

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In social interactions, address terms serve as societal tools for greetings. These terms encompass various forms of addressing individuals in speech or writing, such as words, phrases, names, titles, or their combinations. They serve as a means of social categorization, indicating individuals' membership in specific social groups (Yule, 2010). Address terms denote how individuals call or refer to one another, revealing unconscious aspects of their relationship or interest therein. Prior to initiating conversation, individuals often use address terms, with addressing someone by their first name being the most common practice. According to (Wardhaugh, 1986) there are six categories of address terms: first name, last name, title followed by last name, pet name, title only, and kinship. In summary, social interaction involves a variety of address terms reflecting the relationship dynamics between participants.

According to (Holmes, 2001) social factors play a crucial role in explaining the variations in language usage among individuals and why there isn't uniformity in speech patterns at all times. Holmes outlines four components associated with social variables, termed as social dimensions. These dimensions, as elucidated in his book "An Introduction to Sociolinguistics," include: firstly, the strength of social distance, which examines the level of familiarity between individuals. Secondly, the status dimension delves into the significance of relative social

standing in linguistic choices. Thirdly, the context dimension considers the influence of group dynamics or interpersonal relationships on language choices. Lastly, the referential and affective dimensions explore the objective information and emotional perception of an individual. Politeness, often construed simply as using "please" and "thank you," encompasses speaking appropriately to others based on their relationship to oneself (Holmes, 1992). Furthermore, individuals tend to adjust their greetings based on their understanding of the social and cultural norms within their linguistic community, especially when interacting with individuals from various social strata.

Acquiring knowledge of address terms extends beyond everyday experiences; it can also be gleaned from various literary sources such as novels, short stories, dramas, and films. The author of the present study examines address term usage through dialogues among characters in the movie "Avatar: The Way of Water." The consistent presence of address terms in these conversations serves as a reflection of real-life usage patterns. Moreover, as previously noted by Holmes, the use of address terms in the film also delineates the interpersonal relationships between characters. Thus, an analysis of the address terms employed by the main characters in "Avatar: The Way of Water" can offer insights into societal norms regarding address terms.

"Avatar: The Way of Water" serves as the highly awaited sequel to James Cameron's revolutionary film "Avatar," released in 2009. This installment, set in the enchanting realm of Pandora, follows the journey of Jake Sully, a former Marine rendered paralyzed, who adopts the role of an Avatar—a blend of human and Na'vi

genetics—to engage with the native Na'vi populace and their surroundings. Now fully assimilated into Na'vi society, Jake resides with Neytiri and their offspring. The narrative unfolds against the backdrop of a newfound threat to Pandora's fragile ecosystem, possibly originating from human intervention or external forces. Expectations for the sequel include an exploration of Pandora's enigmatic aspects, its diverse flora and fauna, and the interconnectedness of its inhabitants. During the writer's examination, various forms of address terms were identified in the dialogue between key characters. Preliminary observations suggest the presence of address terms conveying mockery, authority, affection, and frustration, potentially arising from interactions between individuals of differing genders, ages, and conversational contexts.

The aim of this research is to identify the varieties of address terms in "Avatar: The Way of Water." The data were collected from the dialogue within the film, with the author selecting instances containing address terms and organizing them by type. The anticipated outcome of this investigation is to contribute positively to both academic and practical domains. Furthermore, this study furnishes scholarly resources concerning English address terms and extends additional insights for prospective research endeavors on the topic. It is anticipated that this research will offer valuable insights to future scholars exploring address terms.

## 1.2 Limitation of the Problem

The types of address terms in a movie entitled *Avatar: The Way of Water* and what are the social factors that influence the use of address terms.

## 1.3 Research Questions

- 1) What are the types of address terms applied in a movie entitled *Avatar: The Way of Water*?
- 2) How do the social factors influence the use of address terms in *Avatar: The Way of Water* movie?

## 1.4 Objective of the Research

- 1) To describe the types of address terms in a movie entitled *Avatar: The Way of Water*.
- 2) To identify how social factors influence the use of address terms in *Avatar: The Way of Water* movie.

