

ADDRESS TERMS IN *EMILY IN PARIS* SEASON 1 EPISODE 1: A CONVERSATION ANALYSIS

Kadek Intan Adinda Lesmana
Udayana University, Denpasar, Indonesia

intanadindalesmana@student.unud.ac.id

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Abstract

This study entitled "Address Terms In Emily In Paris Season 1 Episode 1: A Conversation Analysis" was restricted to the sociolinguistics area regarding address terms. This study aimed to analyze the type of address terms and the social factors that influence the use of address terms by the characters in "Emily in Paris" Season 1, Episode 1. This study is essential to be conducted because by knowing the use of address terms, people will learn how to address people adequately in communication. This research used a theory by Wardhaugh (2006) about addressing terms as the leading theory and by Braun as the supporting theory. For the method, the descriptive qualitative method was used. According to the findings of this study, there are three types of addressing terms and five social factors associated with the addressing terms found in the "Emily in Paris" Season 1 Episode 1 movie manuscript. The documentation and observation method were used to find the data. The three types of addressing terms were the use of a name, intimacy expression, and title with respect, where the most common address term is using the name. At the same time, five factors of addressing terms were Particular Occasion, Gender, Age, Occupational Hierarchy, and Degree of Intimacy.

Keywords— Address Terms, Emily in Paris, Movie Series, Social Factors

Introduction

Language has an essential role in society. People use language to express their thoughts and creative ideas, face-to-face communication, scientific inquiry, and many other purposes (Gelderen, 2014). On different occasions, different languages can be used by people to communicate with each other. This is called stylistic variation. Furthermore, social background such as ethnic group, age, gender, and social class influence people to use different languages and address terms, although the context is the same. This is called social variation. Language in its social context has been studied in sociolinguistics.

Sociolinguistics studies how people communicate in terms of their social context or function. Communication is an effective way of expressing people's opinions, emotions, and ideas. They can communicate and form relationships with others through communication. However, effective communication can only be reached when each person understands the other's thoughts, emotions, and desires.

One of the things that can be a problem in communication is patterning. It may trigger issues because people are often unaware that it happens at all levels of communication. The use of address terms is a communication phenomenon affected by patterning. The way people call or address someone else is also known as address term. People address others in various ways, including by title, first name, last name, and title with last name, pet name, and kinship term (Wardhaugh, 2006). The speaker's condition is reflected in the choice of certain types of address terms. The use of formal titles such as "Mrs." or "Miss" to address other individuals, for example, suggests the slightest personal relationship between the speaker and the addressee. It is possible to assume that the speaker and the addressee do not know each other and have no intimate relationship. Wardhaugh goes on to say that the use of address words is affected by several social factors such as particular occasion, social status or rank, gender, age, family

relationship, occupational hierarchy, race, and degree of intimacy. This phenomenon demonstrates the importance of patterning in communication, especially in the use of address terms.

The phenomena of the use of address terms can be seen in our everyday lives, but they can also be depicted in movies. From the movie, we can know how the addresser and addressee's relationship, the social status of the person involves in the conversation, and the situation and purpose of the conversation affect the choice of terms of address. This research analyzed the type of address terms and the social factors that influence the use of address terms by characters in *Emily in Paris* Season 1 Episode 1. By knowing the use of address terms, people will learn how to address people adequately in communication. It is proved to be very useful in communication. This is the way how this topic is interesting to be analyzed. Based on the case explained above, this study is concerned with the types of address terms and the social factors used by characters in *Emily in Paris* Season 1 Episode 1. Additionally, this research used all those theories by Wardhaugh (2006) about types of address terms and the social factors that underline the use of the terms as the leading theory and by Braun (2012) as supporting theory.

Literature Review

Previous Study

To date, several studies dealing with the use of address terms have been conducted. One of which was by Afful (2007) with his article entitled "Address Forms and Variations among University Students in Ghana." He analyzed the address terms in varied linguistic forms, mainly how Ghanaian University students address each other in varied linguistic forms. He adopted a three-pronged conceptual framework derived from interactional sociolinguistics and an ethnographic-style research design. This study produced three outcomes. The first focused on students' names, descriptive phrases, and titles as essential naming practices. The second is focused on socio-cultural and other contextual factors. The last one was about demonstrating inventiveness and playfulness in the distinction of address forms used in spontaneous interactions.

In the same vein, Qin (2008), with his article "Choices in Terms of Address: A Sociolinguistic Study of Chinese and American English Practices," identified the usage of the address forms. This research used the theory that Kroger et al. (1984) proposed about interpersonal relationships according to equality and intimacy. As a result, in Chinese and English, Some crucial factors influence the choice of address term. These include interpersonal relationship determinants, factor context, and the type of intentions.

Together, those studies indicate that people use address terms in daily communication. However, previous researches did not mention the social factors in using the address term. Even though Qin also analyzed the factor that influences the choice of address term, the theory used differs from this current study.

Addressing Terms

As a means of communication, language is concerned not just with the content of the message but also with the context and relationship between the users. In conversation, the speaker has a distinct goal in mind. The speaker wants the addressee to understand what he or she is thinking or feeling. The speaker may also use specific terminology to describe their relationship, the social group to which they belong, and the type of speech event they participate in. These features emphasize the use of the address term.

Wardhaugh (2006) set his types of address terms. The first one is Personal Name First Name (FN) which conveys familiarity, equality, and intimacy. It also indicates an attempt to exert some dominance over others. A name will be used to address the other in address using names. Example: Ayu, Agus, Danis. There are some kinds of address terms using a name, address terms by first name (FN), last name (LN), and nickname (Braun, 2012).

The second is Kinship Terms, which means relation among every single entity with the exact genealogy origin through biological, social, and cultural ancestry. In addressing terms using kinship, the speakers use kinship terms with the title without last name to address the other—for example, mother, father, grandma, grandpa, uncle.

The third one is Intimacy Expressions, a positive emotional state in a relationship with a shared understanding. Relationship grows among individuals as a result of their interaction through communication. When people like each other, help and understand each other, trust each other, create a sense of comfort, and provide emotional support, addressing using intimacy may occur. When addressing someone intimately, the speaker uses polite terms to substitute for others' names.

The fourth form is Title of Respect, where Where people treat someone appropriately and in their place are defined as respect. Besides, respect means serving politely, honoring, accepting, and obeying. We use respect not only because of our services but also because of our position. For example, as an employee, we have a different opinion of the boss's decision, but we still respect his position as the boss. To address someone using respect, the speakers use the title before the name to address someone, for example, Mr. Gale and Mrs. Nugraha.

The fifth is Mockery Terms. Mockery occurs when people treat someone in a way intended to insult and degrade his position. Mockery is typically used by someone when addressing other people from two perspectives (Adhyatama, 2019). First, they dislike people for various reasons, including an enemy. Second, mockery is used to make fun of the closest person.

The final form of address terms by Wardhaugh is the sixth, Solidarity Name. To show solidarity or to strengthen the speakers' bond with the addressee, a solidarity name is used to address someone. Using a solidarity name for addressing also shows the speakers' support for a person or group. In addressing using solidarity names, speakers usually use solidarity terms such as dude, everybody, and guys.

The seventh is by Braun (2012), which is Abstract Noun. An abstract noun is a form of address that refers to several abstract qualities of the person (Braun, 2012). For example, (your) honor, (your) excellency, (your) grace. These forms of address are regularly used in the kingdom to address a king or a queen or in a court to address a judge.

The eighth is Occupational Terms. Occupational terms are how people address someone based on the addressee's profession or function service (Braun, 2012). For instance, captain, driver, teacher, and doctor. The English titles can also be used independently or in conjunction with a name, such as President Smith (LN).

The last one is the Terms of Endearment. Context and function, rather than formal or semantic characteristics, can define terms of endearment (Braun, 2012). When the speaker addresses the addressee to children or new people who feel close to the speaker, terms of endearment and almost any noun, whether existing or newly invented, that can serve as terms of endearment can be used. For example, my girl, dear, honey.

Social Factors in Using Address Terms

People can approach one another in a variety of ways while communicating. Several factors influence someone's decision to use various types of address words.

"Social factors usually govern our choice of terms: the particular occasion, the social status or rank of the other, gender and age, family relationship, occupational hierarchy; transactional status (i.e., a service encounter, or a doctor-patient relationship, or one of priest-penitent), race or degree of intimacy" (Wardhaugh, 2006). Social factors play a significant role in determining how address terms are used, such as family relationships, age, sex, job hierarchy, transactional status, and level of intimacy.

Wardhaugh (2006) elaborated on some factors in Address Terms, such as Particular Occasion, where people address specific individuals differently depending on where the conversation takes place. People will address each other in a formal setting, such as college, by using their title with their last name. When they are in the house, the situation will be different. How someone addresses people depends on the context or occasion with the different levels of formality. Consider a little boy whose mother is a teacher. At home, he will refer to his mother as "mom," whereas at school, he will refer to her as "Mrs."

The second factor is Social Status. This address phrase indicates a power imbalance between the speaker and the addressee. "The superior will receive title plus last name when he or she is being addressed. She adds that title plus last name also given to the superior and

relative strangers" (Chaika in Widiatmaja, 2014). Adding Dr. and the last name indicates that the speaker and listener have different statuses.

The third one is gender. The choice of address terms is also influenced by the interlocutor's gender identity and marital status. For men, use "Mr" and "Mrs" for married women. "Ms." does not indicate whether or not the individual is married. Some women accept their husbands' surnames and use the title "Mrs," while others keep their last name and use the title "Ms." "Miss" also refers to being single (not married). Younger ladies use the word "miss" less frequently. People may use the words "ma'am," "miss," or "sir" in a service setting when they do not know the customer's name but want to be polite.

The fourth one is age. It is one of the essential elements that can influence people's use of specific address terms. "Age is a determinant factor in the use of title plus last name. An older person usually prefers being addressed "Mr," "Mrs," or "Miss," especially when younger people address them." (Chaika, 1982).

The fifth factor is Family relationships. The use of address terms will be influenced by changes in age and familial relationships (Wardhaugh, 2006). Wardhaugh (2006) provides an example of how to address one's father-in-law. It will be excessively formal to address your father-in-law as "Mr. Smith," for example. It will be too familiar to address him solely by his first name. It will be weird to address him as "Dad." On the other hand, the coming of grandchildren is frequently interpreted as a means because it is easier to refer to a father-in-law as "Granddad" rather than "Dad."

The sixth is Occupational Hierarchy. The circumstances surrounding where people work influence the types of address terms used. Those at the bottom of a hierarchical structure try to minimize their status gap with those at the top, while those at the top desire to maximize that disparity (Wardhaugh, 2006). Wardhaugh goes on to say that varied work settings, such as in the military or business, will influence the preference of address term. When people with a lower occupational level address people with a higher one, they will receive a title with their last name. On the other hand, people with lower occupational levels will be addressed by their first name.

The eighth one is Transactional Status, a relationship between two parties, such as a doctor and a patient or a priest and a penitent (Wardhaugh, 2006). This type of interaction indicates power imbalances within a specific institution, such as a hospital or a church.

The ninth is race. People of a particular society will use certain types of address terms based on their race. Black people in the southern United States are addressed by their names even when titles are required (Wardhaugh, 2006). The scheme also includes asymmetrical name usage.

The tenth is Degree of Intimacy. The way they use particular types of address terms reveals their close friendship. Wardhaugh (2006) claimed that using a first name and a pet name might convey intimacy. In informal situations, using a first name and a pet name can create a sense of intimacy.

Research Method

This research was conducted using a descriptive qualitative method since this research is intended to identify the types of address terms and the factors of using each type of address term in the movie series. Descriptive research is a type of research that does not use calculation or numerating. This method is implemented to reach the study's objectives (Moleong, 2007). This research only analyzed the words or phrases that contained address terms. The data of this study consisted of utterances that included address terms. The manuscript for the Emily in Paris Season 1 Episode 1 served as the data source. In this study, the researcher collected data through observation and documentation. The steps are as follows: watch the video, note all the address terms in the movie manuscript, retype all the utterances in the movie manuscript that contain address terms, and analyze it.

The descriptive analysis technique was used to analyze the data. Some steps were followed in analyzing the data, such as; documenting the utterances that include address terms, analyzing the types of address terms and the factors of using address terms based on Wardhaugh's

(2006) theory of address terms, and making a conclusion based on data analysis. Therefore, in order to make the current study more structured, informal methods of data presentation proposed by Sudaryanto (cited in Zaim, 2014) are used by using words explanation.

Results and Discussion

In "Emily in Paris," Season 1 Episode 1, seven data were analyzed using Wardhaugh's theory of address terms. Address terms itself, as discussed in the previous chapter, is a term of address is any word, phrase, name, or title used to address another person.

Out of nine existing types of address terms by Wardhaugh (2006) and Braun (2012), there were only three types found in this study, and they are address terms using a name, intimacy expression, and title with respect. Additionally, out of nine social factors underlying the use of address terms, only five factors were discovered in this study. The analysis is as follows:

No	Utterance	Types	Social Factors
1	" Madeline , you're in adweek"	Name	Degree of Intimacy
2	"Hi, babe !"	Intimacy Expression	Degree of Intimacy
3	"It is so nice to meet you, Monsieur Brossard "	Title with Respect	Particular occasion, Age, Gender
4	"Your name, monsieur ?"	Title with Respect	Gender
5	" Paul "	Name	Occupational Hierarchy
6	"Hi Patricia . I'm wondering if I can share some ideas I have about how we might enhance our social media engagement"	Name	Degree of Intimacy
7	"Ah, Emily "	Name	Degree of Intimacy

Table 1 Types and Social Factors of Address Terms Used

Data 1

00:42

Emily : "**Madeline**, you're in adweek"

Madeline : "What? Where?"

In this conversation, Emily called Madeline by her name, specifically her first name (FN). This conversation happened when Emily found out that there was Madeline's name in the news. Emily was so excited to read the news for Madeline about their company's expansion with the acquisition of a French luxury marketing company.

Using the first name shows that Emily and Madeline were close enough to each other that even though Madeline was Emily's boss in the company, that does not mean there was a gap between them. Madeline did not even have a problem with that address name from Emily.

This data uses the first name "Madeline" to show the intimacy between the characters. Emily, as the speaker, wanted to show that it does not matter that they are superiors and subordinates in the office because their relationship is close enough to call each first name. Moreover, the use of first names makes the conversation more casual, friendly, cordial, and intimate.

Data 2

2:12

Emily : "Hi, **babe**!"

Doug : "Hey, oh"

Doug was Emily's boyfriend, and from the conversation above, Emily addressed her

boyfriend using an intimate expression. Data 2 depicted the level of intimacy. The speaker wanted to emphasize her close relationship with Doug through the conversation in Data 2. The term "babe" did not refer to Doug's age or fragility as a newborn but their close and intimate relationship. The term "baby" indicated that they were a couple in love. Emily used the relationship intimacy addressing to address his lover.

Based on this data, it can be concluded that Emily addressed him that way because she wanted to show the degree of intimacy in the relationship that makes the conversation more cordial and intimate. The goal of showing intimacy in addressing is to convey the speaker's feelings.

Data 3

9:38

Emily : "It is so nice to meet you, **Monsieur Brossard**"

Mr. Brossard : "It's a pleasure. Welcome to Paris"

Data 3 tell about Emily, who met Mr. Brossard for the first time in Savoir company in French, and he welcomed Emily well. Since it was their first meeting, Emily addressed him by the title of respect to show respect to him. Data 3 demonstrates that the function of the title and name formalizes the conversation. The expression Monsieur. Brossard can indicate a gap in the dialogue. The speaker wanted to show respect to the interlocutor.

By observing the context of the conversation above, it can be concluded that several factors were underlying the addressing term used by Emily. The first one is a particular occasion where it is common to address someone else in the office by title and name to make the conversation more formal. The second and third ones are age and gender because Mr. Brossard is a man and older than Emily. He was called "Monsieur," intended for a man. It illustrates Emily's respect for him due to their age gap and describes that different forms of address terms are appropriate depending on age and gender identity.

Data 4

11. 47

Emily : "Your name, **monsieur**?"

Luc : "My name is Luc"

The context of this conversation is that Emily first met with several employees in the Savoir company to introduce herself and her plan for the company. When she was talking, she was interrupted by one of the men there. Then, Emily kindly asked what his name was, and she addressed him by title (T) "monsieur," which means "Mr," since she did not know his name. Emily calls him that way because it is based on gender identity that it is a common term to address a stranger man. Emily did not know Luc's name before, but she wanted to be polite to him, so she addressed him by title.

Data 5

12.50

Sylvie : "**Paul**"

Mr. Brossard : "What?"

Sylvie : "Who is that girl?"

Mr. Brossard : "It was one of the terms of the sale. They send us one of their people"

When the conversation above happened, Sylvie called Mr. Brossard by his first name (FN). Although Mr. Brossard is older than her, she addressed him by his first name because she was the boss of the Savoir company and Mr. Brossard was her subordinate.

The use of the first name does not imply that Sylvie and Mr. Brossard had a close relationship. However, the factor underlying the choice of this address term is occupational hierarchy because there was a hierarchical structure where those at the top tried to maximize the status disparity between them. When people with a higher occupational level address people with a lower one, they will receive their first name.

Data 6

17:41



Emily : “Hi **Patricia**. I’m wondering if I can share some ideas I have about how we might enhance our social media engagement”

Patricia was Emily's work colleague. When Emily first came to the Savoir company in French, she did not get a good enough reception from her work colleagues. Everyone seemed to be dismissive and cynical toward Emily since she was an American, but it did not make Emily upset. She tried to be optimistic and get closer to them. That was why she called Patricia by her first name (FN) because she tried to make the relation became warm and familiar.

The factor of using the first name to address her is the degree of intimacy as Emily wanted to get closer to Patricia. Emily wished to show intimacy and closeness with Patricia so that even though they come from different countries and cultures, they could still work well together, and there would be no gap between them.

Data 7

23:06

Luc : “Ah, **Emily**”

Emily : “Luc! Hi”

Luc accidentally met Emily after working at a sidewalk café. He then called Emily by her first name (FN). Luc was a typical rigid person in the office, especially to Emily, whom he had only known for two days. However, when they met outside the office, Luc tried to be more friendly and relaxed with her.

The social factor of why Luc uses the first name to address Emily is the degree of intimacy. Since Luc was not that close to Emily and he was such a rigid person, he tried to be more informal and friendly when talking to Emily. He told about French customs and culture are very different from America, and he wished that Emily could understand that.

Conclusion

Several findings were discovered after identifying and analyzing data in previous chapters. According to the data analysis, there are four types of address terms used in Emily in Paris Season 1 Episode 1: address terms using a name, intimacy expression, and title with respect. The most common address term is "first name." After analyzing the types of address terms used in Emily in Paris Season 1 Episode 1, it can be concluded that this study will assist readers in understanding the types of address terms used in Emily in Paris Season 1 Episode 1. Some social factors of using an address term in Emily in Paris Season 1 Episode 1 manuscript were also discovered. Those factors are the degree of intimacy, particular occasion, age, gender, and occupational hierarchy.

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