

An Analysis of Address Terms Received by Queen Elizabeth in The Prince Animated Series

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Article History: Received on 10 January 2023, Revised on 22 February 2023

Published on 30 March 2023

Abstract: This study investigates address terms received by Queen Elizabeth in animated series entitled *The Prince*. It classifies address terms into seven types, namely first name, title plus last name, title only, last name, special nickname, pet name, and kinship term. It also identifies the social factors behind the use of certain address terms. Those factors are particular occasion, social status, gender, age, family relationship, occupational hierarchy, race, and degree of intimacy. The data were taken from the subtitles of this animated series. The results show that the most frequently used address terms were kinship terms with 37 (49%) occurrences. However, Queen Elizabeth in this animated series never received a first name, title plus last name, and last name as address terms. Addressing the queen in the series was mainly influenced by the gender of the addressee, familial ties, and the degree of intimacy between the addressers and the addressee. On the other hand, the address terms were never influenced by factors such as race, transactional status, occupational hierarchy, and age. The findings suggest that Queen Elizabeth received address terms that were mostly gender-specific and intimate. The majority of address terms that Queen Elizabeth received in this series came from her family members, while small minority of them were uttered by the servants and other characters who were not her family members.

Keywords: Animated Series, Address Terms, Sociolinguistics

A. Introduction

Communication that people conduct with each other in their daily life is done by using language. Language is the most fundamental means of communication, that it serves a function to express an idea, concepts, and thoughts (Harttman & Stork, 1972). Moreover, according to Hornby (2000), language is the system of communication in speech and writing, used by people of a particular country as the way of expressing ideas and feeling through movement, symbol, and sound.

Language as a means of communication can be studied in many ways, like observing real life conversations. Consequently, conversations that do not happen in real life,

whether in written form or spoken one, like in movie or television series, are also observable. Movie, also known as film, is a type of visual communication using moving pictures and sound to tell stories. The conversations in a movie are presented by the actors, reciting the dialogues written in the script (Febriani et al., 2019). Going by that definition, series can simply be defined as another form of movie, only that it is presented through multiple episodes.

On one hand, watching a movie and series is an entertaining way of learning other languages. On the other hand, movie and series are proverbial gold mine for linguists and researchers alike, especially in the field of sociolinguistics. According to Chaika (1982), sociolinguistics is the study of ways people use language in social interaction. Also, sociolinguistics is a discipline that makes a link between sociology and linguistics. One of the topics within sociolinguistics that the researcher wants to discuss, one that relates to what the researcher has alluded so far, is the topic of address terms.

Trudgill (2003) states that address forms are words or phrases used to address other people in conversation, meeting, letter, etc. They may include pronouns, titles, names, endearments, etc. In its practice, Wardhaugh (2006) implies that address terms can be in the form of title, first name, last name, nickname, or the combination of those forms. In addressing, the choice of address terms used for other depends both on the knowledge of exactly who that other is and on the circumstances.

The study of address terms has always been a popular topic within sociolinguistics. Based on the explanation above, the researcher is interested to conduct a sociolinguistics analysis into conversations that take place within a video-based entertainment media. To be more precise, the researcher will analyze address terms that are used in conversations throughout an animated television series parodying England's royal family entitled *The Prince*. The researcher chooses this series because the characters of this series, such as Prince George, Queen Elizabeth, Prince William, and the servants of Buckingham Palace among many others, use various address terms in several communicative situations. Released in 2021, this animated series was created by Gary Janetti for HBO Max, a platform of streaming service that is quite popular.

It needs to be underlined that out of every occurrence of address terms usage throughout this series, only those received by Queen Elizabeth will be the focus. In this research, the researcher focuses on discussing what form those address terms are in, as well as the circumstances that said address terms depend on.

B. Literature Review

We took some previous research as consideration and inspiration for conducting this research. The first research is written by Naeni (2011), entitled "The Sociolinguistics Analysis of Politeness in Addressing Terms Used in "Final Destination 2" Movie Manuscript." The aims of that research are to describe the variations of addressing terms, the reasons of the use of addressing terms, and politeness pattern of addressing terms employed by the characters in the movie. The finding of that research shows that there are five variations of addressing terms such as addressing terms using name, kinship, intimacy, respect, and mockery. Those kinds of addressing terms have some reasons of employing them such as to show intimacy, power/authority, respect, politeness, and anger/dislike. Politeness pattern of addressing terms used in movie manuscript not only used Mutual/Symmetrical Tu but also Mutual/Symmetrical Vous and, Asymmetrical Tu and Vous. Asymmetrical Tu and Vous is still divided into two forms: Giving Vous_Receiving Tu and Giving Tu_Receiving Vous.

The second previous research that inspired researcher is conducted by Rakhman (2014), entitled "Terms of Address Used by Students of English Courses in Kampong Inggris Pare-Kediri." This research found several things. First, the common address terms used by the students of English courses in Kampong Inggris Pare - Kediri are first name, last name, titles, title plus first name, title plus last name, kinship term, nickname or pet name, and endearment term. Second, the social factors which influence the choice are sex, familiarity, status, age, relationship, and situation (formal and informal). Third, the addressees' assumptions about the address terms are considered as polite, familiar, and terms which are used to show great intimacy.

The third is research by Syahidawati (2020) whose research aimed at analyzing *Aisyah: Biarkan Kami Bersaudara* movie to find out the type of addressing term used in that movie. Five addressing terms are found, namely the addressing term using name, addressing term using kinship name, addressing term using intimacy name, addressing term using respect name, and addressing term using mockery name. The most commonly used term is addressing term using name.

The fourth is research by Dewi (2021) whose research aimed to identify the types of noun form of address and describing the function of noun form of address applied in *21 Jump Street* movie. Five types of noun form of address namely names term (first name, last name and nickname), kinship term, title, occupational term, terms of endearment were identified. That research did not find any data related to the abstract noun because the movie did not have any scenes which describe the abstract quality of the addressee, such as in the kingdom or court. Moreover, the function of showing solidarity occurs the most in the movie.

In communication, people use language to define their relationship, to identify them as part of a social group, and to establish the kind of speech event they are in. This is clearly highlighted in the use of address terms. Address terms are the words speakers use to designate the person they are talking to while they are talking to them. Every society has its own way in conducting communication, especially in the way its member addresses others. There are several types of address terms. Wardaugh (2006) implies that address terms include first name (FN), title plus last name (TLN), title alone (T), last name (LN), special nickname (SN), pet name (PN), and kinship term (KT).

1. First Name (FN) is used to address other people by his/her first name. Wardhaugh (2006) states that the first name covers generic titles like "Mack," "Buddy," "Jack," or "Mate." According to Wardhaugh (2006), the use of first name in communication indicates equality, familiarity, intimacy, and at the same time it also shows an effort to assert some power to other people.
2. Title plus Last Name (TLN) indicates social distance and unfamiliarity between the speaker and the addressee.
3. Title only (T) means that a speaker addresses his/her interlocutor only by his/her title, such as "Professor" or "Doctor." According to Wardhaugh (2006), the use of title only in addressing other people indicates the least intimate relationship.
4. Last Name (LN) shows asymmetric power between the speaker and the addressee. The inferior will receive their last name alone while the superior will be addressed by their title plus last name.
5. Special Nickname (SN) is used in communication by the speaker and the addressee that has an intimate relationship, such as between close friends. The example of special nicknames is "Charles" turns into "Charlie," "James" turns into "Jim," "Daniel" turns into "Dan," and "Patrick" turns into "Pat."
6. Pet Name (PN) indicates higher level of intimacy compared to the use of first name in addressing other people. The examples of pet name are "Honey" and "Sweetheart."
7. Kinship Term (KT) is both age orientated and related to generation. The examples of kinship term are "Father," "Mother," "Aunt," etc.

When addressing someone, there are some social factors affecting the choice (Wardaugh, 2006). Those social factors are particular occasion (PO), social status or rank of the other (SS), gender (G), age (A), family relationship (FR), occupational hierarchy (OH), transactional status (TS), race (R), and degree of intimacy (DI).

1. Particular Occasion: People tend to address a certain person differently in different place where they communicate. In formal occasion, people are demanded to respect other people overriding social status.
2. Social Status: This factor indicates inequality in power between the speaker and the addressee. The superior will receive title with last name when they are addressed, while the inferior will receive first name.

3. Gender: Gender in a certain society also affects the choice of the address terms. Wardaugh (2006) adds that different societies classify the choice of the address terms differently. In Java, a wife will address her husband with “mas” which means elder brother, and she will get her first name, a nickname, or “dhik” which means younger ones.
4. Age: a determinant factor in the use of address terms. An older person usually prefers being addressed by using title with last name especially when they are addressed by younger person. In the other hand, when a younger person is the boss of an older one, age often wins out.
5. Family Relationship: The change of age and family relationship influences the choice of address terms.
6. Occupational Hierarchy: People who have higher occupational status will receive title with last name when they are addressed by the people who have lower occupational status. In the other hand, people who have lower occupational status will receive first name when they are being addressed.
7. Transactional Status: Transactional status is evident in a relationship like between a doctor with a patient or a priest with a penitent. This kind of relationship can indicate inequal power which presents in a certain institution.
8. Race: In a certain society, race determines people in the way they choose certain type of address term. Wardaugh (2006) states that in southern states of the United States, Black people will be addressed by his/her first name in a situation where it actually requires titles.
9. Degree of Intimacy: The last factor that can influence people in addressing other people is degree of intimacy. The intimate relationship among people can be seen in the way they use certain types of address terms. Wardaugh (2006) states that the use of first name and pet name can be used to show intimacy. The use of first name and pet name are usually used in informal situation which can produce greater intimacy.

C. Methods

The data of this research were utterances containing address terms for Queen Elizabeth in *The Prince* animated series. The data of this research were taken from the dialogues of the series. The subtitles of the series were chosen as the main data source. The series is comprised of twelve episodes. In order to collect the data, an observation was conducted by watching all the episodes to identify the address terms and their use in context to understand their types and influencing factors. The collected data then grouped according to their type and factors influencing them into the table. After the data are categorized, the next step is analyzing the data. The results of the analysis are described qualitatively.

D. Results and Discussion

Based on the data analysis, the researcher found four types of address terms received by Queen Elizabeth throughout the series. Out of 76 total instances of address terms received by Queen Elizabeth, four types of address terms that were found included "Kinship Term," "Title," "Pet Name," and "Special Nickname." Meanwhile, types of address terms that were not found were "First Name," "Title plus Last Name," and "Last Name."

Table 1. Types of Address Terms Received by Queen Elizabeth in *The Prince* Animated Series

Types of Address Terms	Address Terms	Number of Instances	Occurrences
Kinship Term	Mummy	34	37 (49%)
	Mum	2	
	Grandmother	1	
Title	Ma'am	13	26 (34%)
	Your Majesty	9	
	Your Royal Highness	4	
Pet Name	Gan Gan	8	11 (16%)
	Dear	1	
	Darling	1	
	Lady	1	
Special Nickname	Liz	2	2 (1%)
First Name	-	-	0 (0%)
Title Plus Last Name	-	-	0 (0%)
Last Name	-	-	0 (0%)
Total	11	76	76 (100%)

Kinship Term

In general sense, this term was used by people to address the others who have family relationship with them. In this series, kinship terms received by Queen Elizabeth included "Mummy," "Grandmother", and "Mum."

Code	Utterance
(1)/E_10/00:01:12/	Mum! Mum! It's Georgie!
(2)/E_11/00:01:28/	Hello, Grandmother . We've returned.
(3) /E_11/00:04:14/	It's lovely that you invited us to tea, Mummy .

From the term that the speakers used to address Queen Elizabeth in the series, we were able to define familial ties between them without being explicitly explained to, except for the term "Mum." This term was not used by Queen Elizabeth's child, but used by her very young great-grandchild. This inaccuracy was caused due to the fact that his ability to speak has not fully developed yet.

The term "Grandmother" was devoid of intimacy since it was delivered in its most formal form rather than some variation that was less formal and more endearing, plus the greeting "hello" accompanying it instead of "hi." On the other hand, the term "Mummy" was uttered with the intention to presume intimacy toward Queen Elizabeth. The whole time this term was uttered, the way they were delivered was through a speech that resembles a little child, even though the speaker himself, Prince Charles, is not a little child.

Title

The use of title could describe someone being addressed to. It could reveal addressee's status, occupation, or gender. There was a tendency that using title pointed to the circumstance being formal and non-intimate. It was proven since addressing using title were found in situation meant for servicing the queen and the royal family. In this case, there were three different titles for addressing Queen Elizabeth found in this series, namely "Your Royal Highness", "Your Majesty", and "ma'am."

Code	Utterance
(4)/E_8/00:01:10/	Ma'am , it's the prime minister.
(5)/E_5/00:04:02/	I apologize, Your Royal Highness . Right away.
(6)/E_6/00:04:18/	Welcome, Your Majesty .

As stated before, the use of title could describe who the addressee is. However, this type of address term might also lead to ambiguity since the same address terms could be used to address different person. Although this type was able to be combined with another type, namely the combination of title and last name, that combination was never applied when addressing queen Elizabeth. From the data presented above, at

the very least, we were able to deduce that being called "ma'am" meant that the person being addressed to is a woman and being called "Your Royal Highness" and "Your Majesty" meant that the person being addressed to is someone with a high social status.

Special Nickname

The only person in this series who is on a first name basis with Queen Elizabeth, as well as being allowed to use nickname to her was her husband, Prince Philip. The practice of nicknaming Queen Elizabeth could be seen from following instance, resulting in "Liz" which is short for Elizabeth.

<u>Code</u>	<u>Utterance</u>
(7)/E_12/00:10:49/	You're too easy on them, Liz , that's the problem. What do they do all day?

Pet Name

Pet name was one of address terms that were used to show affection to the addressee. It was usually used in an informal circumstance between people who have an intimate relationship, or when addresser wanted to presume intimacy. The following address terms provided examples of affection and intimacy.

<u>Code</u>	<u>Utterance</u>
(8)/E_1/00:00:51/	Gan Gan , you look so beautiful today.
(9)/E_11/00:04:20/	Perhaps it is, darling .

The examples above demonstrated how Queen Elizabeth received affection in the term "Gan Gan." It belonged to pet name since it did not necessarily fit the criteria of Kinship Term, for it had not been used widely yet in order for it to be considered as a variation of "grandmother" or "great-grandmother." Meanwhile, darling was synonymous to other endearing terms.

The following address terms were also considered as pet name, but what distinguished them was that they were not driven by addressers' intention to presume intimacy. They received by Queen Elizabeth in occasions that were very particular, rendering them unusual and out of the ordinary.

Code	Utterance
(10) /E_7/00:01:19/	I remembered, dear .
(11)/E_4/00:11:42/	Come on, you want to talk about my husband, lady?

“Dear” was uttered by a servant who used the term to address the unsuspecting Queen Elizabeth. The servant was able to get away with it because Queen Elizabeth thought that it was her husband who called her that. The use of “dear” was not due to fact that the addresser wanted to presume intimacy, but because the addresser was forced to do so. Meanwhile, “lady,” was uttered by an addresser who acted hostile toward Queen Elizabeth, thus nothing respectful behind its use.

Social Factors Behind the Choice of Address Terms

Factors that were influencing the choice of certain types of address terms were gender, family relationship, degree of intimacy, social status, and particular occasion. Meanwhile, age, occupational hierarchy, transactional status, and race were the social factors which never affected the characters of the series in using certain types of address terms toward Queen Elizabeth.

Table 2. Social Factors of Address Terms Received by Queen Elizabeth in *The Prince Animated Series*

No.	Social Factors Affecting Addressers' Choice	Frequency	Frequency in Percentile
1.	Gender	Mummy (34) Ma'am (13) Gan Gan (8) Mum (2) Grandmother (1) Lady (1) 59	78%
2.	Family Relationship	Mummy (34) Gan Gan (8) Mum (2) Liz (2) Grandmother (1) Darling (1) 48	63%
3.	Degree of Intimacy	Mummy (34) Gan Gan (8) Mum (2) Liz (2) Darling (1) 47	62%
4.	Social Status	Your Majesty (9) Your Royal Highness (4) 13	17%

5.	Particular Occasion	<u>Lady (1)</u> <u>Dear (1)</u>	3%
		2	
6.	Age	0	0%
7.	Occupational Hierarchy	0	0%
8.	Transactional Status	0	0%
9.	Race	0	0%

The majority of address terms received by Queen Elizabeth was on account of her gender. Address terms like “Mummy” and “Ma’am” heavily outnumbered other address terms. Moreover, Queen Elizabeth receiving “Mummy” or “Gan Gan” as address terms was largely due to the fact that familial ties was a huge factor affecting the choice of address terms received by Queen Elizabeth in this series. Add to the fact that Queen Elizabeth was surrounded by her family a lot in this series. Furthermore, Queen Elizabeth was bombarded with address terms that entailed low degree of formality while simultaneously highly intimate. Additionally, the showrunners’ vision in how some of the characters were being portrayed is helpful in ensuring that Queen Elizabeth would receive address terms with high degree of intimacy. On another note, Queen Elizabeth’s standing as the head of monarch warranted her the perks of being addressed with terms that are sophisticated like “Your Majesty” and “Your Royal Highness.” Queen Elizabeth’s status certainly played important roles in dictating the addressers to choose address terms that befitted her. Lastly, Queen Elizabeth received address terms that were unorthodox and out of ordinary when addressers found themselves on a peculiar occasion. Cases in point were a servant calling the unsuspecting queen “dear” and a hostile guest condescendingly calling Queen Elizabeth “lady.”

E. Conclusion

Based on the data analysis, the researcher found four types of address terms received by Queen Elizabeth throughout the series. Out of 76 total instances of address terms received by Queen Elizabeth, four types of address terms found included “Kinship Term,” “Title,” “Pet Name,” and “Special Nickname.” Meanwhile, types of address terms that were not found were “First Name,” “Title plus Last Name,” and “Last Name.” It was revealed that there were five social factors affecting the characters in *The Prince* animated series when addressing Queen Elizabeth. They were gender (G), family relationship (FR), degree of intimacy (DI), social status (SS), and particular occasion (PO). Meanwhile, age (A), occupational hierarchy (OH), transactional status (TS), and race (R) were the social factors which never affected the characters of the series in using certain types of address terms toward Queen Elizabeth.

F. Acknowledgement

Thank you to the Rector of the Universitas Islam Negeri Fatmawati Sukarno Bengkulu, Rector of Universitas Bengkulu, and friends who have supported us in conducting this research.

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