

## The realization of address terms in Telugu in Andhra Pradesh

Dr. Rajeswari S

Prof., Dept of Telugu, SV University, Tirupati, Andhra Pradesh, India

### Abstract

As an Important feature of interface between in language and society, address terms can provide valuable socio linguistic information about the interlocutors, their relationship and their circumstances. Following the study of the Gilman and ford on address terms, an increasing number of studies have been conducted in several socio cultural settings. In line with this trend, the present study attempts to describe and explain address terms among the Telugu people in Andhra Pradesh.

This article focuses an identifying nine Principals terms of address three of which are reported here. In particular the influence of westernism and modernism was reflected in the use of personal names and catch phrases with differing levels of frequency and saliency the use of these terms was dictated socio cultural factors such as gender, status, age, caste and relationship of interactants as well as pragmatic factors. These finding have implications for theory, intercultural communication and further research an address terms.

**Keywords:** Address terms, kinship terms, Telugu language

### 1. Introduction

A Study of terms of adders in any language plays a very important role in socio-linguistic research. There are determined by certain factors, namely social structure, cultural pattern and geographical setting. The role of human beings varies in a particular society according to the requirements of that society. The address terms are determined by Socio-economic status, literacy level, caste, age, and sex. The address terms are influenced by different historical and social factors. Individual differences between speaker and speaker depend upon individual personality differences. Modern society is highly dynamic in the relations that obtain between individuals, between members of various groups; this initiates rapid change in the linguistic behavior of individuals and groups.

### 2. Classification of address terms

An attempt is made here to describe the address terms in Telugu language spoken by Andhrapradesh (Telangana is not included)

#### The types of address terms are as follows

1. Personal Names
2. Title Terms
3. Occupation Terms
4. Caste Names re Caste Terms
5. Kirship terms or Family/Relative Terms
6. Personal Pronouns
7. Honorifics or Terms of Formality
8. Terms of Intimacy
9. Descriptive Phrases
10. Zero Address Terms

#### 1. Personal Names

In Telugu Language addressing a person by personal name may happen with the following possibilities.

1. By First name (given name ) F.N; Ravi, Radha

2. By last name (Family name/surname) L.N; Vanguri, C.N; Rao; -----
3. By Full Name i.e. First and Last name; F.L.N; Vanguri Ravi; Vanguri Radha
4. By All Formal name; i.e. first name and last name, caste name sometimes middle name also joined. i.e.

L.N.          F.N.          M.N.          C.N.  
 sandinti Raja sekhar Reddy

It's different from western culture to calling people by first name or given name is not so common in telugu people. It is not considered respectful to call people alone First name (F.N.). Some cases it may be acceptable F.N Calling may be limited to elders addressing the young people or friends calling each other or in very formal settings with observable status differences like educational institutions or offices a teacher or an officer may call student or subordinate by first name.

As a result even colleagues, friends are expected to add an honorifics or a term of respect like 'garu' after the name.ex. 'Rajugaru'. Such expressions often result in more courtesy and formality in interlocutor's speech. Women are addressed in same way, but in different in lastname and caste suffixes. In case of women there is no caste suffixes after the first name and they won't be call alone with caste suffix. They are addressed generally by F.N. only, like Rama, Radha They never addressed only L.N or Caste Suffixes like valluri or naidu, Reddy.

Now a days the influence of westernization Reddy, Naidu maybe added after their name. ex-Radha Reddy, Shobha Naidu.

#### 2. Title terms

Here title refers to given initials of individuals in order to show their social ranks or gender in different circumstances. There are the gender specific titles which telugu male and female speakers make use of in their conversations especially in formal conditions i.e. to invite people ondais or introducing situations.

One may call his male addressee by general title (G.T) : Sri  
 G.T plus F.N like : SriRaju'Garu'  
 G.T PlusL.N like : SriValluriGaru.  
 G.T Plus Caste maker : SriRaogaru.  
 Or a combination of all these : Sri Valluri Raja Rao garu

'garu' suffix is also joined along with title in respective formal conditions. Women are addressed in same manner but in different title terms.

Among G.Ts there are : Kumari (Miss), Sreemati (Mrs)  
 G.T plus F.N like : KumariRadha  
 In case of married : SreematiRadha  
 GT plus FN., LN. like : Kumari Koduri Kousalya  
 SreematiArikapudi Kousalya

Women never addressed by only caste name or last name.

They never called like : KumariValluri, Kumari Reddy (or) SreematiValluri, SreematiNaidu

The honorific term 'garu' may be used after her name or not. Sreemati/KumariRadhagaru (or) Sreemati/KumariRadha

### 3. Occupation Terms & Caste Terms

Occupation terms are very common in telugu address system. The number of address terms which refer to particular, careers or occupational status is probably as many as the occupations themselves. One could address his or her recipient by:

1. Only job title (J.T) : Doctor, Professor
2. Only occupation Title (O.T.) : Poojari, Pantulu

In telugu language some occupations are referred to their castes also. ex. Kamsali, Mangali, Chakali.

3. A Combination of JT. and FN.  
 Doctor Raju (garu) Lawyer Ravindra.  
 Professor Rama.
4. Combination of OT or C.N and F.N: PoojariRamayyagaru.

Some occupational Titles never Combined 'garu' with personal names. Compared to some casual Societies, senses of formality is clearly observed in telugu address terms. More over as another interesting feature of telugu language, people may use different terms for Job titles while addressing the occupation. It reveal their degree of respect or to make themselves superior, or inferior in relation to the addressee. For example 'Poojari' may be called 'poojarigaru' and kumamari, Kammari, Chakali, Mangali may be called as Kummaroda, Kammaroda, Kummaridaana etc.

The third person singular pronoun 'Vaadu', 'Adi' Joined after their O.T.S.

Similarly in job titles Doctor may be called as doctor garu. But in case of server, driver 'garu' is never used while addressing.

### 4. Kinship Terms

A good number of telugu address terms indicate the family relationships among individuals. Are may call his father by the following terms: Naanna, aya appa.

Mather may be addressed by: amma

Elder brother is called: anna, annayya, Peddaannayya (great brother) and their names also joined with K.T. Ramannayya.

Yonger brother is called: tammudu, and also by their name only. ex. Gopi, balu. Some time they may be called 'ore', oreai and added by their names also. Oregopi, oreai balu.

Elder sister is called by akka, akkayya. Peddaakkaya (great sister), and also joined their names: Radhakka, Ramakka.

Younger sister is called by chelli, chellemma, chellaiah, and also by their names alone. Radha

Sometimes they may be called by 'ose', 'oseaih. OseRadha, OseaihGeetha.

A very interesting characteristic of telugu speakers and probably special addressing strategy is use of family or relative terms for non-relative addresses, as if they are calling a family member or relative.

Some examples are as follows: amma (mother), ayya (father) anna (elder brother), tammudu (Yonger brother), akka (elder sister) chelli (yonger sister) etc. Among these terms according to age, gender and respect, social position of addressees, Kinship term may be changed.

Amma Avvaare mostly used by speakers when calling elder female addressees. Akka, Chelli used younger female addressees. The term Ayya, Taata are mostly used by speakers when calling elder male recipient. Anna, Tammudu are used when addressing young male recipient. Even they are unknown persons Amma used for all female recipients. Ayya, anna used for all male recipients.

### 5. Personal Pronouns

Telugu Language provides the speaker with the possibility to consider solidarity or Power in addressing the other side with pronouns. They can call the addresses 'Nuvvu' (Second Person singular 'you') or 'Meeru' (Second Person Plural 'You'). Often the plural you 'meeru' is used for a singular Person to express much respect. Still one more respectful possibility is the use of plural 'you' with plural verb for single addressee.

(Sing-you) Nuvvuwachchavu (you came)

(Sing-you) Meeruwaccharu (you came)

In even more formal condition terms such as 'tamaru' (your Excellency) is used instead of 'meeru' (plu-you) to treat the addressee with difference.

(Sing-you) Meeruwaccharu (you came)

(Sing-you) Tamaru waccharu (you came)

To call or talk about the third person, Telugu speakers may choose 'vaadu', 'Atanu', 'Aayana', for He, aame, adi, aape used for 'She'. In case of concern for more solidarity they may also use the pronoun with plural verb to show great respect to the addressees.

Atanu (he) Aayana (he), Aame (She) used for the addressees in respectable conditions vaadu, (he) adi, aape (she) used in non-respectable conditions. Some times vaadu (he) adi (she) may be used for intimacy.

In case of concern for more solidarity they may also use the pronoun with plural verb to show greater respect to the addressees.

Ex. Vaaduvachadu (He came)

Atanuvachadu (He came)

Ayana vachru (He came)

Aamevacchindi (She came)

Aamevaccharu (She came)

Often the Third Person Plural 'vaaru' (they) is used for a

singular person (he or she) to express much respect.

VaaruVaccharu (He came)

VaaruVaccharu (She came)

### 6. Honorifics Terms (or Terms of Formality)

The use of honorifics is a common trait of most oriental languages. They are used when a speaker wishes to show respect to the addressees. In Telugu language, one of oriental languages used numerous types of expressions, which could be used in order to honor or dignity the addressed person. This honorific or honor names include a collection of religions cultural occupational ideological as well as pet names. Such terms may be used in several forms; before, after, with or without the name of the addressees. 'garu' in telugu is a marker of formality and respect which is used after the personal names occupational terms. Kinship terms.

Personal names; Rajugaru, vanguriRajugaru, Rao Garu,

Occupational terms: pantulugaru, Ammayyagaru, Doctorgaru.

Kinship terms: naannagaru, Annagaru, Ammagaru.

General: Ayyagaru, Peddaayyagaru, Chinnaayyagaru. Babugaru.

Chirangeevi, Sreeyutulu, sreeman, Sowbhagyavathi, Kumkumashobhita (Mrs.) Gangabhairathi, Samanuralu (in case of widow) etchonoritic terms may be used before the personal name of the addressee in formal speech.

### 7. Terms of Intimacy

By intimacy we refer to situations where the speaker treats the listener as a member of an ingroup; a friend or a person whose wants and personality traits are known and liked.

One many addressed his colleague or friend by:

Abbreviated first name eg:- gopal > gopi, Sreenivas > Seenu or vasu; Subbalakshmi > Subbu, Subbarao also called as Subbu In using nicknames in Telugu age, Status and degree of Intimacy, and affection are highly observed. Young children may be addressed by nick names by parents, relatives; classmates and close friends. ex:- bujji, chinna, Kanna, Munna

### 8. Descriptive Phases

In addition to categories discussed so far, Telugu People may use descriptive phrases as courtesy expressions to address others.

Terms like Priyamaina, PreyatiPriyamaina (Dear sir or madam) Gouravaneeyulaina, (or) Gouravaneeyulu, Mahaneeyulu, Poojyaneeyulu (Respected).

### 9. Zero address terms

When a Telugu addresser is in doubt as to how address people. He or she can actually avoid, the difficulty by not using any term.

Instead he or she may use attention getters or greetings as a common strategy to start a polite conversation, addressers may use attention getters to capture the attention of the recipient by saying 'kshaminchali' (excuse me) or 'manninchali' (pardon me).

Alternatively addressors may use greetings like 'Namaste' (hello) 'subhodayam' (good morning) Also as a deliberate act of avoidance of respectful terms to show anger or annoyance, addressors may prefer not to use address terms (singular you) 'nuvukuurcho' (sit down) 'poo' (go away) 'Raa' (come here) (Plu. You) (meeru) Kurchondi, Poondi, Randi.

### 10. Discussion and Conclusion

With respect to the observations of this study the following points could be stressed

1. The use of the address terms and personal pronouns are correlated with social structure and cultural patterns of society, it has seen that people from the rural areas generally tend to use non-honorific terms of address without considering the age, sex and Status of people.
2. There has been considerable change among rural people due to the spread of modern education, economic development industrialization, and Social reforms. Still non-honorific forms of address are in common use. On the other hand, irrespective of caste or class, people living in urban areas use mostly honorific forms of address for all strangers, neighbors and acquaintances. In rural areas, people use familial relation terms whereas in urban areas people address one another by their first names or Professional titles.
3. To address are another, Telugu interlocutors are likely to make use of different techniques. This open variety provides the Telugu speakers with an extensive range of terms to address the recipients. Employment of a proper address term is affected by factors as age, gender, personality, Social Status, religions orientation, family relationship, the degree of respect, familiarity, formality and intimacy between the interlocutors.
4. Another distinctive feature of telugu is revealed in the use of kinship address terms. Telugu people are found to be very dependent a family relations and this is especially notable in addressing kinships for non-relatives and strangers also.
5. Restrictions in the use of personal names and pronominal on the one hand and tendency to use general and occupational titles, honorifics make it certain that the sense of formality is also another striking feature of Telugu culture and language in general and address terms in Particular.
6. One more point which indirectly accounts, for the long history of Telugu Language and its interaction with other cultures, in the existence of loanwords from other languages. As a result. Telugu speakers may use terms from other relevant oriental languages like Sanskrit, in their expression. The borrowed lexemes like Sri (Mr.) Srimati (Mrs.) Poojaneeyulu, guruvariyulu, are examples of these loan vocabularies which are frequently used in Telugu.
7. Finally it worth mentioning that due to the limits for the size of an article, this paper sufficed to present typical examples for each category. The inclusive list of the points which makes proper selection relatively artful is almost endless. There four further research seems to be required to explore the conditions under which different categories are used. Determination, of factors affecting the use of particular terms and explanation of the reason for choosing one or the other can be new grounds for further research and studies.

### 11. References

1. Afful, Joseph BA. Non-kinship address terms in Akan. A sociolinguistic study of language use in Ghana. Journal of Multilingual and Multicultural Development. 2006;

- 27(4):275-289.
2. Brown, Roger/Gilman, Albet: The pronouns of power and solidarity. In Sebeoki, Thomas A. (Style in language. Cambridge MA, 1960, 253-276.
  3. Hudson, Richard A. Sociolinguistics. New York, 1980.
  4. Koul, Omkar Nath. Personal Names in Kashmiri. In: Koul, Omkar N. (ed.) Sociolinguistics analysis. Language in Society, 1995; 17:565-575.
  5. Manjulakshi L. Modes of address in Kannada: A sociolinguistic study of language use in Mysore District, 2004. Available at: <http://www.languageinindia.com/sep2004/manjulakshitermsofaddressl.html> (accessed September 2008).