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The Usage of Pronominal Address Terms in Spanish Drama Series Gran Hotel

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Abstract

This study attempted to explore the choice of address terms in Spanish drama series *Gran Hotel*, which closely mirrors social reality by illustrating interpersonal relationships in a range of contexts. The series take place in 1906 – 1907 in Spain, in aristocratic hotel located in a town called Cantaloa during the reign of King Alfonso XIII and is centred on the mysteries that involve the owner's family and the hotel servants. This research adopted a qualitative descriptive approach. The results revealed that the choice of address terms in the drama series is affected by the social factors such as to show intimacy, respect and affection. Furthermore, it was demonstrated that the context of interaction also plays an important role in choosing address terms. This study could facilitate the Spanish language learners to further understand the pattern and the usage of Spanish address terms in a range of contexts.

Keywords*:* Spanish Language, Nominal Address Terms, Sociolinguistic, Cultural Reflection.

Introduction

People use language in their everyday life to communicate with each other. They share their idea, thoughts and emotions with other people through communication by using language. According to Halliday (1985), language is a method of expressing meaning in context. Language used in a conversation does not carry the meaning of the words uttered alone. It includes other information such as the information of the speakers' background, their types of relationship and the particular settings of the conversation. These elements influence the speakers in selecting words to be used in conversation. Therefore, the use of address terms differs depending on the situation.

Address term is one of the words that are selected by the interlocutors accordingly in a conversation and it has been defined in various ways by many scholars over the past few years. Keshavarz (2001) defines address terms as linguistics forms used to address someone to draw his or her attention or to refer to the addressee during a conversation. Parkinson (1985) describes terms of address as words used to refer to addressee in a speech event that could be a very significant conveyors of social information. Whereas, Dai (2002) briefly

describes address term as words that are used to address other person either in speech or writing.

The pioneering study of Brown and Gilman (1960) has led to subsequent studies on the use of address terms. In recent years, address terms have been a prominent topic among scholars especially in the field of sociolinguistics as these linguistics forms could clearly demonstrate the relationship between language and society. A speaker could use different address term to indicate his or her feeling towards the interlocutor, either the feeling of affection, fondness or hatred. It could also be used in conversation to show power, to respect or to dishonour another person.

Brown and Gilman (1960) in their study focused on pronominal address terms and introduced the T/V pronoun distinction. The symbol T refers to informal pronoun whereas V refers to formal pronoun in the language. In Spanish, *tú* is considered as informal pronoun or familiar address term (T) and *usted* is considered as formal (V). *Tú* is used to refer to addressee of subordinate position which reflects familiarity and intimacy while *usted* is used to refer to addressee of superordinate position to show respect, and it is also used with non-intimate equals (Moyna, 2019).

Brown and Ford (1961) investigated nominal address terms of American English. They discovered that the most common terms of address used in American English are the first name which is used alternately by the interlocutors, and the title + last name which is used at the beginning pf acquaintances. They state that the two main influences in selecting address terms are status and intimacy between interlocutors. It was found that the differentiation of first name and title + last name in American English is correspondent to the T/V pronouns distinction of other languages. A few years later, this claim is reviewed as Brown's Invariant Norm of Address (1965). Brown's Invariant Norm of Address is stated to represent a culturally universal principle that the linguistic form used to an inferior in dyads of unequal status is used dyads of equal status among intimates, and that the linguistic form used to a superior in dyads of unequal status is used in dyads of equal status among strangers. This norm of address is affirmed by various languages including European and the non-European. Kroger et al. (1979) investigation reported that the usage of address terms by Chinese speakers provide verification for Brown's Invariant Norm of Address.

The present study examines the choice of Spanish 2nd person singular address term, which is also known as pronominal address terms, made by the characters in *Gran Hotel Season One*, a Spanish drama series. This study also analyses the social factors that influence the selection of the pronominal address terms. This drama series was selected as it contains many address forms used by the characters of different social rank.

Background and Research Objectives

According to Khalik (2014), people usually choose a particular address term to call their interlocutor when they communicate. In choosing appropriate address term, they have to consider some factors for instances the type of relationship, level of intimacy, social status, age and sex in addressing the interlocutor. The general concern is in the usage of appropriate language in intercultural interaction which is inevitable in this era of globalization. In fact, this type of interaction is obligatory for some individuals such as students studying abroad, employees in international assignment or tourist traveling overseas. Consequently, intercultural communication competence is becoming crucial for people in culturally diverse environments (Esber, 2001). Drummond (2016) clarifies that the usage of appropriate address terms is the key to successful intercultural conversation. A mastery of address terms is

fundamental in order to grasp the insight of social concepts and human relationship (Yang, 2010). Apart from having an adequate knowledge of the rules, speakers need to consider other relevant factors in selecting address terms.

Nevertheless, the appropriate usage of these terms is complex and varied across languages and cultures. As in Spanish, the acceptable uses of *tú* and *usted* are complicated and inconsistent. Drummond (2014) also clarifies that the basic rules taught to the Spanish language learners are often simplified and do not reflect the actual usage. They learn from outdated grammar books that omit the semantic functions of this pronominal address terms and do not demonstrate the actual usage precisely (Marin, 1972). Moreover, Jaramillo (1996) states that the clarification provided in grammar books are occasionally contradictory. As a consequence, the Spanish language learners especially those who learn it as a second or foreign language tend to make mistakes in using *tú* and *usted* which is could lead to misunderstanding in communication.

In response to this matter, this study attempts to explore the usage of Spanish pronominal address terms *tú* and *usted* and to determine the social factors that regulate the selection of these terms. In this way, the present study pursues to contribute to the gap of knowledge in this particular issue.

Previous Studies Related to The Spanish Address Terms

Scholars in the field of sociolinguistics have long been interested in scrutinizing the use of address terms in different social experiences such as academics or educational context (Afful, 2006), religion (Wharry, 2003), politics (Bull and Fetzer, 2006), media (Clayman, 2010), and interpersonal relationships (Mansor, 2019). Concisely, address terms refer to words or expressions used by interlocutors in conversation which could demonstrate their types of relationships, signal the social status or position and also illustrate the context of particular conversations. Address terms carry out a significant part in interpersonal communication as these terms are the primary information transmitted from the speaker to the hearer.

There are several reasons of using address terms. On the surface, terms of address are used to draw someone's attention. As an illustration, a mother calls her daughter who is watching television in the living room by using first name to get her attention and then followed by an invitation for dinner. Besides, their usage also serves as indicators of politeness. Widarwati (2016) in her study describes address terms as linguistic politeness markers employed in order to construct polite utterance. For example, when a waiter addressed a customer by using title such as *sir* o *madam*, it indicates that the waiter is being polite towards the customer to ensure customers satisfactions.

Apart from that, address terms also carry significant information about the interlocutors including their age, gender, social status, type of relationships as well as the context of their conversation (Yang, 2010).

Esmae'li (2011) posits that the utilization of different types of address terms by speaker is intended to convey their feeling of solidarity and familiarity, respect and closeness of relationship towards the hearer. As an instance, address terms used between spouses might not be equal as those used among co-workers or strangers (Mansor, 2018). It is proven in the study of Brown and Ford (1961) conducted to examine address in American English. These scholars found that in symmetrical relationship, distant address terms are employed at the beginning of acquaintances while intimate address terms are employed as the relationship develop into a closer one.

Furthermore, different types of address terms are selected in accordance with the social situations (Brown and Yule, 1989). For example, in a casual setting such as at home, a wife might call her husband by using PN such as *honey*, *darling* or *sweetie* when no one else is present. Whereas when attending a birthday party with the presence of friends, she might call his husband by his first name such as *Daniel* or sometimes his nickname like *Danny*. This explanation is in line with the study carried out by Mansor (2019) about address terms used by Malay women from different social status to address their spouses in the present society of Malaysia. The study scrutinized the different patterns of address terms used in three specific contexts; when they are alone, in the presence of others and in the formal setting namely workplaces and meetings. The findings suggested that among Malay women in the upper-middle class, the preferred address terms for their husbands in the English second person singular 'you'. This choice is clearly influenced by the prestige received by the English language in Malaysia. Other than that, the terms of endearment also become the second opted terms of address in addressing the significant others among women in the upper-middle class. Meanwhile, the majority of the participants stratified in middle and lower-middle classes revealed a preference for using kinship terms.

Finegan (2015) claims that individuals are addressed in multiple ways according to the circumstances. In hospital, a male surgeon is addressed by his patient as *Doctor*, receives title plus last name from his junior residents, though his close acquaintances use first name or nickname when having a conversation with him.

Methodology

In this study, the data were collected from Gran Hotel Season One, a Spanish drama series which closely mirrors social reality by illustrating interpersonal relationships in various contexts. The characters in this drama used colloquial Spanish language with a realistic fiction genre that depicts natural everyday life of Spanish society. The series aired with 3 seasons with 9 episodes for each season. However, for this study only two out of nine episodes are used to gather the data.

All pronominal address terms *tú* (T) and *usted* (V) used by the characters in the first two episodes of this drama series are listed together with the context of the interaction which includes the interlocutor's relationship, their personal information such as gender and status, and the settings of the interaction. In this drama, Spanish pronominal address terms *tú* and *usted* are used between family members, friends, employees, strangers and others. the settings include formal and informal situations such as at home, workplace, public space and many more.

This study follows the format established by Kroger et al. (1984). Based on Brown's Invariant Norm of Address, Kroger divided interpersonal relationships into six categories according to equality and intimacy. There are:

1. unequal intimate dyads: self-superordinate
2. unequal intimate dyads: self-subordinate
3. unequal non-intimate dyads: self-superordinate
4. unequal non-intimate dyads: self-subordinate
5. equal intimate dyads
6. equal non-intimate dyads

In this present study, the six dyadic categories are as illustrated in the following tables 1 – 6 and the address forms used by the characters in the selected episodes are noted with further

descriptions denoting the context or location where the interaction occurred, and other important information such as the motivation of the speaker.

Findings and Discussion

The terms of address used in the movies are grouped under the six dyadic categories identified in the following six tables. The table includes the information of relationship between the interlocutors, the addresser and addressee, pronominal address terms used by the interlocutors and description of the context in which the term of address is used, including when the term of address is used, where the speech event occurs, and other situational information. The six tables illustrate the forms of address used between each category of dyads.

Table1. Pronominal address terms used in the equal and intimate dyad

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Friend	Cristina/Andres	T	When Cristina asks for a favour from Andres, her male friend, she uses the T form. They are friends and work in the same hotel.
	Andres/Julio	T	Andres addresses Julio, his roommate by using T form.
Affianced	Diego/Alicia	T	Diego address his fiancée by using the T form. They are about the same age.
	Alicia/Diego	T	Alicia also uses the same form to refer to Diego.
Spouse	Sofía/Alfredo	T	Sofía refers to her husband by using the T form.
	Alfredo/Sofía	T	Alfredo as well uses the T form to address his wife.

Table 1 depicts the address terms used by the characters in the drama series which falls into the equal intimate dyad. These include relationship between friends, fiancées and partners. It is found that *tú* is a dominant pronominal address term used between the equal and intimate dyad. A strong solidarity relationship among each other also influences the choice of T among speakers. For instance, Cristina uses this term of address to call her friend, Andres who works in the same hotel. They are both of the same age and same work hierarchy. Also, Andres uses the same term to address his male friend, Julio. Julio works at the same place with Andres and there are roommates. The factors such as same age, similar position in workplace and close relationship determine these speakers are solidary enough to use mutual

T. Thus, frequent contact between the speakers also produced the symmetrical or reciprocal T of solidarity among them. On the other hand, as demonstrated, gender does not play an important role in the choice of address terms as *tú* is used for male and female on this regard. Besides, Diego and Alicia who are fiancées address each other by using the term *tú* and same goes to Alfredo and Sofía who are husband and wife. The use of pronominal address *tú* between both genders in Spanish reflects equality, to show a sense of decency, affection, intimacy and friendliness of their culture (Toapanta, 2017).

Table 2. Pronominal address terms used in the equal and non-intimate dyad

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Strangers	Passenger in a train/Julio	T	Julio sits beside an old lady in a train to Cantaloa. The lady starts a conversation and refers to Julio using the T form of address.
	Andres/Julio	T	Andres refers to Julio by using the T form even when they just got to know each other. Both are male and in their twenties.
	Julio/Andres	T	Julio also uses the same form to refer to Andres.
	Belen/Julio	T	Belen, one of the maids of the hotel uses the T form to refer to Julio when they meet for the first time. They are about the same.
	Julio/Belen	T	Julio also uses the same form to refer to Belen.
Ticket collector and passenger	Julio/Ticket collector	V	Julio refers to the ticket collector using the V form when asking about the period of the journey to Cantaloa.
	Ticket collector/Julio	V	The ticket collector also use the V form to answer Julio's question.
Co-workers	Co-worker/Andres	T	A co-worker uses the T form to address Andres. They are both waiters and about the same age.

Relationship	Addresser/Addressee	Pronominal address term	Description of the context

Table 2 shows terms of address used in the equal and non-intimate dyad. In this dyad, both pronominal address T and V are used by the characters in the drama. It demonstrates the effect of some factors on the selection of address terms. For example, Andres uses T to refer to Julio when they first meet each other. Julio also uses the same term T to refer to Andres. They are about the same age. In this case, age is an important factor in selecting address term. Gender is not an important factor in this situation as the same term is used between Belen and Julio. The reciprocal forms of address between speakers in this context explains that the young generation seems more eager to establish solidarity relationship with others.
Meanwhile, Julio refers to a train ticket collector by using the V form when he is asking about the period of the journey to Cantaloa. In this case, the setting of the situation and the age play a significant role in the choice of address terms. The ticket collector is older than Julio, and at the same time, he is doing his job in his workplace which makes the situation become more formal. Therefore, the formal form of address is used between Julio and the ticket collector. This situation explains the greater the distance between two speakers, the greater the probability that at least one of the speakers will use V. By using the V to the ticket collector also shows that the speaker understands the language, social and cultural values of his society.

Table 3. pronominal address terms used in the unequal and intimate dyad (subordinate to superordinate)

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Employee and employer's family	Angela/Alicia	V	Angela addresses Alicia by using the V form. Angela is older than Alicia, her employer's daughter. They have known each other since Alicia was a kid. They have a good relationship.
Family members	Children/Mother	V	Alicia and Sofía are sisters. Both of them use the V form to address their mother, Doña Teresa. Javier is the only son of Doña Teresa. Like his sisters Alicia and Sofía, he also addresses his mother with the V form.
	Alfredo/Doña Teresa	V	Alfredo is Doña Teresa's son in-law. In their conversation, Alfredo uses the V form in

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
			addressing his mother in-law regardless the context/setting where the conversations occurred.
	Sister/Brother/Brother in-law	T	The T form is used among siblings. Besides, Alicia uses T form when she is addressing her brother in-law, Alfredo.

Table 3 shows terms of address used in the unequal and intimate dyad. In this category, both pronominal terms are used between interlocutors. The first relationship is between an employee and employer's family. Angela calls Alicia, her employer's daughter by using the V form although they have known each other since Alicia was a child. The fact that Alicia is younger than Angela does not count in this case, because apparently, power plays an important role here as Alicia is the daughter of Angela's employer and it puts Alicia in a higher position.

On the other hand, the use of address terms varies between family members. Alicia, Sofía and Javier call their mother by using V form. The same goes to alfredo who is Doña Teresa's son in-law. This situation explains that within families the divisions in usage of address terms appeared to follow generational lines. Family member of a younger generation than the hearer was always use the V form when in addressing their peers. The use of V in this context shows the respect between the speakers towards the hearer. Meanwhile, the T form is used between siblings and it indicates the closeness and intimacy among them.

Table 4. Pronominal address terms used in the unequal and intimate dyad (superordinate to subordinate)

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Family member	Mother/Children	T	Alicia and Sofía are sisters. Both of them use the V form to address their mother, Doña Teresa.

Table 4 lists the term of address in the unequal an intimate dyad. Doña Teresa addresses all her children from eldest to youngest by using the T form. She also uses the same form to address her son in-law, Alfredo. Again, power plays a significant role in selecting the terms of address.

Table 5. Pronominal address terms used in the unequal and non-intimate dyad (subordinate to superordinate)

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Employee and employer	Cristina/Doña Teresa	V	Cristina refers to her employee, Doña Teresa by using the V form of address.
Colleagues	Housekeeper/Manager	V	Angela uses the V form when she asks Diego if he need help. Diego is the manager of the hotel she works in. Angela is elder than Diego.
Friend (not well known)	Julio/Ludivina	V	Julio starts a conversation with Ludivina who is in her seventies by using the V form.

Table 5 shows pronominal address terms used in the unequal and non-intimate dyad. As can be seen, only the V form is used between the character in the drama for this dyad. For instances, Cristina refers to Doña Teresa who is her employer by using V form. This is because she is inferior to Doña Teresa. Angela also uses the same V form to Diego, her manager although Diego is younger than her. In this case, power influences them to select the V form as an address term. On the contrary, age influences Julio to uses the V form to address Ludivina, who is elder than him. Julio and Ludivina are friends but they are not very close.

Table 6. Pronominal address terms used in the unequal and non-intimate dyad (superordinate to subordinate)

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Colleagues	The head of the maid/Maid	T	Angela uses the T form to refer to Cristina when she is giving orders at her work.
	The head of the waiter/Waiter	V	Don Benjamin is the head of the waiter and he is in his sixties which is older than Andres. Don Benjamin uses the V form to refer to Andres in the workplace.
Employer and employee	Doña Teresa/Cristina	T	Doña Teresa is the owner of the hotel where Cristina works. Doña Teresa uses the T form when she speaks to Cristina.

Relationship	Addresser/Addressee	Pronominal address term	Description of the context
Friend (not well known)	Ludivina/Julio	V	Ludivina refers to Julio, a young man whom she just met with the V form. Julio is much younger than her.

Table 6 demonstrate the use of pronominal address terms in the unequal and non-intimate dyad. Angela who is the head of the maid calls her subordinate, Cristina by using T form. Doña Teresa also calls Cristina who is her employer by using the same form. Meanwhile, Don Benjamin who is the head of the waiter refers to his subordinate, Andres by using V form. Ludivina also refers to Julio by using V form although Julio is younger than her. In this case, intimacy plays a significant role in the choice of address terms.

Conclusion

The findings indicate that 'tú' is a dominant pronominal address terms used between the equal and intimate dyad. The choice of T among speakers in this category influenced by several sociolinguistic factors such as age, similar position in workplace and their close relationship. meanwhile, in the equal and non-intimate dyad, the use of T is more preferably among the speakers. In the unequal and intimate dyad, for instance among family members, the younger generation than the hearer was always use the V form when addressing their peers. The use of V in this context shows the respect between the speakers towards the hearer. On the other hand, the T form is used between siblings and it indicates the closeness and intimacy among them. In the unequal and non-intimate dyad, the use of V is significant due to the greater distance among the speakers.

In conclusion, the results of this study demonstrate that the context of interaction also plays a role in determining the selection of Spanish pronominal terms of address, aside from the interpersonal relationships of the interlocutors. Many factors do contribute in selection of address terms for example the place, time of interaction, social hierarchy, and also the motivation of the speakers. consequently, the selection of address terms must be made by considering all these elements as one's use of address terms are influence by the social context.

In language learning especially for second or foreign language learning, it is inadequate to teach students only the grammar rules of the language. Alternatively, educators need to teach the sociolinguistics rules to their students and ensure the students' ability to use language appropriately and accurately. It is clear that the study of address terms, including the factors and the reason that influenced the choice of a particular term in addressing someone can be an authentic material to be taught to the students. By implying the findings of this study in the teaching and learning process, the students can understand the kinds of addressing terms and when it can be used in its actual setting.

In terms of the limitations, since only one drama series are examined to collect the data in this study, it can be argued that more forms of address are actually used in daily life. However, this study does not pretend to be exhaustive, it is an attempt to provide another method in examining the usage of terms of address in communication. An expansive cross-cultural investigation from real life situations among different people is expected in the future.

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