

A Sociolinguistic Analysis of Address Terms Used in J. K. Rowling's *Harry Potter and the Order of the Phoenix*

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Abstracts: This research is entitled “A Sociolinguistic Analysis of Address Terms Used in J. K. Rowling’s *Harry Potter and the Order of the Phoenix*”. This paper aims to analyze the types and the functions of the address terms used in Rowling’s *Harry Potter and the Order of the Phoenix*. The main theory used are the theory taken from Wardhaugh (2006) and the supporting theory used are the theory taken from Chaika (1982). This research utilized Rowling’s film entitled *Harry Potter and the Order of the Phoenix* as the data source. The data collection was done in a form of observing spoken language. In this research, the note-taking technique was employed to write down key points retrieved from the film. The data were analyzed using content analysis to find out about the purposes, messages, and effects of communication content. The result of this research showed that there are seven types of address terms and three functions of address terms found in the film. The seven types of address terms found in the film were first name, last name, title only, title plus last name, special nickname, nickname or pet name, and kinship term. The three functions of address terms found in the film were to show intimacy, to show power differential, and to show respect.

Keywords: *address terms, Harry Potter, sociolinguistics*

INTRODUCTION

Communication plays an important role in people’s daily lives. Everyone communicates with each other every day and it is essential to build a relationship, to understand each other, to express needs, and to give or gain information. Sociolinguistics is the study of our everyday lives – how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which address language **Invalid source specified..** The terms used to name or address one another are known as address terms. When having a conversation, address terms are the linguistic expression used to name, address, and attract others. Address terms could help us to convey the feeling of respect, solidarity, intimacy, and also familiarity with others. Social status or ranks, gender, age, family ties, occupational hierarchy, race, and degree of intimacy could all influence the choice of address terms.

While communicating, it is necessary to address people correctly which is why address terms are an important subject to study. Using the right and appropriate address terms in the right occasion help us to convey intimacy, respect and to be polite. More importantly, most people would struggle to understand how to use addressing terms in foreign language because they do not belong in the same society to learn the basics firsthand. It is difficult to grasp the meaning and the intention of an address term in different language. Furthermore, understanding address terms are extra difficult in spoken communication. Spoken communication is where we interact directly which can happen tremendously fast. Practicing to understand and to use address terms can be done when watching a film. A film provides us a great deal of data from the characters’ conversation. We also can learn where it is appropriate to use certain address terms or when it is not appropriate. It is paramount to know which address terms are proper for certain people, certain situations, and certain relationship. In addressing another, the choice of name which you use for the other depends both on your knowledge of exactly who that other is (e.g., his or her age and lineage) and on the circumstances of the meeting **Invalid source specified..**

Address Terms was chosen to be analyzed in this research because it is interesting how a person can address someone with different address terms in different kinds of situation. Knowing different types of address terms and their functions are also beneficial when talking to people from other

countries. However, it is important to know that every country has their own culture. The rules to use address terms varies in different cultures which makes address terms a very interesting and fun subject to study. In this research, Rowling's *Harry Potter and the Order of the Phoenix* is chosen to be analyzed because this film is such a popular film that can be a great source of data. The film showed the culture of British people, how the British people live their lives, and their way to communicate. This research consists of analysis of the variety of address terms used by the characters in Rowling's film '*Harry Potter and the Order of the Phoenix*'. This film has a lot of characters and all of them use address terms to address others. It is an amazing film which showed us different language styles that are used in different occasions. The characters in the film are different people with different social statuses.

This research focuses on discussing the types of address terms used by the characters and the function of the address terms that the characters used. The reason to analyze the characters' use of address terms are that the characters are persons who have different occupations and social statuses, resulting in different ways of using address terms. It is very interesting to observe the characters' different ways of using address terms, furthermore, we can gain knowledge about the address terms used in the characters' language. The address terms used by each character also has its own function. In Rowling's *Harry Potter and the Order of the Phoenix*, the characters provided the necessary data to be analyzed for the purpose of making this scientific writing.

METHOD

A method is crucial in doing scientific research. Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic **Invalid source specified..** The method descriptive qualitative was used in conducting this research. Qualitative research tends to be associated with words or images as the unit of analysis **Invalid source specified..** Denscombe also stated that qualitative research is different from quantitative research. Qualitative research relies on transforming information from observations, reports and recordings into data in the form of the written word, not numbers (2007: 248). The research methods used in this writing can be divided into four parts: data sources, data collecting, data analyzing, and result presentation.

The data that are used for this research were taken from Rowling's *Harry Potter and the Order of the Phoenix* film. Rowling's *Harry Potter and the Order of the Phoenix* is chosen to be the source of this research because this film is known by a lot of people and this film represents the life of the British society really well. In the film, we can see the traditions and the culture that British people have and how British society communicate.

The second method is data collection. The data in this research was collected using qualitative method by observing spoken language. The spoken language is the audio of the dialogues between the characters in the film. In this research, the note-taking technique was used to write down key points retrieved from the film. First, it is important to watch the film at least three times. Start with watching the film entirely to know what it is about and how the story goes. After that, watch again to pay attention to the address terms used by the characters in the film. After watching the second time, it is better to watch again for the third time to see how the characters interact and pay attention to details. For example, the characters emotions, the settings, the occupations of the characters, and so forth. The second step was to write down all the address terms found in the film. Finally, the third step was to number each address terms found in the film.

The third method is data analyzing. In this research, content analysis was used to analyze the data. Content analysis was used to find out about the purposes, messages, and effects of communication content. Content analysis can be used to quantify the occurrence of certain words, phrases, subjects or concepts in a set of historical or contemporary texts **Invalid source specified..** The data that have been collected were classified and then analyzed in order to respond to the problems stated in the scope of discussion. The first step was to look at the list of the address terms found in the film and then classify the address terms based on their types. The second step was to analyze and to write down the classification of the address terms based on their types. The third step was to pick examples for each type to be analyzed and to be discussed further. The fourth step was to look at the list of the address

terms and then analyze their functions. The fifth step was to write down the functions of each of the address term found in the film. The sixth step was to pick examples for each function to be analyzed and to be discussed further.

After analyzing the data, the result of the analysis is presented. This research used sentences to present the result of the analysis. The explanations are in the form of sentences in order to make it easier for the reader to understand. The first step was to provide the dialogues related to the examples for each type and function. The second step was to present the analysis of the examples that have been picked. The dialogue example is provided along with the analysis and explanation in the form of sentences.

DISCUSSION

The main objective of this chapter is to present the analysis results of Rowling's *Harry Potter and the Order of the Phoenix*. This chapter consists of the explanations about the types of address terms and the function of address terms used by the characters. The explanations are presented in the form of sentences.

Types of Address Terms That are Being Used by the Characters of Rowling's *Harry Potter and the Order of the Phoenix*

When having a conversation, people use address terms to address each other. Address terms are one of the several studies in sociolinguistic field. Address terms are the terms we use to name or address one another. There are seven types of address terms found in Rowling's *Harry Potter and the Order of the Phoenix*. The explanations about the address terms used by the characters in Rowling's *Harry Potter and the Order of the Phoenix* are as follows:

First name

Address term using First Name (FN) is to address someone using their first names (given name). The film shows the social life of British people, their cultures, how they interact, and the social hierarchy of British people. It is normal for people who are acquaintances to address each other by first name. Usually, people who are friends use the type FN to address each other. In the film, the characters use the type FN a lot to address their acquaintances, friends, family, and so forth.

Dudley : "Don't kill **Cedric**."
Who's **Cedric**, your boyfriend?
Harry : Shut up.

(AT/05), (AT/06)

In the data above, Dudley address Cedric Diggory by his first name Cedric. This conversation took place at a playground after Harry mocked Dudley for beating another ten-year-old kid. Dudley mocked Harry back by repeating what Harry said when he had a nightmare about the day Cedric was killed and then proceed to mock Harry by asking is Cedric his boyfriend. Dudley did not know who Cedric is and therefore he is not close with Cedric. Dudley also did not know Cedric's full name and he never bothered to know anything about Harry or his relationships with others. This is why he just repeated what Harry had said and therefore calling Cedric with his first name because that is all he knows.

This conversation, however, showed Harry's relationship with Cedric. Harry is friends with Cedric and he calls Cedric by his first name. In addition, as we can see in the dialogue above, the relationship between Dudley and Harry is not good. Dudley mocks Harry along with his relationship with Cedric, and Harry also got offended and said "Shut up" to Dudley. They are in an informal situation and are using informal language to communicate with each other. They are having a conversation in a playground as people with the same age. Harry's "Shut up" is indicates informal language.

Last name

Last name usually indicates inferiority. However, in some cases, when both parties address each other mutually with last name, it could convey intimacy and affection. In the film that took place in the United Kingdom, people who are not acquaintances and not close with each other also call each other by last name.

Harry : Shut up.
 Dudley : “He’s going to kill me, Mum.”
 Where is your mum, **Potter**?
 She dead? Is she dead?

(AT/10)

In the data above, Dudley is mocking Harry Potter about his nightmare. Then he proceeds to tease Harry by mentioning Harry’s deceased mother after Harry told him to “shut up”. Dudley calls Harry Potter by his last name Potter. It is not a secret anymore that Dudley hates Harry even though they are cousins. It is likely that Dudley does not want to be seen as someone who is close or intimate to Harry. Therefore, Dudley chooses to call Harry by his last name.

In addition, from the dialogue above, we can see that the relationship between Dudley and Harry is not the best kind of relationship. Dudley is obviously harassing Harry by making a joke about his deceased mother. As we can see from the dialogue above, Harry and Dudley are communicating with informal language in an informal situation. They are having a conversation in a playground as people with the same age. As for the informal language, Harry’s line “Shut up” indicates informal language.

Title only

Addressing someone with Title only (T) means that you address people by their titles (often occupations and ranks) such as “Doctor”, “Professor”, “Teacher”, and so forth. Wardhaugh (2006: 268) states that Addressing someone with title only is the least intimate form of address. In the film, usually the characters use the address term title only (T) when they are in a formal situation or when the characters are addressing their superiors or masters.

Kreacher : Oh, the shame.
 Walburga : Freaks.
 Kreacher : There, there, **mistress**.
 Walburga : Scum of the earth. Not like it was in the days of my fathers.
 Kreacher : Kreacher is here.

(AT/47)

In the data above, Harry goes upstairs to find Kreacher mumbling to himself. After that Walburga Black’s portrait is complaining about the “freaks” that are scum of the earth. Kreacher then walks to her portrait reassuring her that he is there and proceeds to clean the portrait frame. Kreacher is a house-elf serving the Black family. Kreacher addresses his owner Walburga Black by her title mistress. This shows that Kreacher is Walburga’s servant.

In addition, the dialogue above happens in an informal situation and is in informal language. This can be seen especially in Walburga’s line “Scum of the earth. Not like it was in the days of my fathers” which are not full sentences and it indicates informal language. The conversation above happens in the hall of Sirius Black’s house with Kreacher and Walburga relationship as the servant and the mistress.

Title plus last name

According to Chaika (1982: 47), the address term Title plus Last Name (TLN) generally indicates social distance. It is often used to address one’s superiors and to address relative strangers. However, in the film, title plus last name can also be used to be polite with an older person with whom the characters have a significant intimacy with.

Vernon : This is the last I’m gonna take of you and your nonsense.
 Mafalda : Dear **Mr. Potter**.
 Vernon : What?

Mafalda : The Ministry has received intelligence that at 6:23 this evening...you performed the Patronus Charm in the presence of a Muggle.
 As a clear violation...of the Decree for the Reasonable Restriction of Underage Sorcery...you are hereby expelled...from Hogwarts School of Witchcraft and Wizardry.
 Hoping you are well, Mafalda Hopkirk.
 (AT/31)

In the data above, Vernon Dursley is in the middle of lecturing Harry when a letter brought by an owl through the window landed on the sofa. The letter, which is sent by Mafalda Hopkirk, informed Harry that he is expelled from Hogwarts as a result of a clear violation. As can be seen from the dialogue above, the lines from Mafalda are all formal language. The letter is a formal letter and the words used in it should also be formal. Therefore, Mafalda politely addresses Harry by title plus his last name Mr. Potter. The title “Mr.” which is an abbreviation for “mister” is a formal address. The dialogue above happened in the Dursleys’ household which is an informal situation. However, the talking letter is a formal letter written with formal language. Therefore, the talking letter reads the contents of the letter as it is.

Special nickname

As stated by Chaika (1982: 49), Special Nickname (SN) is a type of address that is commonly used among close friends. In the film, special nicknames are used among close friends. However, it is also found being used to insult someone.

Friend 1 : Yeah, brilliant punch, **Big D**.
 Friend 2 : Did you see his face?
 Harry : Hey, **Big D**.
 Beat up another ten-year-old?

(AT/3), (AT/4)

In the data above, Dudley Dursley comes to the playground with his friends. His friends are laughing mocking the child Dudley had punched while praising Dudley for his brilliant punch. Harry calls Dudley out for beating up another ten-year-old. In the film, the names of Dudley’s friends are never mentioned. Therefore, they are named friend 1 and friend 2 in this data.

Harry addresses Dudley Dursley by a special nickname Big D. Harry chooses to call Dudley by the special nickname that Dudley’s friends use to mock him. They use informal language to communicate with each other. It can be seen especially in Harry’s lines “Beat up another ten-year-old?” which is not a full sentence. The conversation above happens in a playground with them conversing as people with the same age.

Nickname or pet name

Wardhaugh (2006: 268) stated that using a nickname or pet name conveys even more intimacy than just simply using a normal nickname. In the film, PN is usually used to convey intimacy. However, there are situations where PN is used differently.

Mother : Come on, **guys**, time to go home.
 Come on, **love**, off you get
 Son : Do we have to?
 Mother : Yes, we do. I’ll make you your favorite dinner to compensate.

(AT/1), (AT/2)

In the data above, a mother is trying to take her son home. She addresses the children at the playground by pet name guys. It is likely that the children who are playing at the playground are her son’s friends and that she knows them well. She is using the pet name guys to address those children

because “guys” is plural. The mother addresses her son by the pet name love because she is intimate and has a really close relationship with her son.

As we can see from the dialogue above, the situation is informal, in a playground. The interaction between the mother and her son is informal which can be seen especially in the mother’s line “Come on guys, time to go home”. The usage of “Come on” makes it clear that it is an informal language. Therefore, it is appropriate for the mother to use pet names in an informal situation. Pet names usually indicate informal language and are usually used in informal situations.

Kinship term

Wardhaugh (2006: 271), some languages are actually employing kinship terms to use as address terms. He also states that the kinship system is generation oriented as well as age oriented. In the film, the characters usually use Kinship Term (KT) to address their family or someone young, for instance, a child.

Mrs. Figg : Good Lord, **boy**. They told me you were intelligent.
Now, get inside and stay there.
Expect someone will be in touch soon.

(AT/23)

In the data above, Mrs. Figg is escorting Harry and Dudley to the Dursleys’. She is baffled at the fact that Harry did not expect Dumbledore would ask someone to keep an eye on him. She tells him to get inside and expect that someone would be in touch.

Mrs. Figg addresses Harry Potter by the kinship term boy. She chooses to use the kinship term boy because she is an older woman addressing the younger one. As we can see from Mrs. Figg line “Now, get inside and stay there”, she is using an informal language when she is communicating with Harry in an informal situation. She uses an imperative sentence to command Harry to get inside and stay. Therefore, it is appropriate for her to use the kinship term “boy” to address Harry in an informal situation. The conversation above happens in an informal situation because they are conversing while walking on the street as people from the same neighborhood.

Functions of the Address Terms Used by the Characters of Rowling’s *Harry Potter and the Order of the Phoenix*

It is discovered that in Rowling’s *Harry Potter and the Order of the Phoenix*, all the three functions of address terms above can be found. Based on the address terms used, the speaker’s intentions can be known. The function of an address term can change based on who are using it and the situation people are in at that moment. The explanations about the functions of the address terms used by the characters in Rowling’s *Harry Potter and the Order of the Phoenix* are as follows:

To show intimacy

Knowing and using someone's first name is, of course, an indication of significant intimacy, or at the very least, a desire for such intimacy. Using a nickname or pet name conveys even more intimacy. In the film, the characters are usually using first names, special nicknames, pet names, and kinship terms to show intimacy.

Dudley : “Don’t kill **Cedric**.”
Who’s **Cedric**, your boyfriend?
Harry : Shut up.

(AT/05), (AT,06)

In the data above, Harry is insulting Dudley for beating another ten-year-old kid. Dudley decides to insult Harry back by repeating the words that Harry said when he had a nightmare about the day Cedric was killed and then proceed to insult Harry by asking is Cedric his boyfriend. Dudley is not close with Cedric and they are not even acquaintances. Dudley also did not know Cedric’s full name and he is not interested to know anything about Harry and the people he is close with. This is why he just

repeated what Harry had said and therefore calling Cedric with his first name because that is all he knows.

This conversation, however, showed Harry's intimacy with Cedric. Harry is friends with Cedric and he calls Cedric Diggory by his first name Cedric. Harry tells Dudley to "shut up" because he cannot accept that his deceased friend is being mocked. Therefore, it explains how caring Harry is towards his friend Cedric. Harry is using Cedric Diggory's first name Cedric to show his intimacy with Cedric.

To show power differential

In the film, the characters are usually using last name, title, and title plus last name to show power differential. Address is frequently a part of greeting, in which if used together, they can convey power and solidarity. The power difference or imbalance between people can also be seen in the asymmetrical use of title, last name, and first name.

Umbridge : This is a lie.

Harry : It's not a lie. I saw him. I fought him.

Umbridge : Detention, **Mr. Potter**.

(AT/150)

In the data above, Harry and Umbridge are having disagreement over Voldemort in class. Umbridge insists that Harry is lying and Harry tries to persuade Umbridge that it is not a lie. Dolores Umbridge addresses Harry Potter by title plus last name Mr. Potter. The dialogue above shows the power difference between Dolores Umbridge, a professor, and Harry, a student. Dolores Umbridge switches between addressing Harry Potter by title plus last name Mr. Potter and Harry's last name Potter.

In the dialogue above, the TLN Mr. Potter above has the function to show power differential because Umbridge uses her power as a professor to end her argument with Harry which also puts Harry in detention. Umbridge chooses to use "Mr. Potter" to address Harry because it is more polite as it uses title. The reason is that they are in a class which is a formal situation.

To show respect

Titles like Doctor (title only) could still show respect even if they are used alone without the use of last name. In the film, the characters are usually using title and title plus last name to show respect.

Friend 1 : Yeah, brilliant punch, **Big D**.

Friend 2 : Did you see his face?

Harry : Hey, **Big D**.

Beat up another ten-year-old?

(AT/3), (AT/4)

In the data above, as stated before, the names of Dudley's friends are never stated in the film. Therefore, they are described as friend 1 and friend 2 in this dialogue. The situation above is that after beating another ten-year-old, Dudley Dursley walks into the playground with his friends. Dudley and his friends seem happy about their bad actions. Dudley's friends are praising Dudley for his brilliant punch that was directed towards the ten-year-old child. Harry is not impressed by their actions and then decided to insult Dudley.

Harry chooses to call Dudley by the special nickname that Dudley's friends use to mock him. It is likely because of how "Big" Dudley is but he keeps picking a fight with someone younger than him. Therefore, Harry shows no respect when using the special nickname. However, the way Dudley's friends choose to address Dudley by the special name "Big D" clearly shows their respect towards Dudley. It is because Dudley is likely the leader in their group. It can be seen how Dudley's friends is just following him around praising him for anything he did. Therefore, the special nickname Big D used by Dudley's friends has the function to show respect.

CONCLUSION

Based on the formulation of problems provided in Chapter I, the objectives of the research, and also the analysis result in Chapter III, it can be concluded that the characters in Rowling's *Harry Potter and the Order of the Phoenix* are using different types of address terms with different functions. Related

to the first problem, it is discovered that there are seven types of address terms found in the film. The seven types of the address terms are First Name (FN), Last Name (LN), Title only (T), Title plus Last Name (TLN), Special Nickname (SN), Nickname or Pet Name (PN), and Kinship Term (KT). Related to the second problem, it is discovered that in Rowling's *Harry Potter and the Order of the Phoenix*, three functions of address terms can be found. The three functions of the address terms are to show Intimacy (I), to show Power Differential (PD), and to show Respect (R).

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