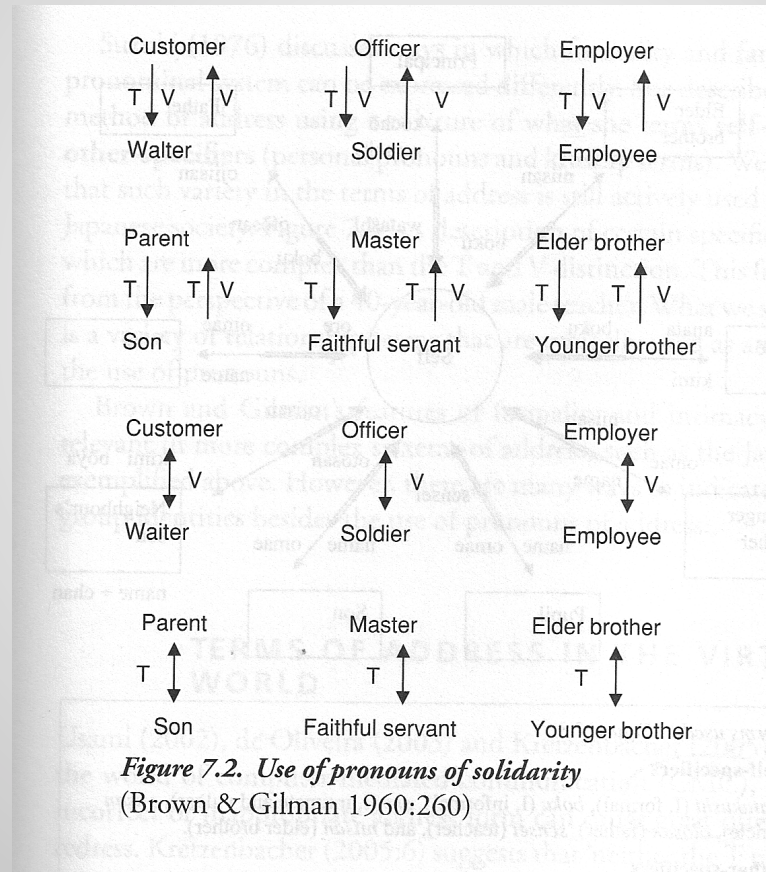
Pronouns

Personal pronouns represent your *persona* or mask

- In Japanese, the method of address uses self-specifiers and other-specifiers.

- The Japanese system is far more complex than the T/V distinction

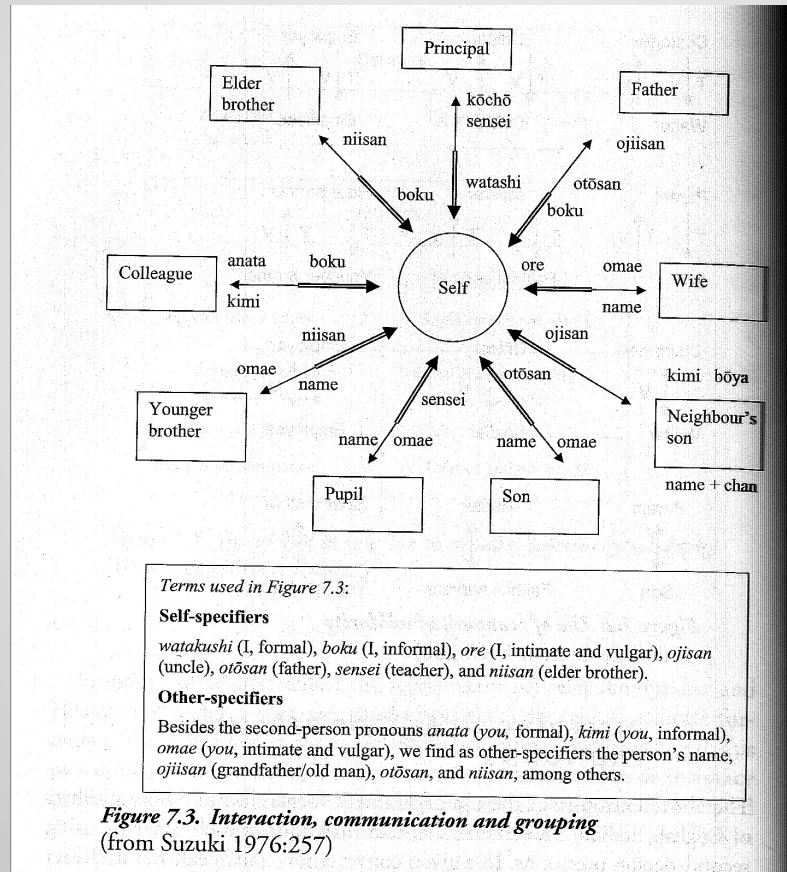# Self specifiers and other specifiers in Japanese

Figure 7.3. Interaction, communication and grouping (from Suzuki 1976:257)

T-V distinction in Internet

Now acceptable to use T form in Computer mediated Communication (CMC)

Following the model of English

(it might be easier just to use "u"…)

badgrl2:
I HATE U!!!!
>:-(…

Nouns of address

Means of indicating identity and personal relations with others

Names/kinship terms/ honorifics/ abstract nouns/

Surnames in North American society indicate that you belong to a certain group as a legitimate member

In some Pacific cultures, to say the name means that you exert power over that person

In Slavic cultures, your name can tell your interlocutor a lot about your father and your father's father

I want you to try this combination. Do you have any questions?

Patronymics

Identification by Father's Given Name

Hebrew: בן, בת
Russian: -ович, -овна
Polish: -owicz, -owna
Romanian: -vici
Hungarian: -vics

+

Use of First Names

Formality vs. solidarity

- In some cultures, British and American, use of the first name with a relative stranger is a sign of comfort and ease of communication

- In other cultures, Russian, Chinese, Italian, Arabic, such informality is seen as disrespectful and impolite

- When American businessman Andy Richardson goes to China and calls his Chinese counterpart by his first name it is embarrassing and inappropriate—the appropriate naming would have been a non-reciprocal form of address (American addressed with T form, Chinese addressed with V form)

+ Nicknames

- Can be signs of endearment that portray a physical or personal characteristic

- Nicknames have become an important means of identifying oneself in CMC—it can reveal something about yourself in a veiled fashion—it is the first sign of individuality in a very low context environment

- But—you can be just as identified by your online name as by your real name

- You are your avatar…

Kinship terms
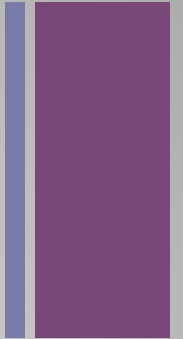
- IN some cultures (Japan, Korea, Vietnam, China) kinship relations reflect hierarchical social structure

- Specifiers distinguish between self and other and extra- or intra-familial
  - Self specifier—term used to describe the speaker and reflects the relationship between the speaker and the hearer. Different terms reflect power differences and gradation of social distance

- Other specifier—term used to denote the hearer or a third person

- Intrafamilial self and other specifiers—way in which speaker refers to self or others according to whether the other is in a group of superiors or inferiors

- Extrafamilial self specifiers —same schema as above, except family members replaced with social roles

- See figure 7.4, p. 108

Five principles governing self specifiers

- A. Speaker cannot address relatives above him in the family by use of personal pronouns. Not permitted to address his father as "you" formal or his older brother

- B. Speaker must address those above him by using terms denoting their relationship to him, i.e "father" "older brother"

- C. Speaker cannot address those above him by their first name only unless it is attached to a kinship terms… (we have vestiges of this in English… "Uncle" David, "Aunt" Jane.. Etc.

- D. Speakers, especially female ones, may use their own names as self specifiers when talking to those above them but not when talking to those below them.

- E. Speaker may use a self specifier that indicates his relationship to a speaker below him (e.g. Uncle David tells you to …) but the lower status speaker cannot do that back (e.g. Nephew John tells Uncle Peter….)

Japanese Honorifics

- Titles: The Japanese commonly address each other by last name. Only close friends and children are usually addressed by first name. In addition, people rarely address each other just by name, but usually attach an appropriate title to the name. There is a large number of such titles depending on the gender and social position of the person you are addressing. Some of the most frequently used titles are:

- * san: (for example Sato-san)-- This is the most neutral and famous title, and can be used in most situations. Only in formal situations, san may not be polite enough.

- * sama: (for example Sato-sama)-- This is a more polite form of san, commonly used in formal situations and letters, but too polite in a casual context.

- * kun: (for example Yusuke-kun)-- This is an informal title used for boys and men that are younger than yourself.

- * chan: (for example Megumi-chan)-- This is an informal title used for young children and very close friends or family members.

- * sensei: (for example Sato-sensei)-- This is a title used for teachers, doctors and other people with a higher education and from whom you receive a service or instructions.

Honorific language use

- In Javanese, different speech levels are used to create almost a protective barrier between speaker and hearer

- High level—krama

- Low –ngoko

- reflects culture's high PDI

+

Focus Questions, p. 115

- Work on Question 3, parts a)-d) in small groups

- Are there portions of your poster discussion into which you could introduce sections of this chapter?

Review

In class… and finish at home…

- Research Analysis, p. 116

  - A) avoidance of naming
  - B) Use of T and V forms

- Research Exercise, p. 118

- Think about names in advertising…

- http://www.stanford.edu/class/linguist34/Unit_08/index.htm

- http://www.stanford.edu/class/linguist34/Unit_09/names.htm

- E.g. http://www.naturevalley.com/