RAPPORT AND ADDRESS TERMS IN *FAMILY GUY* CARTOON: Can (Targeted) Audience Identify a Social Dimension of Relationship?

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Abstract: Brown and Levinson (1978, 1987) and Leech (1983) both offer that power and distance relationship indicated through address terms have an important impact on how the evaluation toward politeness occur in a community context. The occurrences in rapport and address terms emerge two grand research questions: what variants of address terms found in *Family Guy* cartoon and how is the rapport[1] realized through address system? The findings of the research show that there are five variants of address terms used in the film: Personal Names, Title Terms, Kin Terms, Honorifics or Terms of Formality, and Terms of Intimacy.
Keywords: Address Terms, Rapport, Relationship, Social Dimension

Essentially, certain overview has been made about the eminence of determining factor of conventional language usage in English based countries. Hence, it will cause into a conventionalized pattern of language usage. Several studies about linguistics and culture, for example: Sociolinguistics or Cross Cultural Understanding have contributed to the growth of certain understanding. Reeve, in his article (retrieved in 2010) entitled *Teaching Culture through Language*, defines the importance of understanding culture, as he says "we should try to find the culture IN the language. We all believe that culture is in the language but we have not yet developed a systematic way of showing that culture. I think that together we can work out lists, then systematic statements of cultural aspects that can be easily found in the language". Moreover, Being taken as "socially acquired knowledge" (Hudson, 1980: 74), culture is classified by some scholars into cultural knowledge information and cultural communication information. The former refers to the factual information which does not exert a direct influence on the cross-cultural communication, including a nation's history, geography and so on. The latter points to the socio-pragmatic rules in daily communication which entail not only ways of greeting, thanking, apologizing and addressing, but also attention to taboos, euphemisms, modesty and polite formula in use, etc.

It is very often when discussing about language and culture, the manifestation of politeness occurs. Sara in her article (retrieved in 2010) entitled *Politeness and Culture* says that "it is assumed that all of the speakers of a particular language, who are elided with all members of that culture, use the same forms of politeness and have

[1] The rapport of participants will be revealed through the use of Holmes' framework about positive and negative politeness and social dimensions relationship.

the same positive views about politeness". Consequently, there will be a various way in determining politeness, since there are numbers of languages across the world, and the politeness system in one culture cannot be roughly mixed and matched as to avoid oddity.

Moreover, being polite is a complex matter, addressed to the variety of languages across the world. It is difficult to acknowledge the complex matter of politeness because it engages the thoughtful of social and cultural values of the community. As quoted from Holmes (2001: 268). "Generally speaking politeness involves taking account of the feelings of others. A polite person makes others feel comfortable." When conducting a linguistically polite act, it culturally involves the right and proper manner in speaking to people who in different relationship. Improper linguistic choices may be considered impolite.

The dimension of politeness also provides the foundation for a difference between two types of politeness. As taken from Holmes (2001: 268), the types of politeness are:

a. Positive politeness emphasizes shared attitudes and values. It is solidarity oriented. Holmes exemplifies "when the boss suggests that a subordinate should use First Name (shortened with FN) to her (the boss), this is a positive politeness move, expressing solidarity and minimizing status difference".
b. Negative politeness pays people respect and avoids intruding on them. Negative politeness involves expressing oneself appropriately in terms of social distance and respecting status differences. Using title + last name (shortened with TLN or T + LN) to your superiors, and to older people that you don't know well, are further examples if the expression of negative politeness.

Based from the description above, address system is one of the important tools of communication used in society. Social class, age, sex, profession, marital status, politeness and another related aspect are the kinds of basic rules of address system. Trudgill (1974: 29-31) affirms that "the term of address system is used by a person to address one he or she talk to, and the use depends on the relationship between the addresser, addressee and the relative status of the individual involved in conversation". Address system is usually used to show the possession of formal and informal manners and consideration for other people. In other words, by employing a certain address terms, speaker wants to express his or her feeling of respect, solidarity, intimacy, and familiarity to other people. Clearly, address terms are employed to maintain social relation that occurs in daily life.

As quoted and modified from Dewi's thesis entitled *A Contrastive Study Between English and Indonesian Address System* (2008), actually, language provides a variety of ways of saying the same thing in addressing and greeting others, describing things, and compliment. Some factors influence the relationship between the people in particular situation and how the speaker feels about the people addressed. Wardaugh (2000: 266) states that "one can addressed others by title (T),

first name (FN), by last name (LN), by nick name, by some combination of them, or by nothing at all. In addressing another, the choice of name which one uses for the other depends both on the knowledge of the person the addresser speak to, and the situation". Address by title alone is the least intimate form of address in that titles usually designate ranks or occupation, as in *Colonel, Doctor, or Waiter*. When someone uses first name alone in addressing, it seems that the person is presuming an intimacy or alternatively is trying to assert some power the addressee. Using nickname shows an even greater intimacy. Both first name and nickname tends to occur in relaxed of informal situation. Title and first name have the interesting effect of showing respect by the title, by intimacy by the first name. Having this topic analyzed, the researcher strives to show the readers of this research to identify the address terms difference (of American).

Moreover, in different communities and societies people not only speak different languages but also different convention in terms of social convention and custom. Certain factors about social convention and custom have been tightly related to the variety of users. Holmes (2001: 8-9) in her book *An Introduction to Sociolinguistics: 2nd Edition*, argues that there are at least two components of social dimensions that are being the *sine qua non* of the custom and its society, they are: a) social distance, concerned with participant relationships; and b) status, concerned with participant relationships. These components can be drawn out in the scales below:

a. The solidarity – social distance scale

Intimate Distant

High solidarity Low solidarity

From this scale, the choice of using *Arief* or *Mr. Nugroho* can be pulled out. The description of the scale itself is crystal clear.

b. The status scale

Superior High status

Subordinate Low status

This scale introduces us to the use of *Sir* by students toward *Sir Arief Nugroho*, as the way to signal a higher status and entitled to a respect term.

In point of fact, Holmes (2001: 8-9) acknowledges four elements of social dimensions, but the researcher chooses the first two constituents in order to show the rapport of participants in communication context, whilst the last two constituents do not show the rapport in communication context, as to show the setting of communication.

Additionally, there are several schemes that are being considered as the basis of address terms which may also reflect the social dimensions of communication. The research of address terms might be based on numerous classifications of address terms proposed by scholars. Mehrotar (1981) in Aliakbari and Toni's research (2008: 4-5) elaborates on nine categories of names, honorifics, titles, situation factors, multiple uses of address forms, greeting, invocation, addressing pets and avoidance of address term as possible classification of address terms in Hindi. Studying the variety of relationship among participants in Columbia, Fitch (1998) identifies five categories of address terms: second-person pronouns, proper names, kin terms, titles, nicknames and adjectival terms. Studying non-kin address terms in Akan, Afful (2006) classified eight categories that constituted the non-kinship linguistic repertoire used addressively by Amamoma residents as personal names, titles, catch phrases (CPs), zero address forms, descriptive phrases, attention getters, occupational terms and pronouns. In addition, Manjulakshi (2004) considers nine types of address terms as; Caste Name, Names by which the exalted status of individuals are revealed or implied, Personal name, Kin term, Professional term, Professional-Names for exaltation, Personal name-kin term, Personal name-professional term, and Non-respectable term. After observing those variants, the researcher proposes five categories of simplified Aliakbari and Toni's address terms that would depict the address terms used in *Family Guy* cartoon, they are: Personal Names, Title Terms, Kin Terms, Honorifics or Terms of Formality, Terms of Intimacy. Those categories seem to portray the address terms and rapport in American framework and Holmes' politeness framework[2] represented by *Family Guy* cartoon (further reason of choosing *Family Guy* check *Family Guy Cartoon: A Tingling Magic*).

Researches on address systems have been conducted by some researchers. Dewi's thesis entitled *A Contrastive Study Between English and Indonesian Address System* (2008) is a contrastive study concerning to the difference between Indonesian and English address terms which uses movie as the source of data. Moreover, as found in Dewi's thesis (2008), Rorokunti (2006) with her paper entitled *A Study on the Politeness Value of Address System Used in the English Textbook for First Year of Senior High School* conducted the analysis of politeness principle in address system. The politeness pattern of address system used in English textbook for the first year of Senior High School are applying *Tu* (T) and *Vous* (V) theory. It includes Mutual / symmetrical *Tu* (T), Asymmetrical *Tu* (T) and *Vous* (V), and Mutual / symmetrical *Vous* (V). As quoted from Dewi's *Contrastive Study between English and Indonesian Address System*, another previous research is also done by Widaningsih (2006) who conducted a research entitled *A Sociolinguistic Analysis of Politeness in Addressing System in Pretty Woman*. This research focuses on the

[2] It can be seen on chapter 2 which emerges two kinds of politeness, namely the positive and negative politeness. This part of politeness can be found in Janet Holmes' *An Introduction to Sociolinguistics: 2nd edition* chapter 11 titled *Speech Functions, Politeness, and Cross Cultural Communication*.

analysis of politeness principles in address system by employing T/V principles and politeness strategy[3]. In addition, the researcher also blooms this topic because of the inspiring article, which is entitled *Hello, Mister!*, written by Retmono in *Gayeng Semarang*, an article spotted in *Suara Merdeka* newspaper, dated on August 1, 2010. In addition, the article showed the idiosyncrasy of addressing terms produced by Indonesian people to English native speakers. In the article, Retmono wrote that Indonesian people are common to say T + FN, for example: John Smith is called by Mr. John. He compared this event to a situation when ancient slavery ruled. He argued that a slave would also call his master with T + FN, too. Does it sound too harsh? Maybe yes or no, but this fact opens up our mind from the nutshell of addressing system.

However, to demystify the address terms issue, the researcher picks a phenomenal cartoon depicting American culture named *Family Guy*. As quoted from *Wikipedia.com* (retrieved on August 10, 2010), *Family Guy* is an American animated television series created by Seth MacFarlane for the Fox Broadcasting Company. The series centers on the Griffins, a dysfunctional family, represent the nuclear family of "American dream". It consists of parents Peter and Lois; their children Meg, Chris, and Stewie; and their anthropomorphic pet dog Brian. The show uses frequent cutaway gags, often in the form of tangential vignettes which parody **American culture**.

Family Guy has been nominated for 12 Primetime Emmy Awards and 11 Annie Awards, and has won three of each. It has garnered three Golden Reel Award nominations, winning once. In 2009, it was nominated for an Emmy for Outstanding Comedy Series, the first time an animated series was nominated for the award since *The Flintstones* in 1961. *Family Guy* has also received negative criticism, including unfavorable comparisons for its similarities to *The Simpsons*.

For the cartoon setting, Seth MacFarlane resided in Providence during his time as a student at Rhode Island School of Design, and the show, as a consequence, contains distinct Rhode Island landmarks similar to real-world locations. MacFarlane often borrows the names of Rhode Island locations and icons such as Pawtucket and Buddy Cianci used in the show. MacFarlane, in an interview with local WNAC Fox 64 News, stated that the town is modeled after Cranston, Rhode Island. Several times every episode, the actual Providence skyline can be seen in the distance. The three buildings that are depicted, from left to right and furthest to closest, One Financial Center, 50 Kennedy Plaza, and the Bank of America Tower. This ordering of buildings and the angle at which they are viewed indicates that Quahog is primarily west of downtown Providence if it is to have a real-world counterpart.

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[3] She found five kinds of address system. They are: (1) Address using name, (2) Address using close relationship or intimate terms, (3) Address using kin terms, (4) Address using respectful terms, (5) Address using mockeries.

According to Setiawan (2002), cartoon is a product that is rich with symbols and signs. In addition, cartoon is contextually affiliated with the situation that occurs in the society. Cartoon can be a media of criticism. Some American cartoons like *The Simpsons* or *Family Guy* become the reflection of Americans. Matt Groening, the creator of *The Simpsons*, created the cartoon based on his personal reflection of life. As a result, there is a conflict between Indonesian and American culture since both cultures share distinct ideologies. In the article dated on April 16, 2008, *Republika* newspaper announced that *The Simpsons*, *South Park*, or *Family Guy* is culturally contradict to Indonesian culture because of the American culture (including the distinct way of addressing system) that appears in the cartoons. Therefore, based on the cultural depiction that occurs in a cartoon, the researcher is interested in placing cartoon (*Family Guy*) as the data of research. Furthermore, it is hoped that the research can frame the distinction between American ways of address terms to Indonesian system of address terms and the implications toward the rapport of the characters, as shown in the address system, using the solidarity and status scales, and discover Holmes' politeness framework used by the characters in *Family Guy* cartoon.

Address system is a delicate matter to do. The different custom rolled in Indonesian and English culture might have given the cause. As what was written by Retmono in his article, this may lead into an idiosyncrasy. However, this research does not tend to differentiate fully the difference between the address system in Indonesian and English, because the focus of this study is to explain the address terms found in American (western) system.

However, a research needs to be limited. A broad analysis of research might produce a shallow analysis. Limitation and delimitation may occur as the parameters of the research. Casteter and Heisler (1977: 38-43) affirm that "limitation and delimitation establish the boundaries, exceptions, reservations, and qualifications inherent in every study". In addition, Creswell (1994: 110) defines delimitation as a way to narrow the research, while limitation expresses the potential weakness occur in the research. Therefore, the delimitation of this research is the use of *Family Guy* within 3 episodes from session 2, namely: *Peter, Peter Caviar Eater*, *Holly Crap*, *Da Boom*. Additionally, the researcher tries to find the address terms used by every character found in 3 episodes of *Family Guy*. *Peter, Peter Caviar Eater* is chosen because it depicts the position of two positions (noble person toward non-noble person) that uses honorifics term. The writer chooses *Holy Crap* because it has the scene portraying the communication between daughter in law and "raging" father in law. And finally, *Da Boom* is selected because it exposes various uses of terms of intimacy with diverse characters, which cannot be found in other episodes of *Family Guy* session 2.

The limitation of this research concerns with the cultural portrait of American address system captured in cartoon. Since most cartoons depicted as a "hyperbolic"

means of entertainment, it is hard to detect that cartoon can be reliable in portraying the real picture of American culture.

RESEARCH METHODS

The basis of research method needs to be strengthened by experts' point of view. This happens as a result of categorizing this research as a qualitative one. Thus, as suggested by Creswell (1994: 153), "qualitative analysis involves collecting information from the field, sorting the information into categories, formatting the information into a story or picture, and actually writing the qualitative text". Furthermore, the process of qualitative analysis will be based on data "interpretation" from *Family Guy* cartoon. The data analysis steps involve (a) finding the expressions pertaining to address system; (b) classifying the findings into types of address terms; (c) describing the rapport of characters using solidarity and status scales; (d) constructing Holmes' framework of politeness; (e) interpreting the result. Thus, the result would be expected to expose the American way of address terms shown by the depiction of *Family Guy* cartoon.

First thing first, the table of address terms will be introduced in this chapter. In total, there are 133 address terms found in 3 episodes of *Family Guy*.

Table 1. Address Terms of *Family Guy*

Num.	Address Terms	Frequency of Occurrences	Rank
1	Personal Names	73	1
2	Title Terms	7	4
3	Kin Terms	33	2
4	Honorifics	7	4
5	Terms of Intimacy	13	3
6	TOTAL	133	

DISCUSSIONS

In line with the above–mentioned theoretical and research based views, this paper attempts to present and to explain the linguistic resources available to the characters in *Family Guy* (addressers). In doing so, the discussion is intended to extract and categorize the range of address terms which the characters use in different circumstances. To capture a corpus of address terms, the researcher made observations of the terms which interlocutors use to call their recipients in 3 different episodes. Deliberate attention was also paid to ensure the exploration of the common address terms used by speakers in different ranges.

Personal Names

In *Family Guy* cartoon addressing a person by personal name may occur with the following possibilities.

1. by First Name (FN)
2. by Last Name (LN)

Based on the possibilities above, there is a pivotal analysis based on personal names that would describe the relationship between two characters that use personal names. The analysis will be delivered after the occurrence of the table below:

Table 2. Samples of Personal Names

Numb.	Personal Names	Characters Position	
		Addresser	Addressee
1	"Peter…"	Wife	Husband
2	"Louis…"	Husband	Wife
3	"Meg…"	Servant	Master
4	"Coco…"	Best friend	Best friend
5	"Francis…"	Daughter in law	Father in law
6	"Griffin…"	Neighbor (The Goldmans)	Neighbor (Peter Griffin)

Those six samples are the occurrences that mostly occur in 3 episodes of *Family Guy*. In *Family Guy* cartoon, there is no character that uses **middle name** or calling other character with **full formal name**, like "Peter Griffin". The characters mentioned above can be summed as follows: Peter Griffin, Louis Griffin, Meg Griffin, Coco Jonathan, and Francis Griffin.

In addition, cases of FN calling are not limited to elders addressing to young people or characters that have an equal position calling each other. In samples 1 to 6 above, the characters that are in close relationship calling each other by his/her personal name, such as husband – wife (v.v.), servant – master, between close friend, or in one case, daughter in law – father in law.

An interesting case happens in sample 3. Moreover, the researcher finds a case when a servant calls his master with her FN; in this case the servant is older than the master. The frequency of calling his young master with FN occurs in high repetition. It can be claimed that the servant tries to get rid of status barrier toward his master. The servant also tries to make a close rapport with his master.

In the other fascinating case, distinct to Indonesian way of address terms, Louis Griffin (daughter in law) calling Francis Griffin (her father in law) with his FN (see sample 5), moreover, in this case the use of FN to elders will be impolite to Indonesian's framework of address terms, while in American way of address terms, that is depicted through *Family Guy*, it is common to call elders by FN in order to show a close rapport. Moreover, there is a major reason when Louis calls her father in law with his FN. In *Holy Crap* episode, Louis tries to make a close relationship toward his father in law since they don't get along very well. Francis Griffin never agrees if his son, Peter Griffin, got married with Louis. Therefore, to melt the situation, Louis calls her father in law with his FN as to avoid a more rigid situation. In addition, the last sample (6) shows that LN can also be used to indicate a close rapport between characters. In some cases, the use of LN "Griffin" can be used as mockery.

Thus, the use of LN without Title can indicate a close affinity since in *Family Guy* the neighbors are bonded tightly and feel that they are in the same status. Based from the findings above, the researcher concludes: by using personal names, the characters try to address an intimate and high solidarity bonding (based on Holmes' Solidarity - Social Distance Scale). Likewise, the characters indicate a positive politeness since the characters minimize the status difference.

Title Terms

Title, here, refers to given initials of individuals in order to show their social ranks, or gender in different circumstances. Below are the titles terms which the characters of *Family Guy* use of in their conversations.

1. by General Title (GT) plus LN
2. GT plus Full Name (FLN)

Based on the data above, an analysis pertaining to title terms should be made in order to unleash the characters relationship that use title terms as a tool to show status difference. The analysis will be delivered after the occurrence of the table below:

Table 3. Samples of Title Terms

Numb.	Title Terms	Characters Position	
		Addresser	**Addressee**
1	"Mr. Pewterschmidt…"	Son in law	Father in law
2	"Mr. Peter Griffin…"	Employee of auction office	Bidder
3	"Mr. Brandywine…"	Servant	Employee of auction office
4	"Mrs. Lipstein…"	Doctor	Patient

Those two forms of title terms above are the ones that have been used in 3 episodes of *Family Guy*. As what is seen from Retmono's article entitled *Hello, Mister!* (check *Previous Studies in Address Terms* chapter), the researcher concludes that the idiosyncrasy made by Indonesian are caused by the illiteracy of American (western) title terms convention.

From sample 1 to 4, the researcher identifies that there is a class difference lies on the characters as shown by the use of title terms in the conversation. In sample 1, the main character of *Family Guy*, Peter Griffin, calls his father in law with GT plus LN. Unlike his wife, Louis Griffin, who calls her father in law with FN, Peter tends to respect his father in law. Moreover, Peter Griffin and his father in law (Carter Pewterschmidt) are not closely bonded to each other. The relationship can be seen in *Family Guy* episode *Peter, Peter Caviar Eater*. In addition, the episode of *Peter, Peter Caviar Eater* tells about Peter Griffin transformation into a noble person, here the variety of title terms use is high.

In sample 2, there is a status difference shown by the employee of auction office and the bidder (in this case the bidder is Peter Griffin). Peter Griffin as the bidder, of course, has won an auction with the highest bid. This is resulted into the

image of a wealthy person that must be respected. As an ordinary employee, a respect must be shown to the auction winner. Whilst this time the use of GT occurs with FLN not with LN. Thus, the function of title terms to respect others remains the same. Additionally, sample 3 and 4 show us the standard version of addressing title terms.

As a concluding remark of title terms, the use of title terms signifies distant and low solidarity relationship. In addition, the use of title terms shows a relationship that occurs between superior/high status against subordinate/low status. Likewise, the characters show us a negative politeness which pays people respect and expressing oneself appropriately in terms of social distance and respecting status differences. Thus, by understanding the feature of title terms, Indonesian would be expected to avoid the idiosyncrasy as aimed by Retmono.

Kin Terms

A plentiful numbers of the address terms indicate the family relationships among individuals. Through the numerous frequencies of kin terms, the classification of kin terms will be divided into these possibilities:

a. by calling “father or dad”
b. by calling “mother or mom”
c. by calling “kids”
d. by calling “boys”
e. by calling “grandpa”
f. by calling “aunt” plus LN

Based from these following findings, one may call his father by “father” or “dad”. Mother may be addressed by “mother” or “mom”. Children are called by “kids” and sons and a pet are called by “boys”. In “boys” case, the researcher finds that the Griffins treat their pet (Brian) as their child. Brian is considered as a boy; therefore father/mother often calls Brian with “kid(s)”. In addition, the Griffins nuclear family may call its grandfather with “grandpa”. Moreover, there is no “grandpa” addressed to the grandfather outside the Griffins.

The last sample (“aunt”) only occurs to the Griffins. In this case, the use of kin terms “aunt” precedes LN (Margarite). By using kin terms, the researcher concludes that: the characters try to address an intimate and high solidarity bonding (Holmes’ Solidarity - Social Distance Scale). The use of kin terms replaces the use of FN as to show intimacy and high solidarity among family member. Consequently, the politeness framework would be positive politeness (though it seems neutral) as to impose solidarity orientation.

Honorifics or Terms of Formality

Honorifics is a term to signify respect to other people, especially elders or noble people. Honorifics occurs in various ways and forms depending on the culture within. In *Family Guy*, as the depiction of western system of address terms, there are numerous types of expressions, which could be used in order to honor or dignify the addressed person. Such terms may be used in several forms; before, after, with or

without the name of the addressee. Below are the occurrences of honorifics terms found in *Family Guy*:

a. by Honorifics Term (HT) plus LN
b. by Honorifics Term (HT) plus FLN
c. by Honorifics Term alone

Table 4. Samples of Honorifics Terms

Numb.	Honorifics Terms	Characters Position	
		Addresser	**Addressee**
1	"Sir…"	Servant	Peter Griffin
2	"Madam…"	Servant	Louis Griffin
3	"Lord Griffin…"	Servant (Party Announcer)	Peter Griffin
4	"Lord Peter Griffin…"	Employee of auction office	Peter Griffin

Four samples above have been the basis of most found honorific terms. The first and second samples occur without LN or FLN. The 1 and 2 examples are uttered by a servant works for the Griffins in episode *Peter, Peter Caviar Eater*. Moreover, the 3 and 4 samples use the honorific terms "Lord" that precedes LN and FLN. Explicitly in sample 4, the employee of auction office is highly respected Peter Griffin who wins the auction by million dollar gap. Additionally, the term "Lord" is usually intertwined with British custom. "Lord" can indicate a superiority and sometimes "Lord" is compared to "Baron or Baroness". In religion context, the term "Lord" is usually addressed to God, and it designates human being and its creator. According to the Oxford Dictionary of English, the etymology of the word can be traced back to the Old English word 'hlāford' which originated from 'hlāfweard' meaning 'bread keeper' or 'loaf-ward', reflecting the Germanic tribal custom of a chieftain providing food for his followers. In addition, the use of honorifics terms shows a relationship that occurs between superior/high status against subordinate/low status. Likewise, the characters show us a negative politeness which pays people respect and expressing oneself appropriately in terms of social distance and respecting status differences.

Terms of Intimacy

Given that the characters in *Family Guy* give some considerable attention to the formality of addressing in speech, there are still situations where intimate colleagues address partners with more friendly and more amiable tone. By intimacy we refer to situations where the speaker treats the listener as a member of an in-group, a very close friend or a person whose personality traits are known and liked. The examples of terms of intimacy found in 3 episodes of *Family Guy* can be seen below:

Table 5. Samples of Terms of Intimacy

Numb.	Terms of Intimacy	Characters Position	
		Addresser	**Addressee**

1	"Honey…"	Mother/ Husband/Brian	Children/ Wife/Unfamiliar Person
2	"Dear…"	Aunt/Husband	Niece/Wife
3	"Darling…"	Husband	Wife
4	"Sweetie…"	Mother	Son
5	"Old bean…"	Peter Griffin (Father)	Brian (Pet)
6	"Mean Joe…"	Peter Griffin (as a fan)	Unfamiliar Person (as an idol)
7	"Chubby Franklin…"	Neighbor	Neighbor

In using terms of intimacy (Harrod (1909) says "terms of endearment") in *Family Guy*, age, status and degree of intimacy are highly observed. Children, wife and relative may be addressed by intimate terms by parents or relative. In sample 1, the researcher finds an interesting fact when the intimate term "honey" is used to greet someone who is unfamiliar to the addresser. This event can be generalized as a flirt. An intimate term might be used to tease someone who is unknown and this occurs to clear the psychological and status barrier between the speakers, furthermore, it is used to "pretend" that the addresser knows the addressee for a long period of time. Additionally, in using nicknames in *Family Guy* cartoon pet (talking pet), an idol, and neighbor may be addressed by nickname by parents, a fan, and neighbor. The addressers may also call their addresses by nickname to express their affection. The uses of nicknames are to eliminate the psychological bond and to show that there is a close connection between the addresser and addressee.

As seen from http://en.wikipedia.org/wiki/term_of_endearment, "most terms of intimacy are concrete nouns that have favorable associations, either with a sweet taste or the nature of the relationship". The use of terms of intimacy would actually reveal the quality of relationship and if we see in Indonesian's point of view of address terms, these intimacy terms would rather be used to a very close partner although for some context the terms of intimacy in Indonesian address terms can also be formed as a flirt or a call to unfamiliar young children like the word "sayang" that is being addressed to some children that the speaker does not know for sure (randomly)[4]. Since the speakers in *Family Guy* use terms indicating signs of love, in order to show a close relationship with their listener, so the researcher concludes that the characters try to deal with an intimate and high solidarity bonding (Holmes' Solidarity - Social Distance Scale). Additionally, the politeness framework would be positive politeness as to impose an intimate and close-bond orientation.

CONCLUSION AND SUGGESTION

[4] see http://www.citeulike.org/user/puslit/article/4854388 for further reading.

With respect to the observations of this study, the following points could be stressed: The attempt of the authors concerning categorization of the expressions in *Family Guy* cartoon can be regarded as a pioneering effort to demonstrate the vast lingual potentiality of this language regarding multiplicity of interlocutory expressions on the one hand and the changeability and enrichment of these terms. Thus the major intention in conducting the present work is to draw the general overall scheme of address terms that the addressers might use to call their addressees.

The reason why the study developed into five categories of address terms in *Family Guy* by no means supports the equivalence of the importance and frequency of the categories. Each category has its special usage for particular people and under certain conditions. Furthermore, from the findings above personal names marks the highest usage of address terms in *Family Guy*. Then it is followed by kin terms in the second place, terms of intimacy in the third rank, whereas title terms and honorifics are placed in the same rank due to the same frequency shown by the occurrences of both address terms. The high usage of personal terms might be caused by the psychological barrier that wants to be removed by the speakers in *Family Guy*. This could be a fascinating finding when people (speakers), disregard the age, status, and profession, are able to address someone by the FN. This evidence might result into a quirk if it was applied in Indonesian custom (Let's say that your children call you with your FN or your son/daughter in law call you without GT and call your FN directly). Thus, by conducting this research the researcher hopes that the evidences depicted from *Family Guy* cartoon would uncover the clamshell of address terms in American way and evade the inaccuracy of using address terms.

However, this research needs developing. Further studies should portray the real situation of American life. By using different methods and techniques of data collection the results would probably varied. In addition, the researcher suggests the upcoming researches in address terms to compare the use of address terms in Indonesian and American's framework of rapport by getting into the real life (context) of both systems and the risk of applying Indonesian custom of address terms into American system of address terms, vice versa. Therefore, more time and focus should be generated.

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