

CHAPTER I

INTRODUCTION

1.1 Background of the Study

One of the many tools of communication is how to address someone. In any conversation and interaction, people address other people. People frequently employ address terms to their interlocutor when speaking by uttering specific callings. For example, sometimes people address other people with their names. The way to name or address someone is to use an address term. Address terms are closely associated with politeness in communication. In daily conversations, the phenomenon of addressing terms may indicate the level of politeness. People usually think of politeness as simply saying *sorry* when making a mistake and *thanks* when receiving help. Being linguistically polite entails communicating with people in a way that is appropriate for the relationship. When using a specific address term to address someone, several characteristics about the speakers' relationship might be inferred. As follows, one needs to consider upon the fitting term to address someone to present the extent of courtesy one wants to demonstrate. This study is expected to find out how address terms plays a role in displaying certain level of politeness.

According to Artika (2008), the goal of addressing is to keep the addresser and addressee socially connected in society. Both participants must greet each other to begin a conversation. An address term is included in the greeting. In a conversation, the use of an address term in greeting is employed to draw an attention to the party. These occurrences not only occur in everyday life, but also can be

depicted in various media such as movies, television series, and other social media publishing. When characters in a film or television series speak to each other, the audience may encounter address terms. In the meantime, address terms may appear in other social media publishing platforms such as *facebook* or *twitter*. In those platforms, users can identify address terms by observing how other users interact with one another. According to Merrill (1958), interaction is the basic process that occurs when two or more people are in a meaningful encounter and their behaviour is changed, even if just little.

According to Wardhaugh (2006), address terms are categorized into six, they are Title (T), first name (FN), last name (LN), pet name (PN), kinship term (KT), and a combination of these (example: Title + Last Name, TLN). All of the addresses used to call or address someone are defined by the participants' relationship, their attitudes toward one another, and the situation in which the dialogue is taking place. In addition, language cannot be separated from the society in which it is spoken, therefore, each language has its system of addressing terms. People who come from different places or cultural backgrounds will struggle to understand the fundamental rules of using address terms from another culture or language. The laws of addressing society, according to Wardhaugh (2006), are as complicated as the habit in the society itself. A person can address the same individual in a variety of ways. It is influenced by the current societal scenario.

Certain sociocultural situations influence how individuals use language. Several sociocultural variables, according to Holmes (2008), have had a part in influencing how one would use a language. One of these examples is the use of an

address term in a certain situation. According to Wardhaugh (2006) particular occasion, status or rank of others, gender, age, family relationship, occupational hierarchy, transactional status, race, and degree of intimacy. These address terms each have their roles, for instance, the way one addresses one's colleague will be different from the way one addresses one's boss.

The functions of address terms can be described after finding out the social factors underlying the use of an address term. For example, when addressing a colleague with their first name, it functions to show intimacy, the closeness between colleagues. Contrastingly, when addressing a boss with a title plus first name or title plus last name, it functions to show power relation, the fact that one party is superior to the other. Back in the day, Wardhaugh (2006) claims that address terms functioned to demonstrate mutual respect and courtesy between upper classes. However, as time passed and social classes widened, broader forms of address terms emerged, asserting more in the differences in power relationships rather than showing respect.

Numerous studies on the use of address terms in the media and in real life have been conducted in recent years by researchers from various perspectives. A study was conducted by Shalihah (2018) titled *A Pragmatic Analysis on the Types and the Purposes of Address Terms Used by the Main Character in Jane Austen's "EMMA"*. This study aims to find out the types of address terms and their purposes using theories from Chaika (1982), Wardhaugh (2006), and Holmes (2001). Another research about address terms entitled *The Use of Address Terms by Fourth Year Students of English Department at Faculty of Humanities, Airlangga*

University was conducted by Wahyuni (2011). Using Yang's (2010) and Holmes' (2008) theories, she found that Nickname was the most used address term with the social status being the factor that influenced it the most. Meanwhile, Parkinson (2020) conducted a study based on a real-life classroom in a vocational institution in New Zealand entitled *On the Use of the Address Terms Guys and Mate in an Educational Context*. The study investigated the reasons for the use of the address terms *mate* and *guys*. Scott's (2012) Wordsmith Tools were used to create all of the words in the corpus.

This current study differs from previous ones in that it employs Wardhaugh's (2006) theory to analyse both the types of address terms and the social factors that underlie their usage. The object also distinguishes this study from previous ones. The author chose *The Crown* as the subject of this study because the characters are based on real people and can still be applied in real life. In the previous studies, the address terms that were being used were mostly basic terms. In the circumstances of a society where attributing status is applied, people tend to employ finely graded address terms, such as the British Royal Family, which happened to be the main setting of the series.

This present study chooses the tv series *The Crown* Season 4 as the object of the research. Season 4 features Queen Elizabeth II, Margaret Thatcher, and Princess Diana as the main characters. *The Crown* is a historical drama series based on Queen Elizabeth II's reign created by Peter Morgan. It follows Queen Elizabeth II's political conflicts and romances, as well as the events that formed the second half of the twentieth century. Throughout the series, viewers are introduced to

characters that are pivotal in Queen Elizabeth II's life during her reign. Although this series centres around Queen Elizabeth II, it also follows the political aspect of the country, making the ever-changing Prime Minister of the United Kingdom the main character as well.

The first season of *The Crown*, which aired in 2016, depicted events up to the year 1955. The series' second and third seasons premiered in 2017 and 2019, respectively. Season two covers the years up to 1964, and season three covers the years up to 1977. The fourth season of *The Crown*, the main focus of this study, premiered in November 2020 and takes place between 1979 and 1990. It is set during Margaret Thatcher's time serving as the Prime Minister of the UK. Season four also introduced the character of Princess Diana, and imitating real life, her character stole the show.

The Crown provides viewers with a rough glimpse of the lives of Queen Elizabeth II's families and friends. During that time, the public had mixed opinions about the three public figures. Queen Elizabeth II is the face of England and has always been well-respected by her people. Margaret Thatcher, the United Kingdom's first-ever female Prime Minister, has always had people speaking against her. Finally, Princess Diana, a member of the Royal Family who had captured the hearts of people all around the world, not just in the United Kingdom. Hence it will be interesting to find out how the series portrays them from the eyes of other characters.

This study aims to find out and describe the linguistic phenomenon that is the address terms that are used in addressing the three main characters who are also

public figures. The researcher chooses this particular series because many different address terms are used in different situations and it tells a story about real-life monumental events and people. Although it is fiction, it is loosely based on true stories. It is worth mentioning that the three major characters are all high public figures as they deal with people from various social backgrounds in their daily lives. This study focuses on the address terms used by other characters in addressing them. Social contexts highly influence the use of address terms in this series. For example, Queen Elizabeth II's son addressed her as *Your Majesty* at one point, and *Mummy* at another.

According to the Royal Family's official website (*royal.uk*), when meeting the Queen or a member of the Royal Family, there are no mandatory codes of behavior, but many people prefer to follow the traditional form. When presenting to The Queen, the proper formal address is *Your Majesty* followed by *Ma'am*. The same rules apply to male members of the Royal Family, who must use the title *Your Royal Highness* first, followed by *Sir*. Other female members of the Royal Family are traditionally addressed as *Your Royal Highness*, followed by *Ma'am*. Meanwhile, Prime Ministers in the UK are often formally addressed as *the Right Honourable (full name)* or *Prime Minister (full name)*. According to Shils (1981), certain communities, such as the United Kingdom, followed their own traditions while accepting incorporation into modern states. Tradition, according to Shils (1981), is any *precipitate* or *filament* of past practice or belief that is given down by an ascendant of any kind and would be learned and rethought by agents across at least three generations.

In the case of Royalties, Shils (1981) argued that Royals like Kings and Princes worked hard to maintain their dominance over their subjects, preventing the clergy and aristocracy from acting against the royal interests. Meanwhile, Shils in Jacobs (2007) noted that in the case of contemporary society, such as military forces, governments, and political parties, have their traditions which are often non-doctrinal, unlike in institutions like school or religions which the teachers or head church implement an elaborative doctrines to hold the tradition.

Languages, linguistic expression, physical styles and artifacts such as buildings, books, architectural designs, ideologies, works of arts, images of people and the past, and authority modes, according to Shils (1981), are all part of tradition. He also added that some examples of linguistic traditions are grammar proficiency and appropriate syntax or vocabulary use. Wardhaugh (2006) stated that the use of appropriate vocabulary is required to meet the needs of certain social groups.

Ultimately, this study is expected to be able to find out whether or not the linguistic features in the series *The Crown* Season 4, particularly the address terms, follows the tradition that has been embedded in the Royal society for decades. On the account that the tradition will continue, there is an urgent need to understand the address terms sooner rather than later in order to provide readers with ideas of the right way to address such prominent figures. It is critical to conduct this study to determine how the aforementioned figures are expected to be regarded by the general public.

1.2 Statement of the Problems

1. What are the types of address terms used in addressing the main characters in *The Crown* Season 4?
2. What are the social factors affecting the use of address terms in addressing the main characters in *The Crown* Season 4?

1.3 Objectives of the Study

1. Identifying the types of address terms used in addressing the main characters in *The Crown* Season 4.
2. Analysing the social factors affecting the use of address terms in addressing the main characters in *The Crown* Season 4.

1.4 Significance of the Study

Theoretically, this research is expected to contribute to the field of sociolinguistics by expanding knowledge of address terms. This research is designed to provide insight into the factors that may influence the use of address terms not only in fictional media but also in real life. Practically, the goal of this study is to find out and define the aspects that influence the use of address terms to address three prominent figures, Queen Elizabeth II, Margaret Thatcher, and Princess Diana. It can also reveal how people from various social backgrounds are portrayed in order to address important figures who will exist in perpetuity. Lastly, this study is expected to give reference to future studies in analysing the choice of address terms.

1.5 Definitions of Key Terms

Address Terms : The many ways of how people call or/and address other people reflecting on the speaker's attitude (Wardhaugh 2006).

Social Factors : The factors that influence the selection of an appropriate level (Holmes 2008).

The Crown : A series which is based on historical events and dramatizes Queen Elizabeth II's reign and the political and personal events that shaped it (Morgan, 2016).

Main Characters : Characters who have the most influence on the plot of a certain story or those who are influenced by it (masterclass.com).

Linguistic Politeness : How a language is utilized in a conversation to demonstrate concern for the feelings and wishes of one's interlocutors. It also functions to establish and maintain personal connections, and to adhere to the standards for what the society judges as an appropriate behaviour (Van Olmen, 2017).