A DESCRIPTIVE STUDY ON THE USE OF AMERICAN-ENGLISH ADDRESS TERMS IN THE MOVIE ENTITLED “BLOOD DIAMOND”,
A SOCIOLINGUISTICS APPROACH

RESEARCH PAPER

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CHAPTER I
INTRODUCTION

A. Background of the Study

As a member of society, people have their own behavior toward language and language choice. Language choices convey information about the social relationship among people in a society, and it reflects certain norms of language. People usually use the most appropriate language choice in accordance with the person they are talking to, the topic of discussion and the setting of the communication takes place. It can be seen that language and society may influence each other. Society can not be created until a group of people has some common values.

Language and society are integrated that it is impossible to understand one without the other. This relationship makes a language has important function for society, such as to create and to keep the relationship among the others, and to find out someone’s background, like social status, and level of education and occupation. The science which studies the relationship between language and society is sociolinguistics.

Sociolinguistics is classified into different type of linguistics variation used to express and reflect social factor. Certain social factors have been relevant in accounting for the participant, the social setting and the function of the interaction. Who is talking to whom (e.g. teacher to the learner, director to
the employer) is also generally a relevant factor the aim or the purpose of the interaction (social and informative) may be important (Holmes, 1992:8).

The approach to the sociolinguistics of language in which the use of language in general is related to social and culture values is called ethnography of communication. It is concerned with the situation, the use, the patterns, and functions of speaking as an activity in its own right. A central concept of ethnography of communication is speech community. As an aid to organizing the information in ethnographic research, Dell Hymes suggested eight groups of components called SPEAKING. The components are the situation, participants, ends, act sequence, key, instruments, norms and genres.

The most obvious points where social factors influence language is in the selection of address terms. Addressing someone before starting conversation is generally done by many people. Calling someone’s name is the most common way of addressing. The way of addressing someone depends on the particular situation. In addressing someone, Wardaugh (2000:264) implies that the person must consider about the classification of address terms, such as; addressing using name, addressing of closing relationship, intimate term, addressing of kinship term, addressing of respectful term, even addressing of mockeries.

The way people address is not a matter of summonses. Fasold (1993:3) clearly describes the distinction between address terms from summonses. Address terms are used when a speaker already has the listener’s attention: summonses are used to get their attention. There are numbers of consideration,
which are lying down addressing terms when people call someone. People often have different names for someone when they are addressing them directly, as opposed when they are referring to them in different context. Social class, age, sex, profession, marital status, politeness and other related aspect are the kind of basic rules of address system.

American, as the English speaking societies, applies the style of speech in their daily communication that is in addressing. In addressing, the speaker usually use address terms to call each other during the conversation. The speaker also uses different style in addressing someone. The address terms that are recognized are title (for example:”Mr.”,”Mrs.”, “Miss”, etc), title plus last name (for example: “Mr. John”, “Mrs. Maria”, etc), first name (for example: “David”, “Jason”, etc), and sometimes multiple names, they can be a nickname (for example “Bob”, “Jim”, etc).

Having deep understanding about address rules of certain language is not an easy matter. Wardaugh (1993:253) confirms that the actual rules of address in a society are as complex as the society itself. Someone may address the same person in different ways. It is due to social context.

Wardaugh (2000:267) states that one consequence is that choosing the right terms of address to use, in a hierarchical society may not always be easy.

Based on the definitions above, the writer shows the real example of address terms in Blood Diamond movie manuscript.
EXT. HIGH COMMISSION FOR REFUGEES OFFICE- DAY

An Abandoned School. Man, woman with babies swaddled in tribal cloth. They are impatient. Unruly. Solomon sees the line snaking around the block. He walks usually toward the front, acting as if he knows someone.

SOLOMON: Hello, my brother. How’s de Body?

REFUGEE: Do I know you?

In the conversation above, the speaker showing intimacy address “my brother” to show their relation as a close relation. Solomon does not know who the name of the interlocutor is. So, he addresses him by brother.

Based on the phenomenon above, the writer is interested in conducting a research dealing with the kind of address forms used in action movie entitled “A DESCRIPTIVE STUDY ON THE USE OF AMERICAN-ENGLISH ADDRESS TERMS IN THE MOVIE ENTITLED “BLOOD DIAMOND”, A SOCIOLINGUISTICS APPROACH”.

B. Previous Study

Endang Nurnaningsih (2005) has conducted a research entitled “An Analysis of Address Terms Used in Aristocratic Movie Manuscript, a Sociolinguistics Study”. She employs the following theories such as the notion of address system, Sociolinguistics, Speaking Theory, Honorific and also T-V principles in order to solve the problem statements.
Furthermore, Esti Endarti Nugroho (2006) in her research entitled “A Socio-Pragmatics Analysis of Love Expressions in Drama Movies” analyzes the expression to show love which have linguistics realization and utter by a couple of people who have romantics “relationship” based on linguistics forms, the speaker’s intension and the reason of using love expression in some drama movie manuscripts. The data of this study are taken from the expression in drama movies. They are *A Cinderella Story, the Price and Me, Pretty Woman, Shakespeare in Love and Titanic*. In collecting the data, the writer uses document method by reading, selecting, and recording love expression in drama movie and finds out the inside meaning in the sign of love expressions. She analyzes the linguistics forms of the expression to show love, the speaker’s intention in showing love expression by using Speech Act Theory and the reasons of expression to show love by applying Dell Hymes’ SPEAKING Theory.

It is clear that from the researcher above, the address form in action film entitled “Blood Diamond” has not yet been conducted. So, the writer is eager to complete the available related research.

C. Problem of the Study

Based on the background of the study, the writer tries to raise the research questions dealing with American-English address terms as follows:

1. What are the variations of address terms used in the movie entitled “Blood Diamond”.

2. What are the communicative functions of address terms used in the movie entitled “Blood Diamond”.

3. What are the reasons of using each variation of address terms used in the movie entitled “Blood Diamond”.

**D. Objectives of the Study**

Based on the problem statement mentioned above, the writer has the following objectives as follows:

1. To clarify the variations of address terms used in the movie entitled “Blood Diamond”.
2. To clarify the communicative functions of address terms used in the movie entitled “Blood Diamond”.
3. To find out the reasons of using address terms used in the movie entitled “Blood Diamond”.

**E. Limitation of the Study**

In conducting the research, the writer limits the problems that are going to be discussed. This research only deal with the American-English address terms used in action movie entitled “Blood Diamond”. Thus, the writer describes the communicative functions of address terms and also the reasons of employing such address terms. Here, the writer applies the following theories such as Notions of Address Terms, Social Dimension of Communication, Dell Hyme’s Ethnography of Communication, and Key
Terms Used in Movie Manuscript. This limitation is done to make easier in study.

F. Benefits of the Study

The writer expects that this research gives much contribution for academic field and practical field.

1. Theoretical Benefits
   a. To enable the students to understand sociolinguistics study particularly the language style used in address terms.
   b. To give more information for further researches dealing with the address terms.

2. Practical Benefits
   a. To give more contribution on the enlargement to the American-English address terms catalogue to the readers that people may utters it in many ways.
   b. The society who likes watching movie, this research can help them realize that the address terms have social function and also help their understanding deeper about address types used in conversations, especially the conversations in American-English movies that tell the audience about certain social life.
G. Research Paper Organization

The research paper organization is given in order to make the reader easier to understand the content of the study. In order to have guidance for the reader in reading the whole context, this research paper is organized as follows:

Chapter I is Introduction, which consists of background of the study, previous study, problem statements, objectives of the study, limitation of the study, research benefits, and research paper organization.

Chapter II is Underlying Theory. This chapter involves some theories related to the topic. Those theories are The Notions of Address Terms, Social Dimension of Communication, Dell Hyme’s Ethnography of Communication, and Key Terms Used in Movie Manuscript.

Chapter III is Research Method. This chapter deals with the research method covering types of research, data and source of data, method of collecting data, and technique of data analysis.

Chapter IV is Research Result and Discussion. This chapter involves data analysis, research finding and discussion deals with variation of address terms, communicative function of address terms and the reasons of employing the address terms.

Chapter V presents Conclusion and Suggestion. The researcher will draw some conclusions and suggestions taken from the result of the study.