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## Relative terms of address as communicative units in the English language

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### Abstract

Current study is focused on relative terms of address as communicative units in the English informal communication. The address is an important speech component expressing the culture and consciousness of people, the speaker's attitude to the interlocutor. In addition, it is a special speech etiquette unit, which has a number of functions in oral and written forms of speech, formal and informal communicative situations. In the English language, relative terms of address are distinguished in informal communication. This type of terms of address has its formulas that reflect the relationships between the addresser and the addressee, express their attitude and emotions to each other, determine the atmosphere of communication.

*Keywords:* Terms of address, the speech etiquette, the English speech etiquette, informal communication;

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### 1. Introduction

In the process of verbal communication, people get knowledge, share information, express their opinions and learn something new about the world, that's why communication is an integral part of each person's life. The process of communication is governed by certain rules of the speech etiquette. The speech etiquette rules allow establishing verbal contact and keeping up the conversation in a chosen manner.

### 2. The role of the speech etiquette in the process of communication

The speech etiquette is an important part of the culture of the people, their cultural behaviour and communication. It is the product of human cultural activities. The speech etiquette is implemented both in speech characteristics and in specialized units (speech etiquette units or speech etiquette formulas) [1].

### 3. The concept of the address

The address is one of the most important and necessary units of the speech etiquette. This linguistic phenomenon is used as the beginning of the contact with the interlocutor in the process

of communication. In addition, it determines the atmosphere of communication and expresses the speaker's attitude to the listener.

According to the Dictionary of the Russian language (by S.I. Ozhegov), the address is a manifestation of the speaker's attitude towards someone or something. It is an appeal, a speech or a request addressed to someone [5].

Both in oral and written forms of speech the address performs a number of functions: nominative, motivating, evaluative, perlocutive, personifying, dejective (indicative), ethical, emotive and regulatory ones. Terms of address are multifunctional. They can simultaneously perform several functions in certain speech situations [6].

#### 4. Relative terms of address in the English language

The address is the speech etiquette element that takes an important place in English because this linguistic phenomenon performs different functions in the process of verbal communication. These functions allow the speaker to convey a message to the listener and to express the speaker's attitude and emotions to the addressee.

Relative terms of address are distinguished as the part of informal communication in the English language. The usage of relative terms of address reflecting the relationships between the interlocutors is acceptable in various informal situations (communication with family members, friends and familiar people). In the process of English verbal communication, relative terms of address perform nominative, motivating and personifying functions. The following types or relative terms of address are identified in the English speech etiquette.

1) *Neutral name*. The neutral name as the address is used by relatives, friends and familiar people in different situations of informal communication. By means of this type of address the speaker can refer to a specific interlocutor, draw the listener's attention and induce him/her to action. It should be noted that interlocutors of the same age or senior and junior ones can communicate with each other using a neutral name. For example, "You lied to me, **Pat**. Danny's not allowed to leave" [7]. In this case, the addresser refers to the addressee by means of the abbreviated name *Pat* for the purposes of designating the interlocutor and concentrating his attention on the further message.

2) *Kinship term*. In English, kinship terms are primarily used when referring to relatives. So, the daughter says to her mother: "**Oh! Mum**, do hurry up!" [2]. Using the term of address *mum*, the daughter names the interlocutor and underlines their consanguinity in speech. The exclamatory intonation performs the motivating function. The interjection *oh* enhances the speaker's emotions and attracts the listener's attention.

3) *Terms of address without naming the interlocutor*. Such terms of address include the following formulas: *look...*, *listen...* (*listen to me*, *listen up*), *come on*. For instance, the guy says to his girlfriend: "**Look**, I have a plan. I swear" [3]. In this example, the communicative unit *look* serves as the inclusion of the interlocutor in the process of verbal communication. This term of address doesn't reflect the individual characteristics of the addressee. It performs the appellative function in speech.

4) *Terms of address to a group of people*. The noun *guys* and the defining pronoun *everybody* are related to this group of terms of address. The communicative unit *everybody* can be addressed to different groups of people because it doesn't reflect the age and gender characteristics of the addressee.

For example, the girl refers to her classmates: “*Everybody, listen up*” [4]. It should be noted that the defining pronoun *everybody* implies the address to each member of the class, i.e. it doesn't represent the group of people as a whole unit.

5) *Terms of address based on gender and age characteristics.* The following language units are related to such terms of address: *girl (girls), boy (boys), ladies, etc.* For example, the man greets his wife and her girlfriend: “*Afternoon, ladies*” [4]. In the analyzed example, the polite term of address *ladies* indicates the gender of the addressees. In addition, it characterizes the speaker as an educated and courteous person.

## 5. Conclusion

Thus, the relative terms of address occupy an important place in the English speech etiquette system. The knowledge of formulas of relative terms of address and their features in different communicative situations allows us to interpret the relationships between interlocutors and their communicative intentions correctly.

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