

ADDRESS TERMS IN BERNARD SHAW'S *PYGMALION*: A SOCIOLINGUISTIC STUDY

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Abstract

This research employs the sociolinguistic approach in investigating address terms used by the characters in *Pygmalion*. It aims to identify the types, functions, and social factors of address terms. It was conducted by employing the descriptive qualitative research method; thus, the discussion was presented in a descriptive way. Meanwhile, the quantitative data were used to strengthen the findings and to help draw inferences. The data were in the form of utterances spoken by the characters of *Pygmalion*. The results show that firstly, all types of address terms are used by the characters, with first name as the most dominant. The scenes in the movie mostly take place at home which do not require formal use of language. Secondly, the function of address terms used dominantly is to show respect. Thirdly, the social factors of address terms that commonly affect the characters in using certain types of address terms are degree of intimacy.

Keywords: address terms, *Pygmalion*, sociolinguistics

INTRODUCTION

As social creatures, people live in a society where they can fulfill their daily needs by communicating one another. People can share their feelings, thoughts, emotions, needs and ideas by using language.

The language used by people is influenced by some contexts. It affects the choice of a language. According to Holmes (2013:8), there are two aspects which are interconnected with how a variation of languages spoken and how the choice of language chosen. They are social factors and social dimensions. The use of language can be influenced by social factors like participants, setting, topic, and function. It also can be influenced by social dimensions like the social distance scale, the status scale, the formality scale, and the referential and the affective functions scales

One aspect in sociolinguistics which has strong relation with social factors and dimensions is address terms. Address terms are defined as the way people address someone else. When people interact, they will address the addressee by looking at his or her social factors and dimensions. Social factors can help people to choose how to address someone by looking at who the participants in conversation are, where the conversation happens, what topic is being discussed and what function of conversation is. Meanwhile, social dimensions will lead people to choose the right choice of address terms by looking at how the distance of scale of social, status, formality, referential and affective

between the speaker and the addressee. In short, by understanding social factors and social dimension people will easily choose the kind of address terms that suits with the addressee. It means people will have so many names according to social factors and social dimensions.

Address terms is also related to politeness in communication. People will be seen as polite if they address people appropriately. Being polite is not only seen by how people treat others but it is also seen from how they address others. The use of address terms can reveal many things including the power and authority, the identity of the speaker and also the distance and relationship between the speakers. Address terms does not only occur in real life but also in movies and plays. As a reflection of human's real life, movies and plays are good objects to analyze address terms.

One of the plays that shows this phenomenon is *Pygmalion*. *Pygmalion* is written by Bernard Shaw in 1912. This play is known as one of the play influenced by the Victorian era. The Victorian era itself was the reigning period of Queen Victoria. The Victorian era is an era which has social hierarchy to divide English society. The society in this era is divided into four divisions. There are 'the upper class', 'the middle class', 'the working class', and 'the under class'. The distinction of each class can be seen from their authority, wealth, education, occupation and power. The division of social hierarchy is strict. People can not go easily to the higher class. No ascension to higher class is possible.

This study focuses on analyzing the types, function, and social factors of address terms. Researcher used *Pygmalion* play as the object of the research. There is three consideration why *Pygmalion* is chosen as the object of this research. First, *Pygmalion* is one of famous literary works that Bernard Shaw made. Second, George Bernard Shaw is known as a playwright, critic, pamphleteer and political activist. *Pygmalion* itself is form of criticism and Shaw's rejection of social division in the Victorian era. Third, there are some moral value that can be taken from this play. In short, *Pygmalion* is a good play to be analyzed. The story and its background are made as a critique of social division in the Victorian era. Thus, it will be a perfect object to analyze address terms.

The objectives of this study are; to identify the types of address terms used by the characters of *Pygmalion*, to find the functions of address terms used by the character of *Pygmalion*, and to reveal the factors that affect the *Pygmalion's* character in using certain types of address terms.

There are several types of address terms that can be found in *Pygmalion* play. According to Chaika (1982: 47-50), the types of address terms are First Name (FN), Title plus Last Name (TLN), Title only (T), Last Name (LN), and Special Nicknames (SN). On the other side, Wardhaugh (2006: 268) has his own types of address terms. They are First Name (FN), Title plus Last Name (TLN), Title alone (T), Last Name (LN), Pet Name (PN), and Kinship Term (KT).

Those types are used in different contexts for certain purposes. According to Wardhaugh (2006), there are three functions of address terms. They are to show intimacy, to show power differential, and to show respect.

To use address terms, people will consider the context. It will lead them to use form of address in different way. Many factors initiate the way people use address terms. Wardhaugh's theory (2006:272) stated that social factors usually influence people's choice of address terms. There are seven factors of address terms. They are Particular Occasion (PO), Rank of Other / Social Status (RO), Age (A), Family Relationship (FR), Occupational Hierarchy (OH), Transactional Status (TS), and Degree of Intimacy (DI).

The researcher hopes that that this research gives some contributions both theoretically and practically. Theoretically, this study can give additional source for any sociolinguistic study especially in address terms. It also enriches knowledge about social class and address terms.

Moreover, this study contributes to the reader in giving a deeper understanding about sociolinguistic and address terms. Practically, the researcher hopes that this study enriches student's knowledge in understanding the uses of address term in *Pygmalion* which background influenced by Victorian era. For the other researchers, the researcher hopes that other researcher will conduct research which has a different background of story because it will earn different contexts of communication too.

One aspects in sociolinguistics which has strong relation with social factors and dimensions is address terms. Address terms define as the way people addressing someone else. When people interact, they will unconsciously addressing someone else by looking at social factors and dimensions. By knowing social factors and social dimensions people can use term of address well then they may also know where they are in a social class. Social class is a status hierarchy in which individuals and groups are classified by their wealth, education and social prestige. As Robinson (in Wardhaugh, 2006:274) says in his hypothesis that some distinctions are made to determine the way people address someone else, especially those people who have some achievements in society. In a society where status is ascribed like british royal family, people tend to use finely graded address terms. It is different with other societies which use basic forms of addressing terms. According to Chaika (1982: 47-50), the types of address terms are First Name (FN), Title plus Last Name (TLN), Title only (T), Last Name (LN), and Special Nicknames (SN). On the other side, Wardhaugh (2006: 268) has his own types of address terms. They are First Name (FN), Title plus Last Name (TLN), Title alone (T), Last Name (LN), Pet Name (PN), and Kinship Term (KT).

Wardhaugh (2006:268) states that the First Name covers generic titles like "Mack", "Buddy", "Jack", or "Mate". According to Wardhaugh (2006:268), the use of First Name in communication indicates equality and familiarity, intimacy. In the same time, it also shows an effort to assert some power to other people. This kind of type can be shown in the following example.

Dennis Sciama: Ah, **Stephen**, take a seat. I wanted to talk to you about your subject. We're all rather concerned as to what it's going to be.

The second type of address terms is Title plus Last Name. The use of this type of address terms

indicates the unfamiliarity and unbalance power between the speaker and the addressee. According to Wardhaugh (2006:268), People with lower status tend to use it to address other people with higher status.

Dennis Sciama: So, in summary. As we know, chapter one—full of holes and lacks mathematical support.

Professor Thorne?

The third type of address terms is Title only (T). According to Wardhaugh (2006:268), the use of this type indicates the least intimate relationship. The use of this types normally happens in a formal situation. It is usually used to determine the ranks of occupation. In short, the speaker and the addressee have no close relationship or intimacy. People with this situation will address others only by his/her title, such as “Doctor”, “Colonel” or “Madam”.

Stephen Hawking: Can I get two or more please?

Bartender: Yeah, **sir**.

Another type of address terms is Last Name (LN). This type of address terms is less formal than Title plus Last Name (TLN). The asymmetric use of this type indicates inequality in power, the speaker is more superior than the addressee. Besides, the use of mutual Last Name (LN) is probably means that both speaker and the addressee has intimacy but not as intimate as First Name. Brown & Ford (1961) state that Last Name (LN) represents a degree of intimacy greater than Title plus Last Name but less than First Name.

Rohr: You know what, **Fitch?**
You're gonna lose.

Rankin Fitch : I doubt it.

Another type of address terms is Special Nicknames (SN). According to Chaika (1982:49-50), this type of address terms is used in communication by the speaker and the addressee that has an intimate relationship, such as between close friends. Special Nicknames is used as a sign of intimacy. The example of Special Nicknames are James turns into Jim and Patrick turns into Pat. Here is the example in conversation.

Jane Wilde : We're not a normal family!

Stephen Hawking: **Robbie**—your mother's very angry at me.

Another type of address terms is Pet Name. This type seems similar with Special Nicknames that is proposed by Chaika (1982:49) in the previous type of address terms. However, Wardhaugh (2006:268) states the use of Pet Name has higher

and greater intimacy compared to the use of First Name in addressing other people. It is usually used within family circle or by a couple. “Honey” and “Dear” are examples of Pet Name.

Louie: Would you like chicken,
Love?

Clark: Yes, please.

The Last types of address terms is Kinship Term. Wardhaugh (2006:271) stated that kinship term is related to generation and age-oriented with terms for both the paternal and maternal sides. The examples of kinship term are “Father”, “Mother”, and etc.

Dad: I've got a job!

Clark: Oh **Dad**, that is fantastic!

Wardhaugh (2006) stated that there are three functions of address terms. They are to show intimacy, to show power differential, and to show respect.

The first function of address terms is to show intimacy. The use of this kind of function is sometime indicates great intimacy but also indicates the least intimacy between the speaker and the addressee. The use of Pet Name and kinship term indicates great intimacy. It means that between the speaker and the addressee have close relation. According to Wardhaugh (2006:269), the use of First Name in addressing someone else is also a sign of intimacy between the speaker and the addressee.

The second function of address terms is to show power differential. Some types of address terms has this function, the use of First Name is one of a great example of it. The use of First Name is sometimes functioned as a measurement of intimacy but it also functioned as a sign of power differential between the speaker and the addressee. The speaker usually assert his/her power to the addressee by calling them using their First Name. It probably happened when a mother has a rough conversation with her son or daughter. Wardhaugh (2006:269) stated that the asymmetric use of title, Title plus Last Name, and First Name indicates the existence of differences in power.

The last function of address terms is to show respect. As stated above, Wardhaugh said that the use of asymmetric use of names and address terms is often a clear indicator of power differential. Meanwhile, the use of mutual Title plus Last Name and Title only use to show their respect to other people. It indicates social distance or unfamiliarity between the speaker and the addressee. It also indicates that the addressee is older than the speaker. It uses to respect the

older one. It usually occur in business environment. Younger speaker will address older person by using Title only even the addressee has lower hierarchical position.

To use address terms, people will consider the context. It will lead them to use form of address in different way. Many factors initiate the way people use address terms. Wardhaugh's theory (2006:272) stated that social factors usually influence people's choice of address terms. There are seven factors of address terms. They are Particular Occasion (PO), Rank of Other / Social Status (RO), Age (A), Family Relationship (FR), Occupational Hierarchy (OH), Transactional Status (TS), and Degree of Intimacy (DI).

The first social factors of address terms is particular occasion. The uses of address terms depends to the context. To choose appropriate types of address terms, people tend to look at the context. Particular occasion is one of the social factors that can affect people in choosing certain types of address terms.

The second social factors of address terms is rank of other / social status. Social status or rank of other is kind of factors that affect people in choosing certain types of address terms. Social class is a status hierarchy in which individuals and groups are classified by their wealth, education and social prestige. This kind of factors in using address terms is related to the asymmetric use of type of address terms.

The next social factors of address terms is Age. There are some factors which affect the choice of types of address terms. One of them is age. The use of this kind of social factors in using address terms is an appropriate way to show politeness.

The next social factors of address terms is Family Relationship. The change of age and family relationship influences the choice of address terms, Wardhaugh (2006: 271). He gives an illustration that the condition which may arise when someone has to address his/her father-in-law. To address him appropriately has often been a problem for many people. For example: calling him as Mr. Smith is felt to be too formal, Smith seems too familiar, and calling him Dad seems to be unnatural. The arrival of grandchildren is sometimes seen as a way out, it will be easier to call him Granddad than Mr. Smith, Smith or even Dad.

The next social factors of address terms is Occupational Hierarchy. Wardhaugh (2006:272) states that it is clear that in a hierarchical structure, those at the bottom seek to minimize their difference in status from those at the top

position and those at the top seek to maximize that difference.

The next social factors of address terms is Transactional Status. Wardhaugh (2006:272) states that transactional status is a relationship between two sides like a doctor with a patient or a priest and a penitent. This kind of relationship indicates unbalance power which presents in a certain institution like in a hospital or a church.

The next social factors of address terms is Degree of Intimacy. The last factors that influence people in addressing other people are degree of intimacy. The choice of types of address terms can be seen in the way they address others.

RESEARCH METHOD

This research used descriptive qualitative method. Qualitative method was used to describe the phenomena in its context by interpreting the data. This research described the phenomena of address terms found in the utterances used by the characters in *Pygmalion*. The findings of the research will be in a descriptive way. An illustration phenomena will be provided too. The data of this research are in the form of utterances spoken by the characters in *Pygmalion*. The context is the dialogues of the characters in the play. Meanwhile, the data sources are the script of *Pygmalion*.

The primary instrument of this research was the researcher herself since the researcher acted as the designer, the collector, the analyst, the interpreter, and the reporter of the data findings. The secondary instrument of this research were the data sheet and script of *Pygmalion*. The techniques of collecting data in this research are watching and understanding the plot and story. Retrieving the script from http://www.kkoworld.com/kitablar/BernardShaw_Secilmis_eserler_eng.pdf, read the script to find the utterances containing address terms uttered by the characters of *Pygmalion*, taking notes of the characters' utterances which were in accordance with the research question, and categorizing the raw data into the data sheet. Techniques of data analysis are analyzing the data collected from the dialogues in the play, classifying the data based on the research question and put into the data sheet, each datum which had been classified in the data sheet was analyzed based on the research question, the data were interpreted to answer the research question, and then the findings were concluded. To make sure the data are acceptable and valid to convince, trustworthiness is

employed through investigator triangulation process.

DISCUSSIONS

A. Types of of Address Terms

There are seven types of address terms found in the research. Each of them will be discussed as follows.

1. First Name (FN)

This type is used when people address others by using his/her first name. The use of First Name (FN) in daily conversation is affected by some functions and factors.

The Mother: You really are very helpless, **Freddy**. Go again; and don't come back until you have found a cab.

Freddy: I shall simply get soaked for nothing
(Datum 1)

The use of First Name (FN) takes place at Covent Garden. At the moment, the mother who is Mrs. Eynsford-Hills asks Freddy to find a cab. The mother addresses her son using First Name (FN). Freddy is the first name of Freddy Eynsford-Hills so it is considered as one of the types of address terms.

2. Title plus Last Name (TLN)

The use of this type is usually indicates equality or inequality between people. It also can be used to show respect toward the addressee.

Doolittle: [*at the door, uncertain which of the two gentlemen is his man*] **Professor Higgins?**

Higgins: Here. Good morning. Sit down.
(Datum 12)

The example of Title plus Last Name (TLN) takes place at Mr. Higgins' house. Alfred Doolittle comes to Mr. Higgins' house. He addresses Henry Higgins using Title plus Last Name (TLN). The word "Professor Higgins" consists of title and last name of Henry Higgins.

3. Title (T)

Every context may earns different use of type of address terms. The use of Title only is also used by people in conversation. It is the most formal form of address terms so addressing people by title indicates the least intimate relationship between the speaker and the addressee.

Mrs. Pearce: [*hesitating, vidently perplexed*] A young woman wants to see you, **sir**.

Higgins: A young woman! What does she want?
(Datum 5)

Mrs. Pearce tells Henry Higgins that there is a young woman came to see him. Mrs. Pearce addresses Henry Higgin using title only. "Sir" is classified as title.

4. Last Name (LN)

The asymmetric use of this type in daily conversation indicates inequality in power between the addressee and the speaker. The speaker is more superior than the addressee. People with higher status and more power will be addressed by Title plus Last Name while the inferior will receive Last Name (LN) alone. The use of mutual Last Name (LN) indicates that both speaker and the addressee has intimacy. It is greater than Title plus Last Name (TLN) but not as intimate as First Name.

Doolittle: Morning, Governor. [*He sits down magisterially*] I come about a very serious matter, Governor.

Higgins: [*to Pickering*] Brought up in Hounslow. Mother Welsh, I should think. [*Doolittle opens his mouth, amazed. Higgins continues*] What do you want, **Doolittle?**

(Datum 13)

The conversation in datum 13 takes place at Mr. Higgin's house. Alfred Doolittle come there to talk about a very serious matter with Higgins. Higgins answers by saying "what do you want, Doolittle?". "Doolittle" is classified as last name because his full name is Alfred Doolittle.

5. Special Nicknames (SN)

This type is used between a speaker and an addressee that has an intimate relationship such as between close friends or a member of a team. It also used within family circle.

Higgins: Mrs. Pearce? Oh, she's jolly glad to get so much taken off her hands; for before Eliza came, she had to have to find things and remind me of my appointments. But she's got some silly bee in her bonnet about Eliza. She keeps saying "You don't think, sir": doesn't she, **Pick?**

(Datum 31)

The conversation in datum 31 takes place at Mrs. Higgin's house. Mrs. Higgins give Henry a lot of questions about Eliza. She also asks him about how Mrs. Pearce get on her. Henry answers the question and addresses Hugh Pickering using special nicknames (SN). Chaika (1982) states that the example of Special Nicknames (SN) are

James turns into Jim and Patrick turns into Pat. Hugh Pickering is being addressed using special nicknames, Pick, by Henry Higgins.

6. Pet Name (PN)

This type is sometimes used by a couple who have their own nickname to the one they love, like *baby, dear, sweetie, honey, or sweetheart*.

Mrs. Higgins: I'm afraid you've spoiled that girl, Henry. But never mind, **dear**: I'll buy you the tie and gloves.

Higgins: [*sunnily*] Oh, don't bother. She'll buy em all right enough. Good-bye.

(Datum 55)

The conversation in datum 55 takes place at Mrs. Higgin's house. Mrs. Higgins wants to buy tie and gloves for her son. She addresses Henry Higgins uses "dear". It is classified as Pet Name (PN).

7. Kinship Term (KT)

This type is commonly used by people to address their family. *Mama, mother, grandpa, grandma, father*, etc are example of this type. This type are mostly occurs in a family circle.

Mrs. Higgins: Go home at once.

Higgins: [*kissing her*] I know, **mother**. I came on purpose.

(Datum 19)

The conversation in datum 19 is a conversation between Mrs. Higgins and Henry Higgins. It takes place at Mrs. Higgins' house. Mrs. Higgins asks him to go home once. He answers his mom by addressing her using Kinship Terms (KT). Mother is classified as kinship terms.

B. The Functions of Address Terms

According to Wardhaugh's theory, there are three types of address terms based on their functions. They are to show intimacy, to show power differential, and to show respect.

1. To show intimacy

The use of this kind of function is used to show intimacy. The use of First Name (FN), Pet Name (PN), Special Nicknames (SN), and Kinship Term (KT) indicates great intimacy. It means that between the speaker and the addressee have close relation.

Liza: I should like you to call me Eliza, now, if you would.

Pickering: Thank you. **Eliza**, of course.

(Datum 49)

As seen in datum 49, Hugh Pickering addresses Eliza Doolittle using first name. The use of First Name (FN) indicates familiarity and intimacy between the speaker and the addressee. It is probably means that Eliza feels or presuming that she and Pickering is close enough. The use of First Name in this dialogue means to show intimacy.

The conversation in datum 49 takes place at Mrs. Higgin's house. Eliza once asked Pickering to call her "Miss Doolittle". Miss Doolittle is classified as Title plus Last Name. The use of this type indicates unfamiliarity and inequality in power. By the time, in this dialogue Eliza asks Pickering to call her using first name, Eliza, which indicates familiarity and intimacy.

2. To show power differential

There are three functions of address terms which initiated the characters in using certain type of address terms. One of the function is to show power differential. The asymmetric use of address terms like Title only (T), Last Name (LN), and First Name (FN) indicates power differential.

Doolittle: Morning, Governor. [*He sits down magisterially*] I come about a very serious matter, Governor.

Higgins: [*to Pickering*] Brought up in Hounslow. Mother Welsh, I should think. [*Doolittle opens his mouth, amazed. Higgins continues*] What do you want, **Doolittle**?

(Datum 13)

The conversation in datum 13 takes place at Henry's house. Alfred comes there to talk to Henry Higgins then he answer by saying "What do you want, Doolittle?" "Doolittle" is Alfred's last name. The reason on why Henry Higgins addresses Alfred Doolittle using Last Name (LN) is to show that he is more superior than Alfred Doolittle. The asymmetric use of last name indicates unbalance power between the speaker and the addressee. The superior one will address the inferior uses last name alone.

3. To show respect

The last function of address terms is to show respect. This type is the most dominant functions used by the characters of *Pygmalion*. Types of address terms which functioned to show respect are Title only (T) and Title plus Last Name (TLN).

The parlour maid: [*at the door*] Mr. Henry, **mam**, is downstairs with Colonel Pickering.

Mrs. Higgins: Well, show them up.

(Datum 37)

Datum 37 shows a conversation between Mrs. Higgins and the parlor maid. The parlor maid who tells Mrs. Higgins that Mr. Henry and Colonel Pickering are downstairs, addresses Mrs. Higgins using title only (T). *Mam* is classified as title. As a parlor maid, the use of this type is the most suitable type she can use. This type used to show respect towards someone with higher status and power.

C. Social Factors of Address Terms

There are seven social factors that influence the speaker to choose certain types of address terms toward the addressee. They are Particular Occasion (PO), Rank of Other (RO), Age (A), Family Relationship (FR), Occupational Hierarchy (OH), Transactional Status (TS), and Degree of Intimacy (DI). All these types performed in this research. The example of each social factor that affect the characters in *Pygmalion* in choosing certain type of address terms are discussed as follows.

1. Particular Occasion (PO)

This factor is depending on where the speaker and the addressee speaks. People tend to address someone else differently in different place where they communicate. This social factors performed by the characters of *Pygmalion*. It is only emerged twice. It means that this social factor is rarely used the characters.

Pickering: How do you do, **Miss Doolittle**?

Liza: [*shaking hands with him*] **Colonel**

Pickering, is it not?

(Datum 24)

The conversation in datum 24 takes place at Mrs. Higgin's house. Hugh Pickering and Eliza Doolittle are attending small party there. It shows that both Hugh Pickering and Eliza Doolittle addresses each other using title plus last name (TLN). Hugh Pickering is usually address Eliza Doolittle uses first name. The context influenced them to use different types of address terms. The use of TLN is one of the ways to reach formality, politeness, and respect.

2. Rank of other (RO)

There are some factors that influence people in using certain types of address terms. One of them is Rank of other (RO). Some types of address terms which influenced by this social factor are First Name (FN), Title plus Last Name (TLN), and Last Name (LN). The asymmetric use of First Name (FN) and Last Name (LN) indicates inequality in power. A speaker who is superior than the addressee will address the addressee using First Name (FN) and Last Name (LN).

Meanwhile, the use of Title plus Last Name (TLN) used by inferior one to the superior.

The Mother: You really are very helpless, **Freddy**. Go again; and don't come back until you have found a cab.

Freddy: I shall simply get soaked for nothing.
(Datum 1)

As seen in datum 1, the mother, Mrs. Eynsord-Hill, address her son, Freddy Eynsford-Hills uses First Name (FN). This type has two functions, they are to show intimacy and to show power differential. To show power differential usually use by people who want to show their superiority. To determine which functions that the mother used, the context should be examined first. The use of First Name (FN) in this context is to show power differential rather than intimacy. The act of asking something by Mrs. Eynsford-Hills indicates that she try to assert some power by using First Name (FN) to address her son. So the social factor initiated Mrs. Eynsford-Hills to use this type is Rank of other (RO).

3. Age (A)

Age is one of the social factors that can affect people to choose certain types of address terms. Younger people usually address older people by Title plus Last Name (TLN).

Mrs. Higgins: The carriage is waiting, **Eliza**. Are you ready?

Liza: Quite. Is the Professor coming?

(Datum 53)

The conversation in datum 53 happens at Mrs. Higgin's house. Mrs. Higgins and Eliza Doolittle are going to Alfred Doolittle's wedding. Mrs. Higgins calls Eliza and tells that the carriage is waiting. She addresses Eliza Doolittle by first name (FN). Eliza is the first name of Eliza Doolittle. As an older one, Mrs. Higgins tends to address Eliza using First Name (FN). Age (A) is affected her to use such type of address terms.

4. Family Relationship (FR)

Family Relationship (FR) only affects a person who is having a conversation with his or her family members. The use of this type indicates a close relationship among the speaker and the addressee.

Pickering: Before I go, Eliza, do forgive him and come back to us.

Liza: I don't think papa would allow me. Would you, **dad**?

(Datum 50)

The conversation in datum 50 takes place at Mr. Higgin's house. Pickering apologizes to Eliza for what he and Henry Higgin did to her. He asks Eliza to come back to them. Eliza Doolittle asks her father and addresses Alfred Doolittle using Kinship Terms. Dad is classified as Kinship Terms (KT). Family relationship (FR) is one of social factors which initiated the speaker in using kinship terms (KT) to the addressee.

5. Occupational Hierarchy (OH)

The circumstance around the place where people work will determine the choice of address terms. Occupational hierarchy (OH) influences the way people address other people in their place of work. People who have a higher occupational status will be addressed by Title plus Last Name (TLN). On the other hand, the one who have lower status will be addressed by First Name (FN).

Mrs. Pearce: [*hesitating, vidently perplexed*] A young woman wants to see you, **sir**.

Higgins: A young woman! What does she want?

(Datum 5)

The social factor initiate her in using this type is occupational hierarchy (OH). She is a housekeeper at Mr. Higgin's house so she attempts to show some respect toward Mr. Higgins. The way she shows her respect is by addressing him using Title only.

6. Transactional Status (TS)

This social factor is determine the choice of address terms in communication. In society, someone's social status can be clearly seen through the use of address terms. Transactional status determine the use of certain types in communication.

The gentleman: I'm sorry, I haven't any change.

The flower girl: I can give you change, **Captain**.

(Datum 4)

The conversation in datum 4 takes place at Covent Garden. The flower girl who is Eliza Doolittle sells the flower to a gentleman. As a seller, she uses Title only (T) in order to respect the buyer. The social factor which makes the flower girl uses title only (T) is transactional status (TS).

7. Degree of Intimacy (DI)

The choice of types of address terms can be seen in the way people addresses others. All of type of address terms can be used to show intimacy between the speaker and the addressee. The use of First Name (FN), Special Nicknames (SN) and kinship terms (KT) indicates great

intimacy but the use of Pet Name (PN) produce greater intimacy than those types. The use of mutual Last Name (LN) also indicates familiarity and intimacy but not as intimate as First Name. The use Title plus Last Name (TLN) and Title only (T) indicates that both speaker and the addressee do not have intimacy at all. Those types can show how close are the relation between the speaker and the addressee.

The mother: [*to the gentleman*] Oh, **sir**, is there any sign of its stopping?

The gentleman: I'm afraid not. It started worse than ever about two minutes ago.

(Datum 3)

The conversation in datum 3 takes place at Mrs. Higgin's house. Mrs. Higgins gives Henry a lot of questions about Eliza. She also asks him about how Mrs. Pearce gets on her. Henry answers the question and addresses Hugh Pickering using special nicknames (SN). Hugh Pickering is being addressed using special nicknames, Pick, by Henry Higgins.

The use of Special Nicknames (SN) by Henry Higgins indicates a close intimacy between Henry Higgins and Hugh Pickering. In other words, the factor initiate him to address Hugh Pickering uses Special Nicknames (SN) is Degree of Intimacy.

CONCLUSIONS

1. Types of Address Terms

In terms of the types of address terms, all types of address terms proposed by Wardhaugh and Chaika are used in *Pygmalion*. The type of address terms which is mostly used by the characters of *Pygmalion* is First Name (FN). The massive use of First Name (FN) by the characters of *Pygmalion* is affected by the main character of the play. The main character of *Pygmalion* who is Eliza Doolittle mostly addresses using First Name (FN). The context also determine the choice of the type. The play which mostly takes place in a house, does not require people to use formal form of address terms. The use of First Name has two functions. They are to show intimacy and to show power differential.

2. Functions of Address Terms

In terms of the functions of address terms, the most dominant functions used by the characters of *Pygmalion* is to show respect (R). The second dominant functions performed by the characters is to show intimacy (I). Although the scene of *Pygmalion* mostly takes place at home, the context of conversation does not show intimate

relationship among the family members. Henry Higgins and Mrs. Higgins live at different houses. Both have a housekeeper, which creates their houses like a workplace environment. The last dominant functions initiate the characters of *Pygmalion* in using certain types of address terms is to show power differential (PD).

3. Social Factors of Address Terms

In terms of the social factors which affect the characters of *Pygmalion* in using address terms, all social factors are performed by the characters of *Pygmalion*. The most frequent factor affected the character of *Pygmalion* is degree of intimacy (DI). All types of address terms can be used to show intimacy. The differences between one and another is its degree. Each type of address terms has its own degree. But there is some consideration that people should pay attention at what types of address terms he/she will use. A place which requires formality will earn different types of address terms and it also influences the degree of intimacy between the speaker and the hearer.

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