

Book of Abstracts

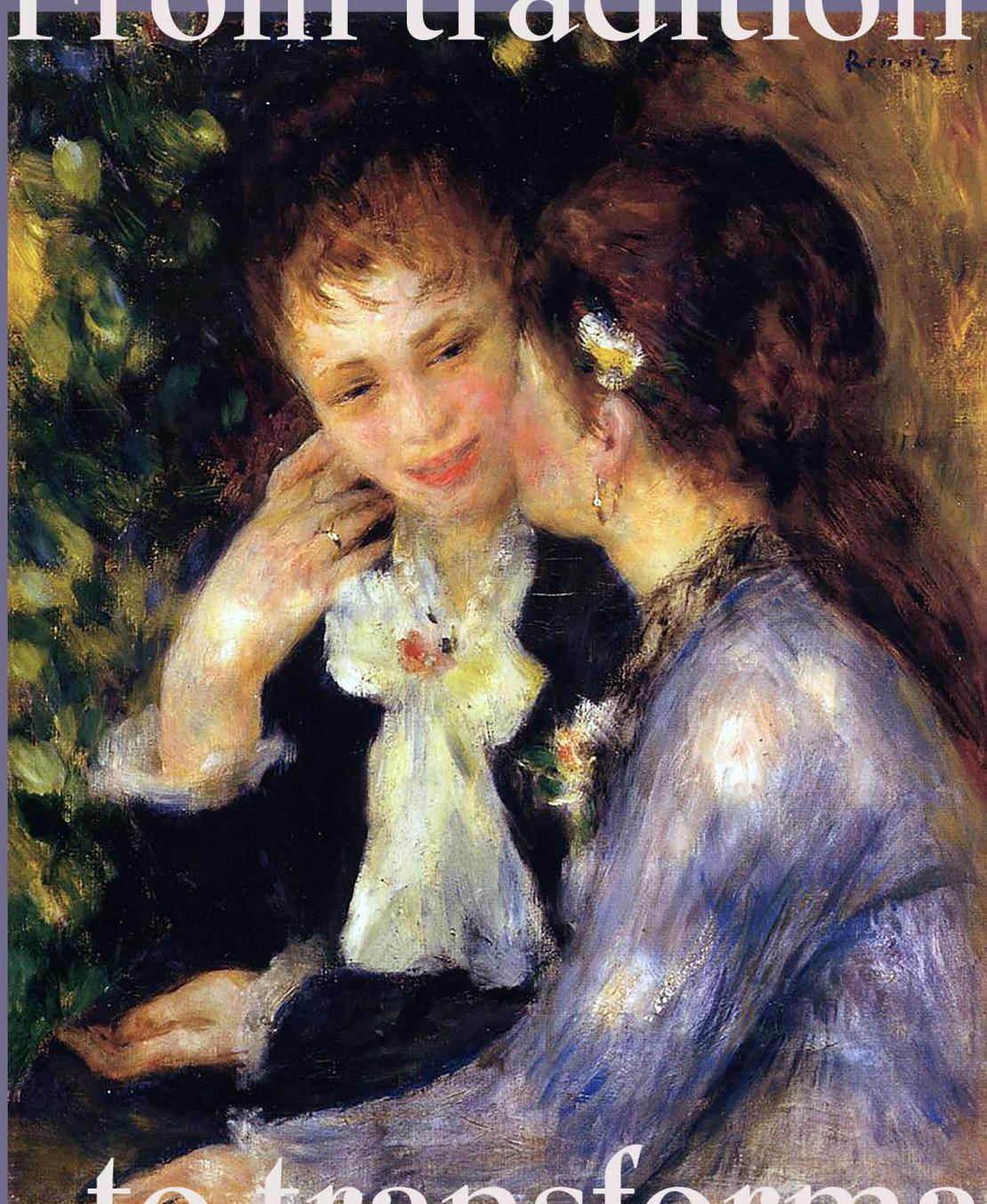
From tradition

INAR 8
INTERNATIONAL
NETWORK
OF ADDRESS
RESEARCH

UNIVERSIDADE
CATÓLICA
PORTUGUESA
LISBON

16 - 18 JULY
2025

Jeunes femmes qui parlent (confidences) - Pierre-Auguste Renoir



to transformation

rethinking addressivity, rethinking forms of address

CONTENTS

AGATA ROZUMKO (UNIVERSITY OF BIAŁYSTOK, POLAND)	1
ÁGNES DOMONKOSI (ESZTERHÁZY KÁROLY CATHOLIC UNIVERSITY)	2
AHMET CAN UYAR (SIVAS CUMHURİYET UNIVERSITY)	2
ALCINA PEREIRA DE SOUSA (UNIVERSITY OF MADEIRA; CEAUL)	3
ANA BRAZ (CLUNL; U. ABERTA), VERONICA MANOLE (BABEȘ-BOLYAI UNIVERSITY)	5
BEÑAT MUGURUZA, GARBIÑE BEREZIARTUA (UNIVERSITY OF THE BASQUE COUNTRY, UPV/EHU)	7
BETTINA KLUGE (HILDESHEIM UNIVERSITY)	8
CATRIN NORRBY (STOCKHOLM UNIVERSITY), DORIS SCHÜPBACH (UNIVERSITY OF MELBOURNE), JOHN HAJEK (UNIVERSITY OF MELBOURNE), HEINZ L. KRETZENBACHER (UNIVERSITY OF MELBOURNE)	9
ELISABETH REBER (UNIVERSITY OF AUGSBURG)	10
GAËLLE PLANCHENAUT (SIMON FRASER UNIVERSITY, CANADA)	11
HANNA LAPPALAINEN, (UNIVERSITY OF EASTERN FINLAND)	12
JANE RODRIGUES DUARTE, JOÃO CARLOS ANTUNES BROGUEIRA (UNIVERSIDADE CATÓLICA PORTUGUESA, CECC)	13
JANEL ZOSKE (FREIE UNIVERSITÄT BERLIN, BERLIN GERMANY)	15
JANEL ZOSKE (FREIE UNIVERSITÄT BERLIN), HENNING RADKE (UNIVERSITEIT VAN AMSTERDAM), HORST SIMON (FREIE UNIVERSITÄT BERLIN)	16
MARIA ALDINA MARQUES (CLUP – FACULDADE DE LETRAS U. PORTO), TIAGO MARQUES, (CLUP – FACULDADE DE LETRAS U. PORTO), ISABEL MARGARIDA DUARTE (CEHUM – U. MINHO)	18
MARÍA ELENA PLACENCIA (BIRKBECK, UNIVERSITY OF LONDON), HEBE POWELL (INDEPENDENT RESEARCHER)	20
MINKA DŽANKO (UNIVERSITY OF SARAJEVO)	21
PATRICIA SÁNCHEZ CARRASCO, LOTTE HOGEWEG, HELEN DE HOOP (CENTRE FOR LANGUAGE STUDIES, RADBOD UNIVERSITY NIJMEGEN)	23
RACHEL MILITO (GEORGETOWN UNIVERSITY)	24
RITA FARIA (UCP/CECC)	25
RITA TAMARA VALLENTIN (FREIE UNIVERSITÄT BERLIN)	26
RUSUDAN GERSAMIA (ILIA STATE UNIVERSITY, TBILISI, GEORGIA)	27
SEBASTIAN WITTKOPF (FREIE UNIVERSITÄT BERLIN; HUMBOLDT-UNIVERSITÄT ZU BERLIN)	28
SONYA YAMPOLSKAYA (FREIE UNIVERSITÄT BERLIN, UNIVERSITY COLLEGE LONDON)	29
TAMAR GOGIA (UNIVERSITAT POMPEU FABRA)	30
TERESA JORGE FERREIRA (UCP/CECC)	31
VÍCTOR FERNÁNDEZ-MALLAT (GEORGETOWN UNIVERSITY), MICHAEL NEWMAN (QUEENS COLLEGE/CITY UNIVERSITY OF NEW YORK), FRANCISCO ORDÓÑEZ (STONY BROOK UNIVERSITY)	32
YOKO YONEZAWA (UNIVERSITY OF SYDNEY), XIANGDONG LIU (WESTERN SYDNEY UNIVERSITY)	34
YOUSSEF A. HADDAD (GEORGETOWN UNIVERSITY IN QATAR)	35
ZAAL KIKVIDZE (AKAKI TSERETELI STATE UNIVERSITY, KUTAISI, GEORGIA)	36

BOOK PRESENTATION: BEYOND BINARIES IN ADDRESS RESEARCH (PANEL)	37
CASE STUDY 1: ANALYZING SOCIOPRAGMATIC PROPERTIES OF POLYSEMIC <i>USTEDEO</i> ADDRESS FORMS IN CHILEAN SPANISH VIA INDEXICALITY AND CLUSTERING (FERNÁNDEZ-MALLAT)	37
CASE STUDY 3: FUNCTIONS OF ADDRESS IN THE GERMAN LINGUISTIC LANDSCAPE (LIEBSCHER, SUTHERLAND, & DAILEY-O'CAIN)	39
CASE STUDY 4: COMPLEX ADDRESS PRACTICES IN FINLAND-SWEDISH – ACTUAL AND REPORTED USE OF ADDRESS IN SERVICE ENCOUNTERS (WIDE & NORRBY)	39
CASE STUDY 5: VARIATION OF V AND T ADDRESS PRONOUNS IN BOSNIAN AND GERMAN MEDICAL ENCOUNTERS (DŽANKO)	40
CASE STUDY 6: 'STOP MEASURING EGOS' – FINDING A MIDDLE GROUND BETWEEN DISCERNMENT AND VOLITION IN EUROPEAN PORTUGUESE (FARIA)	40
CASE STUDY 7: <i>NO SE PUEDE SER MÁS TONTO</i> : REFERENTIAL INFERENCE AND ADDRESS STRATEGIES IN COMMENTS TO SPANISH DIGITAL NEWS (AIJÓN OLIVA)	41

Agata Rozumko (University of Białystok, Poland)

Address terms used for female police officers in Polish translations of Charlotte Link's Kate Linville series: an interpersonal pragmatics perspective

Address terms used by fictional characters indicate the nature of personal and professional relationships between them; they are also an important element of characterization. This study uses the framework of the pragmatics of fiction (cf. Locher and Jucker 2017) and interpersonal pragmatics (cf. Locher and Graham 2010; Dayter et al. 2023) to discuss the translation of address terms in serial storytelling, exemplified by Polish translations of Charlotte Link's Kate Linville series. Within this framework, address terms are treated as part of the characters' *relational work*, i.e. the linguistic work they "invest in negotiating relationships with others" (Dayter et al. 2023: 5).

The analysis focuses on the first four books in the series: *Die Betrogene* (2015), *Die Suche* (2018), *Ohne Schuld* (2020), and *Einsame Nacht* (2022), as the last one, *Dunkles Wasser* (2024), has not yet been translated into Polish. Like many other crime fiction series, Link's series centres on one main character, Detective Sergeant Kate Linville, who forms relationships with other characters, often fellow police officers. Thus, translating the characters' relational work requires the ability to recreate the development of their interpersonal relationships as well as the professional hierarchy between them (cf. Seago 2014).

This study shows that the translator of most books in the series increasingly tends to render names of police ranks used as address terms (such as *Detective Sergeant*, *Detective Inspector*) in their feminine Polish equivalents (Pol. *sierżantka*, *inspektorka*). This choice reflects the growing tendency in Polish to replace generic masculine nouns with feminine forms, but it also makes the characters appear more feminist, confident, and independent. In this way, the translator actively and creatively contributes to the construction of the characters in the Polish version of the series.

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Keywords: *address terms, women detectives, crime fiction, translation*

Bionote:

Agata Rozumko is an Assistant Professor in the Department of English Linguistics at the University of Białystok, Poland. She holds a PhD in English historical linguistics. Her current research interests encompass interpersonal pragmatics, the pragmatics of fiction, and the pragmatics of translation. She is particularly interested in the translation of address terms in serial storytelling between languages with different address systems, with the focus on address terms negotiations and shifts in address use.

Ágnes Domonkosi (Eszterházy Károly Catholic University)

Forms of Address in Hungarian Text Variants of the Mini-series *Chernobyl*

This presentation examines the address practices, including all T and V forms and nominal address forms, in the Hungarian translations of the English-language mini-series *Chernobyl* (HBO, 2019). Address forms are culture-specific, requiring cultural adaptation in translation. By analyzing the original English text and its Hungarian dubbing and subtitling, this study highlights that differences in address forms are not simply variations, but are rooted in distinct strategies for conveying the discourse tone. The series, while fictional in nature, aims to authentically recreate historical events, relationships, and original characters with a comprehensive documentary approach. The analysis identifies all T/V forms and all nominal forms of address. Key research questions include: (i) the differences and similarities in peer relations between dubbed and subtitled versions, and (ii) identifiable translation strategies for pronouns and nominal address forms, aligned with different interpersonal relationships and situations. The findings indicate that both Hungarian versions provide social meanings aligned with the target audience's cognitive environment, despite crucial differences in addressing strategies. The dubbing strategy closely reflects the address conventions and social dynamics of the depicted period, making extensive use of T/V forms and nominal address to express emotion, while subtitle is closer to the original text. This study underscores the complexity of audiovisual translation and its impact on the interpretation of social relations in the target language.

Keywords: *audiovisual translation, T/V forms, address practices, nominal address forms, discourse tone*

Bionote:

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Ahmet Can Uyar (Sivas Cumhuriyet University)

A Corpus-Based Exploration of *hocam* as an Address Term in Turkish: Functions and Structural Insights

The term *hoca* ['hodʒɑ] (hodja in English), derived from the Persian *khaje* (خواجه), originally referred to scholars, masters, and dignitaries in Persian and Ottoman contexts, often with religious or intellectual connotations (Keshavarz, 2022). While its usage in Persian has declined, its version with a possessive marker, *hocam*, has become widespread in Turkish, where it is now used as a term to address professors, teachers, and wise individuals, reflecting both historical and modern cultural influences (Keshavarz, 2022). Although this term of address is prevalent among individuals in educational settings and various other contexts, its nature and usage have been the subject of analysis in a limited number of studies. Therefore, this study aims to investigate how the address term *hocam* is used in Turkish spoken discourse with a focus on its pragmatic functions and structural properties.

Utilizing the data collected from the Turkish National Corpus (TNC), the study adopts a mixed-methods research design, combining quantitative analysis of the frequency and distribution of hocam with qualitative interpretations of its contextual usage. Eventually, the study presents a classification of the term's pragmatic functions, such as expressing respect, politely gaining the listener's attention, and emphasizing social hierarchy. Additionally, it also focuses on the term's use from a structural perspective, shedding light on its syntactic positioning in utterances, the possible relationship between this positioning and specific functions, its distribution across different speech events, and the characteristics of the addressors and addressees. Finally, by contributing to the understanding of hocam, the study provides insights into the broader tendencies in address behavior in the Turkish language.

Keywords: *Turkish language, Turkish National Corpus (TNC), address terms, hocam*

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Bionote:

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Alcina Pereira de Sousa (University of Madeira; CEAUL)

Forms of address in online recipes in European Portuguese

The selection of forms of address (FA) in everyday communicative practices as well as in digital contexts has long been a concern for linguists, particularly discourse analysts, conversation analysts and sociolinguists (Blommaert & Rampton, 2011). This paper of exploratory kind draws on an interdisciplinary field in the so-called culinary linguistics (Diemer & Frobenius, 2013), uncovering sociolinguistic relations conveyed by diverse forms of address (Balsalobre, 2018) and the extent to which FA in European Portuguese influence readers of online recipes. These are object of scrutiny from a pragmalinguistic scope in a range set of authentic multimodal and digital injunctive materials in the so-called "cooking recipe" and "assembly instructions" (Rossi et al 2022), as a hybrid genre (Diemer & Frobenius, 2013, online), collected from multimodal texts available in six Portuguese websites in January 2025, ranging from institutional to private discursive practices in European Portuguese (<https://feed.continente.pt/receitas>; <https://www.sidul.pt/receitas/cupcakes-de-halloween/>; <https://www.unileverfoodsolutions.pt/receitas.html?>; <https://www.teleculinaria.pt/receitas/>; <https://claradesousa.pt/receita/queques-de-banana-e-chocolate-halloween/>). The data collected is meant to reflect on the way these are reported (Baldauf-Quiliatre, 2004; Taatvitainen & Jucker, 2016) to blend elements from various other discourse types with communicative and collaborative approaches, marked by diverse patterns of addressivity, as i) a mitigating effect and ii) in a constant intersubjective effort to convey specific co-constructed meanings

with diverse interlocutors in genre conventions, characteristics, text type features and underlying traditions (Sakib et al., 2023). Unlike patterns of addressing interlocutors in English recipes conveyed by the imperative form, thus avoiding the direct address (Diemer & Frobenius, 2013, online) following register in traditional recipes, research findings point to a shifting use of forms of address in the recipe genre in Portuguese digital media communication. These depart sometimes from V-forms of address in the social organization of the traditional Portuguese context (Godinho, 2019), conveyed by the imperative form, towards a direct address to the hearer / reader via the second person voice, i.e., *você* (formal), and *tu* (informal). These FA are possibly intended to invite diverse interlocutors to (Jue, 2024, online) “imagine and actualize the future dish or future scenario they sketch”. Following Diemer & Frobenius (2013, online), “they contribute to creating an audience directed text”, through pragmalinguistic features and expert knowledge, thereby promoting a dialogic interaction between speakers and hearers.

Keywords: *online recipes; pronouns of address; European Portuguese*

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Bionote:

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Ana Braz (CLUNL; U. Aberta), Veronica Manole (Babeş-Bolyai University)

**Strategic uses of address forms in populist rhetoric:
a view from Portugal and Romania**

2024 was an electoral year in Portugal and Romania. Both countries held elections for the European Parliament, Portugal had snap elections for its parliament, in March, while in Romania 2024 was a superelectoral year, as municipal, European, parliamentary, and presidential elections were organized in June, November, and December. In both countries populist forces rose to prominence, as Portugal's Chega and Romania's AUR became the third and the second most voted parties, respectively. In Romania, other two newly created populist parties, SOS and POT, entered the parliament for the first time. Almost a third of the Romanian MPs (33%) represent three populist parties (AUR, SOS, POT), while Portugal's Chega had 18% of the votes cast in the parliamentary elections, indicating that the populist rhetoric tends to be increasingly effective.

In this context, we shall seek to analyse the strategic use of address forms in populist rhetoric in both countries. Using as the main theoretical framework Araújo Carreira's approach (1997), who distinguished between elocutive, allocutive, and delocutive address forms, we will try to identify, in a corpus of TV debates, how populist politicians strategically construct their own identity as anti-establishment voices along the social and discursive divisions: / or we vs. you; we vs. they and the respective nominal address forms. As a preliminary observation, in both Romanian and Portuguese debates informal address forms tend to be the norm across the political spectrum, therefore political discourse as a whole seems to have lost its prestige as a consequence of the discrediting of the politicians and politics in general. On the other hand, the increasing polarisation leads to more aggressivity and less politeness in political debates.

In a nutshell, we will seek to answer the question how can address forms can help construct the populist discourse in both countries.

Keywords: *Portuguese political discourse, Romanian political discourse, populism, address terms*

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Beñat Muguruza, Garbiñe Bereziartua (University of the Basque Country, UPV/EHU)

The experience of new speakers of *hika*, the Basque informal address form

Basque has mainly two address forms these days. After a gradual decline of the informal address form *hika*, the formal address form *zuka* is the only option for the vast majority of Basque speakers (Alberdi-Larizgoitia, 2018). The use of the informal pronoun *hi* affects verbal morphology significantly, which makes it difficult to master for those who have not acquired it naturally. Apart from the purely linguistic challenge, new speakers of *hika* may face legitimacy issues related to their lack of authenticity, especially when their interlocutor is a native speaker. This phenomenon has been widely observed in recent years in different contexts where learners of a minority language make an effort to use it with native speakers but they seem to find different obstacles. One of the main factors seems to be that so-called new speakers tend to use more standard varieties of the language, which may be perceived as weird or artificial. The use of the Basque informal address form *hika* is typically associated with male native speakers coming from Basque-speaking areas with a traditional dialect (Echeverria, 2020; Urla, 2012). This study focuses on men who did not acquire the address form *hika* naturally and started learning and using it at some point of their lives. We look at their trajectories: how they managed to engage in *hika* conversations and how native speakers reacted to their attempts. An online questionnaire was delivered via social networks and 99 new *hika* speakers answered. Results reveal that while most participants feel that native speakers have helped them along the process, some have experienced uncomfortable moments of many sorts. Additionally, over a third of participants report that they employ more vernacular forms of the language when they speak in *hika*, and most seem to accommodate to their interlocutors' local dialect in order to avoid uneasiness.

Keywords: *hika*, Basque, new speakers, minority language, form of address

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Garbiñe Bereziartua Etxeberria is a PhD lecturer of Communicative Competence at the University of the Basque Country (UPV/EHU). Her research interests lie in the area of sociolinguistics, specifically the use and revitalisation of minority languages. She has devoted the last years to analysing the informal form of address in Basque.

Bettina Kluge (Hildesheim University)

„Adiós cariño mío y alma mía de mi corazón, Dios te me deje ver“ – husbands’ use of farewell formulae in the *Cartas de llamada* (1540-1822)

The so-called *cartas de llamada*, private letters from persons who already emigrated to the Americas, were presented to the authorities by applicants who also wished to make the dangerous journey. Since the publication of the first edition by Otte (1993) [1988] (and a later edition along philological criteria by Fernández Alcaide 2009), the interest of historians and linguists has increased enormously, as can be seen by further compilations by Macías/Morales (1991) and Stangl (2012). Taken together, these editions span the entire colonial period.

Kluge (2021) traces the use of nominal forms of address from the 16th to 19th century in letters written by husbands to their wives in four periods. In the first period, the 16th century, apart from *señora* (lady), forms such as *hermana* (sister), *mujer* (woman/wife) and *hija* (daughter) were used, while the second period until 1777 is dominated by *esposa* and *hija*, plus some additional term of endearment, e.g. *esposa mía y querida de mis ojos*. In the third and fourth periods, terms similar to the modern nominal address are becoming more numerous, especially *querida* + *first name* (dear + FN) and *querida esposa* (dear wife).

In the current contribution, the same subcorpus will be taken up again for a closer look at the farewell formula that are interpreted as yet another chance for husbands to convince their wives to emigrate to the Americas, often expressing the wish to rather see each other instead of writing letters (e.g., *tu esposo que más quisiera verte quescibirte* ,your husband who would rather like to see you than write to you, plus first and last name). In a pragmatic analysis, the data are combined with the initial greetings to evaluate if both greeting and farewell are in congruence and show a similar level of formulaicity throughout the centuries.

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Bionote:

Since 2013, Bettina Kluge has been full professor of Applied Linguistics at the Institute of Translation Studies and Specialized Communication, Hildesheim University, Germany. Her research interests include contrastive pragmatics, politeness, forms of address (and their translation), translation in the news and indirect translation.

Catrin Norrby (Stockholm University), Doris Schüpbach (University of Melbourne), John Hajek (University of Melbourne), Heinz L. Kretzenbacher (University of Melbourne)

“The HEJ!day of marketing? How IKEA uses salutations”

In this paper we explore in what ways salutations are used by the Swedish multinational company, IKEA, to address potential customers.

It is well known that the company exploits its Swedish roots for international branding and marketing purposes, with frequent references to Swedish culture and way of life. Among other ways, this is achieved through pragmatic means, e.g., the use of the informal address pronoun *du* (T) to address potential customers in a Swedish fashion. More recently, certain Swedish salutations, such as *hej* and *hejdå*, have also been added to the company's global cultural repertoire.

The aim of this paper is to document in what contexts and for what purposes such Swedish salutations occur in IKEA's communication directed at prospective customers, to compare and contrast their use in the different national contexts where IKEA operates and how they are combined with salutations in the local language(s).

The data for the study consist of pages from all available IKEA websites (62 countries) collected during 2023-2024 and of photo documentation of in-store signage and artefacts at selected IKEA stores.

The study is informed by the theoretical and methodological insights of variational pragmatics (Schneider 2019), which combines pragmatics and sociolinguistics to document national, regional and social/cultural variation in pragmatic routines. Additionally, we draw on studies on greetings in interaction (e.g. Kendon 1990) as well as on “glocalisation” (Robertson 1995).

Our results indicate that while Swedish greetings are sometimes used in their primary communicative function to open and close an interaction, above all, they serve as iconic markers of ‘Swedishness’. In that respect, they are similar to e.g., IKEA's use of Swedish national colours, blue and yellow, as their theme colours.

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Keywords: *Salutations; marketing, glocalization, IKEA, Swedishness*

Bionotes:

Catrin Norrby is Professor of Scandinavian Languages in the Dept. of Swedish Language and Multilingualism at Stockholm University, and an Honorary Fellow at the Research Unit for Multilingualism and Cross-Cultural Communication (RUMACCC) at the University of Melbourne. She has published widely in cross-cultural pragmatics and interaction analysis and takes a special interest in address research.

Doris Schüpbach is a Research Fellow at the Research Unit for Multilingualism and Cross-Cultural Communication (RUMACCC) at the University of Melbourne. Her main research interests are in address research as well as in issues around multilingualism and migration.

Heinz L. Kretzenbacher is a Senior Fellow in the School of Languages and Linguistics at the University of Melbourne. His main research interests are address research, language teaching and learning and academic communication.

John Hajek is Professor of Italian Studies and Director of the Research Unit for Multilingualism and Cross-Cultural Communication (RUMACCC) at the University of Melbourne. With his co-authors he has been active in the field of address research for many years and has published widely in the field.

Elisabeth Reber (University of Augsburg)

Nominal terms of address at the Old Bailey and beyond. Tracing historical traditions and (post)colonial transformations

The study of change and variation in address terms offers a new research avenue with respect to indexical language use in pluricentric languages (Schüpbach et al. 2021). Recent work on nominal address terms in courtroom interaction has revealed different conventions in two socio-cultural communities, the Supreme Court of the United States and the High Court of Australia (Ozyumenko 2023, Reber 2023). The American attorneys tend to use vocatives to address the justices (*You're correct, Your Honor*), while the Australian attorneys show a preference for what I call nominal vocative-referential terms of address (*Your Honour is correct*). In this paper, I intend to investigate the historical roots of these diverging practices in more detail. Drawing on the Old Bailey Corpus 3.0 (roughly 24 million words in size; Huber 2020), I will examine practices of nominal address used in the written records of trials conducted at London's Central Criminal Court during the Early and Late Modern English periods (1720 – 1913) from an interactional sociolinguistic perspective. First findings suggest that the sample contains both vocative and vocative-referential terms of address, an interesting variation which seems to be linked to specific speaker roles and potentially historical factors.

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<https://doi.org/10.1515/soci-2021-0009>

Keywords: *pluricentric variation; Australian English; American English; historical change; courtroom interaction*

Bionote:

Dr Elisabeth Reber is a full professor of English Linguistics at the University of Hildesheim. Her current research interests focus on interactional linguistics / conversation analysis, historical sociolinguistics and diachronic discourse analysis. She has published two monographs, *Quoting in Parliamentary Question Time. Exploring recent change* (Cambridge University Press, 2021) and *Affectivity in Interaction: Sound objects in English* (John Benjamins, 2012), co-edited various collections and authored numerous articles in international peer-reviewed journals.

Gaëlle Planchenault (Simon Fraser University, Canada)

'You who are not impacted by issues related to invisibility, stereotypes or skin color': Reported forms of address in the French media and reversal of racial prejudice

This paper presents a critical discursive analysis of French anti-racist activists' reported speech in the media, arguing that this analysis sheds light on the ways forms of address are reappropriated to sensationalize statements and intensify discourse polarization. To understand the linguistic ideologies shaping the reporting of activists' voices and their role in the semiotics of exclusion (Urciuoli, 1996), I first present my research on films, specifically focusing on the discursive patterns associated with racialized women. I highlight how the performance of L2/social accents, alongside discursive features such as tu-forms, portrays a perceived failure to adhere to social conventions or unequal power relations (Peeters & Ramière, 2009).

I then analyze two discursive events that took place in spring 2020, examining their mediatization and the resulting polarization. This includes the use of the pronoun *vous* as a calling out in Aïssa Maïga's anti-racist speech during the César awards, as seen in the actress' statement: "You who are not impacted by issues related to invisibility, stereotypes, or skin color" (my translation), and its co-articulation with nous/on-forms: "We have survived whitewashing, blackface, roles of drug dealers... and we are not going to let French cinema off the hook." Both instances create alternative sequences of interpellation (Althusser, 2011) and racial auto-assignation. Additionally, I analyze the backlash from political figures, focusing on how their use of forms of address challenges the activists' statements, as in Euro-deputy Nadine Morano's comment: "If you are not happy to see so many white people in France, go back to Africa!"

Based on a study of key French films and a corpus of online news articles, this paper adopts raciolinguistic (Rosa & Flores, 2017) and intersectional perspectives (Crenshaw, 1989) to argue that media representations of forms of address intensify the reversal of racial prejudice, contributing to the perception of activists as confrontational. Ultimately, a CDA approach (Fairclough, 1995) to the study of these forms offer insights into the mechanisms that amplify wedge issues, a practice that has become increasingly present in today's polarized political climate and the erosion of public debate.

Keywords: *Discourse analysis, French media, reported speech, raciolinguistics*

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Bionote:

Gaëlle Planchenault is an associate Professor in French Media, Culture and Applied Linguistics at Simon Fraser University. Her research examines language in films and in the media, the ideologies that underpin discursive performances, as well as the role that they play in sustaining prejudices towards ethnic and minority groups. She is currently studying the multimodal representation of activists' discourse in the online media and the political backlashes that intend to frame them as racialized performances.

Hanna Lappalainen, (University of Eastern Finland)

Mutsi, äiskä or mama? Addressing and referring to the mother

In my paper, I will discuss how Finns report they address their mother and talk about her when she is not present. It is not surprising that äiti ('mother'), the variant of standard Finnish, is the most frequent one, but a few newer (mama) and older non-standard variants (e.g. mutsi) are also commonly used. My aim is to study the frequency and status of these non-standard variants in the light of a large survey.

The data was collected in 2024 in cooperation with a Finnish media company. More than 55000 Finns of various age groups responded to the survey. The survey consisted of three parts: 1) two DCT type of questions (Blum-Kulka et al. 1989), one about addressing the mother directly and another about how respondents refer to her when she is not present, 2) an open-ended question for commenting on their answers and 3) background information including respondents' place of residence, age and gender. The data have been analysed both quantitatively and qualitatively in the framework of sociopragmatic research on forms of address (e.g. Clyne et al. 2009). The variation is interpreted through the concept of social indexicality (e.g. Silverstein 2003; Eckert 2008).

My research questions are the following:

- 1) How do respondents report they address their mother and refer to her differ? Do these responses differ from each other? If yes, how and why?
- 2) What is the status of mama, a newcomer among the variants? How is it related to Finland's internationalisation and multilingualism?

My preliminary results show that although äiti is the most frequent variant, the non-standard variants are not uncommon, and each displays unique features. Some variants (e.g. äiskä) are preferred when

the respondents address their mother directly, while others (e.g. *mutsi*) are more popular when talking about her among friends. The responses to the open-ended questions offer such interesting explanations as social meanings associated with some variants (*mutsi*) or respondents' multilingual family background (*mama*).

Keywords: *nominal address, globalisation, gender*

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Bionote:

Hanna Lappalainen is Professor of Finnish at the University of Eastern Finland. She is currently leading the research project "Linguistic variation, social class and experiences on inequality in Eastern Finland". In the field of address research, she has studied forms of address in Finnish by analysing both their use in authentic interaction (e.g. in Finnish social security institution) and perceptions related to them. She has also carried out contrastive research with her colleagues, for example by comparing the use of a first name in Starbucks cafés in Finland and France.

Jane Rodrigues Duarte, João Carlos Antunes Brogueira (Universidade Católica Portuguesa, CECC)

The Drama of Addressivity: AI meets the Portuguese *telenovela*

The Portuguese *telenovela* has long been a prominent and popular television genre, deeply embedded in the cultural traditions of domestic fiction. Traditionally, *telenovelas* were targeted at a specific age group and audience, and their consumption was primarily local. However, this landscape has shifted in recent decades. Media products from smaller countries like Portugal are not only becoming appealing to foreign audiences but also gaining increasing international recognition. As a result, this growing global demand has driven the need for more and faster translation solutions, leading many language service providers and media outlets to turn to Artificial Intelligence (AI) and Machine Translation (MT) to meet these requirements.

This study investigates how AI handles the translation of forms of address between European Portuguese and English within the context of audiovisual translation (AVT). These forms of address, which are intrinsically culture-bound (Braun, 1988), reflect the social norms, hierarchies, and customs of a society. As such, a direct linguistic rendering of these expressions into another language often falls short of capturing their nuanced meanings and contextual subtleties.

Drawing on examples from Portuguese *telenovelas* translated into English, the study examines the linguistic and cultural challenges of addressivity including titles, the Portuguese second-person pronoun, and formal and informal register. The selected examples are translated using DeepL and ChatGPT-4 and then evaluated for accuracy in terms of intended meaning, politeness, hierarchy and intimacy. We then proceed with a contrastive analysis between the strategies human translators employ to adapt or preserve these culturally embedded nuances versus AI approaches and renderings.

Despite numerous recent claims of human parity in machine translation and AI (Poibeau, 2022), certain aspects remain particularly challenging: while AI is breaking ground in various domains, our findings indicate that it continues to struggle with the pragmatic and cultural dimensions of translation, particularly in handling forms of address across cultures.

Keywords: *Machine Translation, Artificial Intelligence, form of address, politeness, culture specific items*

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Bionotes:

Jane Rodrigues Duarte holds a PhD in Modern Languages and Literature, with a specialisation in Language and Culture. She is Assistant Professor at Universidade Católica Portuguesa and a Researcher at CECC, the Research Centre of Communication and Cultural Studies. Her current research focuses on new teaching methodologies in Translator Training, including topics such as Service Learning, Peer-Mentoring and the integration of AI in translator training and language learning. Alongside her 30 years of teacher experience in Higher Education, she has undertaken work as a translator and proofreader of technical, scientific papers. She is the author of "The Portuguese Adventure into Wonderland, A Relevance-Theoretic Approach to Translation".

João Carlos Antunes Brogueira holds a PhD in Humanistic Studies, specializing in Translation. He is Invited Assistant Professor at Universidade Católica Portuguesa and a Researcher at the Research Centre for Communication and Culture (CECC). His research interests focus on Translation Technologies, Translation Skills and Language Learning. Translator since 1997, he has translated and edited extensively for the bodies of the European Union, he has participated in the localization programs of major US technology firms in different roles, and he has translated dozens of titles for the German publishing house Taschen. He currently works for major investment fund managers, and he leads the European Portuguese team for Apple at Locteam, using cutting-edge translation and localization technologies.

Janel Zoske (Freie Universität Berlin, Berlin Germany)

Parameters of variation in German address behavior

Extensive research on address behavior in varieties of languages such as English, Spanish, Swedish or Dutch demonstrates that addressing is a complex social phenomenon, which is governed by various factors, leading to variation within one language. However, comparatively little attention has been paid to address variation within German (but see e.g., Kretzenbacher 2011; Norrby & Kretzenbacher 2013; Schüpbach et al. 2023). Existing studies, while yielding differences in (pro)nominal addressing practices across varieties of German, primarily rely on qualitative methods or relatively small-scale data.

Therefore, I aim to further this line of research by complementing existing research with quantitative analyses. In my talk, I will present first results from a large-scale online study with more than 2,000 participants from Germany, Austria, and German-speaking Switzerland, exploring the parameters of address variation in the German-speaking area. Following Ackermann (2023), Discourse Completion Tasks were used to elicit terms of address in different scenarios, varying in social distance, age relations, and speech act types. In addition, rich socio-demographic data is available for each participant. Building on the principles of variational pragmatics (Barron 2021), this large comparable dataset allows for quantitative analyses of macro- and micro-social variables affecting the choice of (pro)nominal forms of address. For instance, preliminary findings reveal that while German-speaking Switzerland is often described as vocative-prone (Schüpbach 2015), it is predominantly older Swiss speakers who use vocatives, with younger speakers refraining from using them. In the same vein, my data confirms the notion that younger speakers use the T-pronoun more often than older speakers (Clyne et al. 2009). However, it can also be shown that this distribution is highly depended on the age relations of the interlocutors.

In sum, I will discuss the methods and results of a study examining variation in both nominal and pronominal forms of address different social situations in contemporary German.

Keywords: *German, address variation, quantitative methodology*

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Bionote:

My name is Janel Zoske and I am a PhD candidate in the third-party funded project 'Variational Pragmatics of German: Comparing Communicative Patterns' at Freie Universität Berlin. Furthermore, I am also a research assistant in the Linguistics Department at the Institute of English Philology. I have completed both my Bachelor's degree in English and German philology and my Master's degree in Linguistics at the FU Berlin and I am now writing my dissertation on address variation in German, examining the interplay between address forms and politeness norms in different social contexts. My research interests lie within the fields of sociolinguistics and variational linguistics, with a particular focus on pragmatics.

Janel Zoske (Freie Universität Berlin), Henning Radke (Universiteit van Amsterdam), Horst Simon (Freie Universität Berlin)

We are family? Kinship address in multilingual non-kin contexts

Kinship address in non-kin contexts is a well-documented phenomenon in many languages. For instance, in the Nuer languages of South Sudan and western Ethiopia, unrelated young men frequently address elders as 'father' (Wu 1990: 61). A similar practice of kinship extension (KE) can be found in Chinese, though the term for 'father' is restricted to male family members (idem). KE thus involves extending familial solidarity to non-relatives, influenced by a complex network of social factors (idem; for a detailed study of Jordanian Arabic cf. Braun 1988). To date, research on KE has largely been limited to monolingual contexts (but see Larina & Suryanarayan 2013), yet much of the world's population lives in multilingual environments where politeness conventions overlap and conflict. In such settings, speakers must negotiate potential conflicts and position themselves accordingly.

In multilingual contexts, address form selection becomes particularly revealing of the (perceived) relationships between speakers. This complexity increases when individuals from both KE and non-KE language backgrounds interact regularly. How is KE applied, negotiated, transferred and perceived among these speakers? What ideological stances toward KE do they maintain? Moreover, how are these perceptions shaped by sociodemographic variables?

This study proposes a model integrating both linguistic and speaker-based perspectives to tackle these questions. Address is conceptualized as a structured framework of conventionalized expressions, while individual competence and willingness determine how speakers manage the transfer between KE and non-KE languages, navigating through or confronting potential conflicts.

Data were collected in a pilot project involving 30 semi-structured interviews conducted in focus groups with around 80 participants. These interviews examined perceptions of kinship vocatives and associated ideologies. Namibia was chosen as study site due to its linguistic diversity, hosting both KE-based languages (e.g., Afrikaans, Oshiwambo) and non-KE-based languages (e.g., German, English), where almost all individuals are competent in at least three languages.

Keywords: *kinship terms, kinship extension, multilingualism, linguistic ideologies, Namibia*

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Bionotes:

Horst Simon is a professor of historical linguistics at FU Berlin

Research interests: variational grammar and pragmatics; politeness and grammar, especially with regard to address; multilingualism, especially in Early Modern Europe; history and methodology of linguistics

Henning Radke is an assistant professor of postcolonial languages and ecologies at Universiteit van Amsterdam

Research interests: the three waves of sociolinguistics, pragmatics and politeness research, language contact and change, methodological triangulation, and extraterritorial varieties of Germanic languages, including Afrikaans, Dutch, English, and German

Janel Zoske is a PhD student at FU Berlin

Research interests: sociolinguistics; variational pragmatics; politeness research; address research

Maria Aldina Marques (CLUP – Faculdade de Letras U. Porto), Tiago Marques, (CLUP – Faculdade de Letras U. Porto), Isabel Margarida Duarte (CEHUM – U. Minho)

Forms of address in Portuguese parliament debates. Rethinking social relations?

Forms of address (FA) perform a fundamental role as a linguistic-discursive category in establishing and shaping interpersonal relationships. A conjectured link between language and society notwithstanding, FA certainly bring into discourse the tensions and intimacies created within societal life.

Following upon previous research on FA in the Portuguese parliament under a diachronic lens, we now propose an analysis of the system of pronominal FA, focusing on the forms TU (you) and VOCÊ (you). Both of these forms, though considered non-parliamentary (as metadiscursive comments during the actual debates confirm), have been used with increasing frequency. We maintain, however, their markedness as unexpected forms within the genre style of parliamentary debates.

We aim to account for these occurrences within their discursive context, namely through the interacting participants, the illocutionary act performed and the social relations constructed. Our starting hypothesis points to the seat and bench layout as the origin of changes in the traditional language register for parliamentary interactions. Among other factors surely to be considered, the sociohistorical context of current Portuguese society cannot be overstated.

We adopt a discursive-pragmatic framework with an essentially synchronic qualitative approach for our analysis.

We selected the following debates: 3-4th March 1982; 20-21st October 1994; 15th January 2008; 30th May 2014 and 19th September 2023.

To aid the analysis, we defined two distinct discursive units: the ‘intervention’, that is, the rules-enforced turn-taking by each participant, and the ‘aside’, that is, the out-of-turn unwarranted comment.

Results from this data will reveal discursive-pragmatic uses and values associated with the pronominal forms of address TU and VOCÊ, mainly as they relate to the construction of social relations within the Portuguese parliament and the underlying tensions and coalitions between different debate participants.

Keywords: *Forms of address, parliamentary debate, interpersonal relationships, discursive organization*

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Bionotes:

Maria-Aldina Marques

Maria-Aldina Marques has a PhD in Portuguese Linguistics (2000), with a dissertation on parliamentary debates. She is associate professor with aggregation of the Department of Portuguese and Lusophone Studies at the School of Arts and Humanities, University of Minho, Portugal. She has been investigating political discourse, media discourse and scientific discourse. She has several publications on Portuguese and foreign books and magazines.

Tiago Marques

Tiago Marques is a graduate student at the Faculty of Arts and Humanities of the University of Porto, graduating in 2022 in Language Sciences. In 2022, he received a research grant supported by the Foundation for Science and Technology (FCT) as part of an EU project for the study of online hate speech in Portuguese. He is currently developing his Master's thesis in Linguistics on the topic of national identity in right-wing extremist online discourse. His main research interests include corpus-assisted computational approaches to critical discourse studies and forensic linguistics applied to the problem of hate speech.

Isabel Margarida Duarte

Isabel Margarida Duarte is a Full Professor of Linguistics at the Faculty of Arts and Humanities of the University of Porto, Department of Portuguese and Romance Studies. Her research is about Pragmatics (Forms of address, Discourse Markers, reported speech), contrastive linguistics between Romance Languages (on the same topics) and Applied Linguistics to teaching Portuguese. She is a member of Centre for Linguistics of the University of Porto, supported by the Foundation for Science and Technology (FCT).

María Elena Placencia (Birkbeck, University of London), Hebe Powell
(Independent Researcher)

Addressing Ecuadorian indigenous leaders on X/Twitter: A case study

Offensive content has become a pervasive feature of social media (Zampieri et al. 2019). In the Ecuadorian context, a few studies have highlighted the prevalence of racist slurs and other types of racist language against indigenous people, an ethnic minority, in social media interaction (see, e.g. Placencia 2024). From a pragmatics perspective, this paper aims to contribute to this body of work by looking at the range of forms used on X/Twitter in address to Leonidas Iza, an indigenous leader and president of CONAIE (Confederation of Indigenous Nationalities of Ecuador) at the time of data collection. With reference to various distinctions and classifications of nominal address forms (Leech 1999; Carrasco Santana 2002; Taavitsainen and Jucker 2016, among others), the terms identified range from the deferential to the familiar and the abusive type, including derogative name calling. This last type, which predominates, often evokes racist stereotypes, thus revealing X/Twitter users' attitudinal stances towards indigenous people as well as Iza's political views. Sarcastic uses of deferential nominal forms are noted too, stressing the need to look at the co-text in the analysis of these forms. Finally, the co-occurrence of formal/informal pronominal address is also explored to establish whether pronominal choice reinforces (or not) the choice of nominal address. Reference is made to Fontanella de Weinberg's (1999) description of pronominal systems in Spanish and works that have examined pronominal address in Ecuadorian Spanish (see, e.g., Placencia 2010). The study is based on a corpus of approximately 400 responses to a selection of Iza's posts on X/Twitter in 2024.

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Bionotes:

First author:

María Elena Placencia

María Elena Placencia is Professor Emerita of Linguistics and Spanish at Birkbeck, University of London. Her research interests are in the areas of (digital) discourse analysis, sociopragmatics and variational pragmatics. She has published extensively in these areas and has contributed chapters to several handbooks and encyclopaedias in the field (e.g., *Pragmatics of Social Media*; *Pragmatics of Society*; *The Palgrave Handbook of (Im)Politeness*) and to numerous other international volumes. She has also (co-)edited several special issues and volumes on different topics such as pragmatic variation in service encounters, small talk, (im)politeness, discourse markers, and complimenting behaviour. Her current research is on hate speech.

Second author:

Hebe Powell

Hebe Powell is an independent researcher in the field of Spanish pragmatics with a particular interest in (im)politeness phenomena in digital communication. She has published extensively in the area. The topics that she has explored include, among others, rapport management in e-commerce, service encounter complaints on X/Twitter, the expression of anger in online complaints, compliment responses among teenage girls, pronominal address in e-service encounters across varieties of Spanish, and the role of location information in e-service encounters. Additionally, Hebe works as a translator of academic texts and Hispanic literature.

Minka Džanko (University of Sarajevo)

The Use of German Nominal Address Forms in Institutional Interaction

This paper employs Conversation Analysis (Sacks, Schegloff & Jefferson 1974) and Ethnographic Discourse Analysis (Deppermann 2000) to examine the use of nominal terms of address by doctors, driving instructors, and university professors in medical encounters, driving lessons, and oral exams. In these institutionally situated but seemingly different interactions, these professionals perform similar communicative tasks: (1) opening conversations; (2) requesting subjective, theoretical, or practical knowledge; (3) ensuring interaction progressivity through knowledge transfer; and (4) closing the conversation. Based on 34 recorded conversations, this article aims to identify and analyze nominal terms of address in the institutional context in which subjective or acquired knowledge of the co-participants is required. We found that speakers use nominal terms of address beyond opening and closing sequences in response to displays of insufficient knowledge by their interlocutors intensifying face threatening actions (Holly 2001), such as criticism or lecturing of their interlocutors. This study demonstrates how driving instructors and doctors, in contrast to professors, utilize nominal terms of address in a potentially berating manner when faced with significant threats to the lives of co-participants or even others.

Keywords: *Conversation analysis, Ethnographic Discourse Analysis, nominal terms of address, institutional conversation, face-threatening actions*

Bionote:

Minka Džanko (University of Sarajevo) is an Assistant Professor of German Language and the current Vice Dean for Research, International Academic Cooperation, and Publishing at the Faculty of Philosophy, University of Sarajevo, Bosnia and Herzegovina. Her research focuses on conversation and ethnographic discourse analysis, as well as on discourse markers and lexicography.

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Patricia Sánchez Carrasco, Lotte Hogeweg, Helen de Hoop (Centre for Language Studies, Radboud University Nijmegen)

Is this *you* a good fit for me? The effect of Spanish *tú* and *usted* on candidates in an online job interview

Companies use pronouns of address strategically to create their company image and culture. Research has found V/T-pronouns to influence consumers' preferences and expectations about brands and products. This evidence suggests that receiving V/T activates a broad sphere of meanings and associations (e.g., quality, value). We argue that by looking at V/T from the addressees' perspective we can expand our understanding of their meanings and how those are retrieved.

We present the results of an experiment where Spanish speakers ($N = 206$) took part in an online (mock) job interview. The interviewers addressed each participant with either T (*tú*) or V (*usted*). Participants then rated the interviewers, the company, the salary, their motivation to pursue the job and the degree to which they identified with the job.

We found that participants who received V (vs. T) estimated higher salaries, perhaps reflecting a belief that managers and executives receive deferential treatment. Age interacted with V/T-pronoun; when addressed with T, older participants rated the company more positively than younger ones. Younger people, possibly entering the workforce, might wish to work for competent and serious companies, with higher salaries. Older people, on the contrary, might appreciate a warmer, less competitive environment. Finally, women who received V (vs. T) reported identifying less with the job, suggesting that they consider executive or managerial positions a bad fit for them. Alternatively, women might prefer or be used to T-interactions at work, as female-dominated jobs (e.g., care sector) usually entail a greater degree of closer interpersonal relationships.

These results show that Spanish V/T activate addressees' expectations about the company and influence their evaluations of company image and compensation. However, the interviewer is not personally penalized for the choice of V/T. These results illustrate the broad array of meanings associated with V/T, and their role in the construction of identities.

Keywords: *pronouns of address, processing, experiment, Spanish*

Bionotes:

Patricia Sánchez Carrasco

Patricia Sánchez Carrasco is a PhD candidate at the Centre for Language Studies in Radboud University Nijmegen since 2021. Her doctoral project focuses on the impact of Spanish and French pronouns of address on the addressee. Her other research interest include language processing and experimental pragmatics and she is involved in multiple projects investigating politeness and discourse markers.

Lotte Hogeweg

Lotte Hogeweg is an assistant professor in linguistics at Radboud University. Her expertise lies in the fields of semantics and pragmatics. Her research mainly focuses on the context dependence of the interpretation and use of words, among which pronouns, discourse particles and slurs.

Helen de Hoop

Helen de Hoop is Professor of Linguistics at Radboud University. She is engaged in pragmatics, focusing on the roles of speaker and hearer in communication. She is the project leader of an externally funded research project on the impact of the use of formal and informal pronouns of address conducted at the Centre for Language Studies (CLS) in Nijmegen.

Rachel Milito (Georgetown University)

“La experiencia McDonald’s 100% pensada para ti y para los tuyos” Spanish second person singular forms in the digital advertising of multinational fast-food chains.

Fast-food chains, once a uniquely American phenomenon, have become ubiquitous worldwide. The internationalization of fast-food restaurants calls into question how their advertising is localized in different national contexts. In Spanish-language contexts, the process of localization involves the choice of which second-person singular (2PS) form to use - “tú”, “vos”, or “usted” - whose use and social meanings vary by national and pragmatic context.

Grounded in Bamberg’s (1997) three levels of positioning, this paper explores how multinational fast-food companies utilize Spanish 2PS forms to position themselves in relation to their customers. Data were collected from the websites and Instagram accounts of multinational fast-food companies operating in El Salvador and Costa Rica - two countries with unique tripartite 2PS paradigms. A mixed-methods approach was conducted to explore the variance in distribution of forms and to synthesize the ways that companies utilize these forms to accomplish their advertising goals.

The findings reveal a prevalence of informal forms, reflecting how companies strategically position their customers as hyperlocal friends who share the tastes and interests of the company. Differences in the distribution of 2PS forms were found between websites and Instagram accounts, demonstrating that digital modality can affect how corporations use these forms to position their customer, especially in countries with 2PS variability. Surprisingly, in data from Costa Rica, the only country that favors the “usted” form, few tokens of “usted” were observed, indicating that this form might hold distinct meaning in advertising contexts.

This work contributes to the understanding of how unique digital modalities lead to differential advertising strategies. Furthermore, it adds to the growing body of research examining Spanish 2PS forms that goes beyond the traditional static and binary interpretation of the rules governing their usage, demonstrating the innovative ways that these forms are used in countries with tripartite address systems.

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Keywords: *Web localization, social media, digital advertising, positioning, Central American Spanish*

Bionote:

Rachel Milito is a PhD student in Spanish Linguistics at Georgetown University’s Department of Spanish and Portuguese. Her research interests include forms of address, Central American Spanish, Spanish in the United States, dialect contact and accommodation, language and migration, language and ethnicity, web localization, advertising, and social media discourse.

Rita Faria (UCP/CECC)

Using forms of address to perform populism in Portugal - two case studies.

This study will try to argue that forms of address in European Portuguese (EP) are central features in the discursive performance of populism. These forms include pronouns, nominal forms and pro-drop verbs, and their linguistic complexity mirrors their sociocultural relevance - flouting normative expectations of EP address selection can be significant enough to make the news. This study examines two cases where violating situated norms of address was of particular relevance to the performance of populism.

The first pertains to the usages of the pronoun *tu* and second-person singular by the leader of the far-right Portuguese party *Chega (Enough)*, André Ventura, which we see as a political performance of "scandalisation" (Wodak 2015). Immediately recognisable as a T form, *tu* nevertheless offers a myriad of pragmatic possibilities fully exploited by Ventura. He used *tu* to address the Prime-Minister in Parliament in 2024 and to address his (relevantly) communist opponent in the 2021 debates for Presidential elections, for a range of pragmatic effects (a stance marker of opposition, a feature of "conversationalisation" - Fairclough 1995 - and an index of the social values of the "ordinary", "real" people).

The second case study focuses on how the sociocultural centrality of forms of address translates into a populist performance - in October 2024, the leader of *Livre (Free)* - a left-wing party) addressed the *Chega/Enough* parliamentary bench by saying "those who have marched alongside nazis." *Chega/Enough* MPs responded by stating that neither them nor the House Speaker "could accept a whole bench being called 'those'" (not nazis). It is unclear what the *Chega/Enough* bench considered adequate address to be, but paradoxically they may have been reacting against the distancing effect created by "those" and the absence of reasonably expected institutional/deferential titles.

The theoretical framework for this study comes from a socio-cultural and performative approach to populism (Ostiguy et al. 2021); methodologically, the study follows a qualitative, discursive-analytical approach, although data collection, dispersed and spanning considerable time frames and genres, remains challenging. It is an ongoing process which, as more data is gathered, will result in a corpus demonstrating how address practices are central discursive tenets of Portuguese populist performance.

Keywords: *European Portuguese, forms of address, populism*

Bionote:

Rita Faria is Assistant Professor at UCP Lisbon - Universidade Católica Portuguesa, where she teaches a number of language and discourse-related BA and MA courses (Contrastive Linguistics, Semantics and Pragmatics, Media Discourse Analysis, etc.) She completed her PhD in Linguistics in 2010 at UCP, the M.Phil in Linguistics in 2002 at the University of Cambridge and the BA in Portuguese and English Studies at the University of Lisbon, in 2001. She is a researcher at CECC - Research Centre for Communication and Culture and her research interests include: im/politeness; address; media discourse; language and gender; hate speech; computer-mediated communication; sociolinguistics; corpus linguistics.

Rita Tamara Vallentin (Freie Universität Berlin)

Familiar Machines: Addressivity and Intimacy in Algorithm-Driven Diabetes Care

In medical technology, algorithm-based systems are increasingly used for personalized medicine and disease management. In diabetes care, people manage their blood glucose levels in collaboration with algorithm-driven insulin pumps and continuous glucose monitors (so called automated insulin delivery (AID) systems). The devices are in constant connection and interaction with their human counterparts: they are patched to the body, they sound alarms, they need to be manipulated, maintained, and understood in terms of data output. These interactions are shaped by users' perceptions of algorithmic devices as both external entities and integrated extensions of the self. This essential interplay between humans and their medical devices reveals new emerging dynamics of addressivity. How do speakers address a technical device that often firstly needs to be constructed as an 'other' - an 'inter'locutor? What do these forms of address reveal about the relation to the technological medical devices and the speakers who imagine themselves in constructed dialogues with them? This contribution aims to explore these questions based on a corpus of 35 narrative interviews with German-speaking users of AID systems and ethnographic fieldwork in the diabetic community. In analyzing forms of addressivity from a discourse linguistic point of view, initial findings suggest that when addressing the device we find a predominance of the colloquial German "du" (informal "you"), signaling familiarity and emotional closeness. While the speakers challenge conventional boundaries between person and object, self and other they resort to an addressee - a 'you' - who is sometimes discursively constructed as an external technological object and sometimes discursively constructed as 'one' with the speakers themselves.

Keywords: *addressivity, algorithmic diabetes care, human-machine interaction, constructed dialogue*

Bionote:

Rita Tamara Vallentin is a Senior Researcher in the DFG-Project "The discursive construction of food as entertainment - carnivalesque consumption in the digital space" at the Free University, Berlin. She is currently on leave from her position as a Lecturer and Researcher at the Department of Language and Media Studies at the European University Viadrina, where she works at the intersection of linguistics and sociology on (digital) linguistic practices in interaction, belonging, and multilingualism. After studying Cultural Sciences, Linguistics and Sociology in Freiburg, New Delhi, Buenos Aires and Frankfurt (Oder), she completed her PhD on "Language and Belonging" at the Viadrina and the UFF in Brazil in 2017. In her research on discursive negotiations of human-machine relations in diabetes management, Rita is particularly interested in human-machine interactions and post-humanist configurations of language and sociality.

Rusudan Gersamia (Ilia State University, Tbilisi, Georgia)

On some sociolinguistic rules of address in Megrelian and Laz

Given that the sociolinguistic rules of address (alternation and co-occurrence) (Ervin-Tripp 1972) have already been stated for Georgian (Kikvidze 2015), my paper is aimed at identifying similar rules for Megrelian and Laz, the two unwritten sisters of Georgian.

I observe how nominal, pronominal and verb terms of address alternate and co-occur in the languages in question.

In Megrelian, polite and familiar terms display the following alternation patterns:

- (1) Nominal terms: *p'at'oni*±FN / FN
- (2) Pronominal terms: *tkva* (V) / *si* (T)
- (3) Verb terms: *zož*-(polite root)±*t* (PL) / *rt*-(go, stand up, be)±*t* (PL); *tk*-(say)±*t* (PL); *xod*-(sit)±*t* (PL)

Only the alternation pattern (1) is true for Laz:

- (1) Nominal terms: ±FN-*effendi* / FN

There is no T-V opposition and no semantically polite verb root in this language.

The following co-occurrence rules can be stated for Megrelian:

- 1.1. If a speech act contains a *zož*-based preficcate, as a verb term of address, it co-occurs with either a T or V pronoun and a polite nominal term of address;
- 1.2. If a speech act contains the nominal term ±FN, it co-occurs with either a *zož*-based verb or other verbs+*t* (honorific marker); the co-occurring pronoun is *tkva* (V);
- 1.3. If a speech act contains any other predicate marked with the suffix *-t*, and there is a single addressee, then it co-occurs with *tkva*; hence, the suffix is an honorific marker; on the other hand, if *tkva* is used for a single addressee, it necessarily co-occurs with either a *zož*-based verb or other verbs+*t* (honorific marker).

As for Laz, since it lacks the T-V opposition and a set of *zož*-based verb terms of polite address, the only co-occurrence rule of address, that can be stated for the language, is confined within nominal terms of address; for instance, +FN-*effendi* (polite); -FN-*effendi* (polite); FN (polite or familiar).

Keywords: *Megrelian and Laz, terms of address, alternation, co-occurrence*

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Bionote:

Rusudan Gersamia is Associate Professor at Ilia State University, specializes in the Kartvelian languages; research interests: field linguistics, documentation and processing of endangered languages. She has developed the principles of morphosyntactic annotation for the Megrelian and Laz languages. She has authored and co-authored five books and up to fifty articles on various issues of morphology, morphosyntax, semantics, and diachronic linguistics of the Kartvelian (South Caucasian) languages.

Sebastian Wittkopf (Freie Universität Berlin; Humboldt-Universität zu Berlin)

Perception and Attitudes Towards Address Forms in German and Spanish: A Comparative Study of Urban Varieties in Berlin and Buenos Aires

Variational research has largely overlooked the pragmatic dimension, particularly how address forms are used in context (cf. Schneider & Barron 2008). Existing studies predominantly focus on the production of address forms while neglecting attitudes and perceptions. This gap is particularly relevant, given that linguistic interactions involve the negotiation of social relationships: The pragmatic function of address forms often emerges through their reception and effect in interaction, highlighting the need to account for how they are perceived and interpreted. Speakers' intentions do not always align with recipients' perceptions and representations, making it essential to examine both perspectives. Hence, investigating address forms from a perceptual perspective can refine and complement previous research.

Based on this central question, the present project aims to examine attitudes towards and perceptions of nominal and pronominal forms of address in the cities Berlin and Buenos Aires from a comparative perspective (German/Spanish). Focusing on the urban varieties, it expects that varieties spoken in metropolitan areas show similar tendencies regarding the perception of forms of address. Previous studies suggest that urban spaces often display unique trends in address practices: For instance, research on cities such as Madrid (Placencia 2005), Buenos Aires (Yates 2015), and Rome (Bresin 2019) highlights a shift towards the use of T-pronouns and increasing informality.

Unlike quantitative data, the qualitative methods applied in this project allow to gain insights into individual experiences and social processes, which might lead us to rethink certain meanings of addressivity. Grounded in Perceptual Variational Linguistics (Krefeld 2005), this study will first use focus group interviews with a representative sample of participants from both cities to explore residents' attitudes towards forms of address and the salience of these forms. In a second step, a questionnaire will examine perceptions of forms of address in concrete everyday situations. This combined approach will investigate the alignment of social representations and attitudes with concrete perceptions and existing production data on address forms.

Thus, the project addresses a gap in perceptual variation pragmatics while advancing the underexplored field of comparative address research for German and (Latin American) Spanish. The presentation aims to introduce the project idea itself, including its methodological approaches and initial results from the early phase.

Keywords: *Perceptual Pragmatics, Contrastive Pragmatics, Urban Varieties*

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Bionote:

Sebastian Wittkopf is a PhD student at Freie Universität Berlin and a research associate at Humboldt-Universität zu Berlin. He holds a Master's degree in Cognitive and Cultural Linguistics from Ludwig-Maximilians-Universität München, where he completed a teacher training program in Latin, Spanish, Italian, and German as a Foreign Language. Sebastian has teaching experience in linguistics and foreign languages, including serving as a lecturer at the Universidad Nacional de Córdoba in Argentina. His academic interests include variational linguistics, contrastive pragmatics, linguistic ideologies, as well as didactic approaches to teaching German as a foreign language. His current research explores the perception and attitudes towards address forms in German and Spanish in urban contexts.

Sonya Yampolskaya (Freie Universität Berlin, University College London)

A Journey of Third Person Address Forms: From Hebrew to Yiddish and Beyond

In this talk, I will present the findings of my three studies: (1) the use of third-person address forms (TPAF) in Ashkenazic Hebrew from the 18th to the 21st centuries, (2) the TPAF in contemporary Hasidic Yiddish, and (3) the TPAF in English and Modern Hebrew within contemporary strictly Orthodox Jewish communities. I aim to identify patterns in the use of TPAF within the complex and dynamic social settings of multilingual communities.

The use of TPAF in Ashkenazic Hebrew is primarily found in secular genres of Hebrew writing, such as business and private correspondence. For instance, Moses Mendelssohn, the prominent German-Jewish philosopher of the 18th century, employed German *Sie* and Hebrew TPAF as synonymous forms in the same letter. In 1922, when Hebrew was recognized as one of the official languages of Mandate Palestine, TPAF appeared in official documentation. However, these forms were soon abandoned as they clashed with the egalitarian ideology prevailing in Zionist groups. Today, most Israelis are unaware that such specific polite forms ever existed in Hebrew (Yampolskaya 2021).

Post-WWII Hasidic communities sought to revive Yiddish as their primary vernacular. A new tripartite system of polite address emerged in Hasidic Yiddish, reflecting the evolving social structures and hierarchies of these communities. In addition to the traditional second-person polite form (*ir*), TPAF became widespread and compulsory in Hasidic Yiddish, with these two models of polite address marking different social meanings (Yampolskaya 2025).

My current field research on Litvishe strictly Orthodox Jewish communities in the UK and Israel reveals the use of TPAF in their English and Hebrew - forms unfamiliar to other English and Hebrew speakers. This not only highlights a significant correlation between social transformations and changes in the use of TPAF but also demonstrates how TPAF can transcend language boundaries, suggesting the primacy of cultural norms in shaping polite address over linguistic systems.

Keywords: *third person address; politeness research; multilingualism; Yiddish; Hebrew*

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Bionote

Sonya Yampolskaya is a linguist working with Hebrew and Yiddish. Her research interests are focused on multilingualism, diglossia, minority and endangered languages, language shift and variation, language revival, and linguistic politeness. Following two research positions at UCL, she served as the Head of the Hebrew and Jewish Studies Department at St Petersburg State University. She is currently a researcher at the Free University Berlin on a Humboldt scholarship.

Tamar Gogia (Universitat Pompeu Fabra)

Endearment Terms of Address: Empirical Insights from Georgian, Megrelian, and Laz

This study investigates linguistic and sociolinguistic dimensions of endearment terms of address in Georgian, Megrelian, and Laz, the three Kartvelian languages, primarily drawing on empirical fieldwork data.

A comparative analysis examines the morphological and syntactic structures of endearment terms across the three languages, considering their linguistic expressions, which include: (1) diminutives (formed through suffixation to common and proper names); (2) shortened forms; and (3) verbal terms. In this presentation, I will focus on the third type, as they reveal unique linguistic and sociocultural insights. Originally, they are full-fledged clauses, functioning as clausal formulae of endearment (1a, 2a, 3a). As a result of morphological and syntactic changes, so-called verbal terms of endearment (VTEs) are formed. More specifically, in contrast to full-fledged clauses, in VTEs the functions of verbal morphemes are partially faded and desemanticized, resulting in these specific forms of address, exemplified in (1b, 2b, 3b). Here are the most exemplary clausal and verbal terms of endearment:

1. Georgian

a. full-fledged clause of endearment

Shen *g-e-natsval-e* me
2SG O2-PASS-replace- PM 1SG
Lit. "May I replace you"

b. verbal term of endearment

modi, genatsvale!
come VTE
„come here, my dear! "

2. Megrelian

a. full-fledged clause of endearment

Si *ko-go-g-a-l-e* ma
2SG AFF-PRV-O2-APPL-revolve-PM 1SG
Lit. "May I revolve around you"

b. verbal term of endearment

morti, koggale!
come VTE
„come here, my dear!

3. Laz

a. full-fledged clause of endearment

Si ma shuri go-g-ikht-a
2SG 1SG soul PRV-O2-share-S3SG
Lit. "May I share my soul to you"

b. verbal term of endearment

mokhti, gogikhta!
come VTE
„come here, my dear! "

In the literature, there is no consensus on whether so-called VTE should be classified as verbs or interjections (Braun, 1988; Tschenkeli 1965–1975; Boeder, 1979; Apridonidze, 2023). I suggest that, depending on their syntactic environment, they can serve various functions. Furthermore, based on their syntactic distribution, they exhibit distinct semantic and pragmatic characteristics. Regarding extralinguistic aspects, their use is associated with various social (gender, age, kinship, etc.) factors. In the paper, I will provide a detailed account of their interrelationship based on the data from my fieldwork.

Keywords: *Endearment Terms of Address, Verbal Terms of Address (VTA), Kartvelian Languages*

Bionote:

Tamar Gogia holds Master's degrees in Applied Linguistics (Ilia State University, 2020) and Cultural Anthropology (Tbilisi State University, 2011), and a Bachelor's degree in Sociology (Tbilisi State University, 2009). She is a PhD candidate in Linguistics and a member of the GLiF Formal Linguistics Research Group at Pompeu Fabra University, Barcelona, where she researches pronominal paradigms in Georgian and Megrelian within the framework of generative grammar. Tamar is also a researcher on the project "Address Systems in Megrelian and Laz" at Ilia State University. Her research interests include the syntax-semantics interface, sociolinguistics, pragmatics, and formal linguistics, with a focus on South Caucasian languages: Georgian, Megrelian, and Laz.

Teresa Jorge Ferreira (UCP/CECC)

"Gosto de si", "I like you": forms of address in the work of Adília Lopes

In Adília Lopes' poetry, it is possible to notice how forms of address in European Portuguese are varied and carry different linguistic values, confirming the complexity that has been underlined by numerous works, from Luís F. Lindley Cintra to Sandi Michele de Oliveira. In this research, I intend to investigate how forms of address contribute to the authorial construction of this Portuguese poet, not only by using distinct pronouns and verbal forms regarding her own figure but also by displaying variations on her own name. In this sense, I analyse the forms of address used in many texts of Adília's work in which several figures, identified or not, mention the author or address her in direct speech, using subject (or other) pronouns, verbal forms, nominal forms and vocatives, organized as follows by level or type: First, there is the second person informal "tu", with both pronominal and verbal forms (used mainly by family and close friends). Second, there are the third person more formal pronouns: the old-fashioned "vomecê"-*vossemecê* and the more contemporary "você" (used for example by neighbours and other acquaintances). Third, there are the verbal forms of the unpronounced "você", which is even more formal (used significantly by doctors and therapists or unknown readers). Fourth, there are the nominal forms such as "menina", "rapariga" or "moça" (used by a large range of characters, from family to strangers). Finally, there are the variations on the author's (civil) name: "Zezinha", "Zé", "Maria José", etc. (also used by rather different characters). I suggest that this creative use of multiple forms of address deepens the autobiographical and linguistic research of Adília's work, at the same time it reveals the need for the discourse of others in the definition of her own authorial identity.

Keywords: Poetry, forms of address, Adília Lopes, Author

Bionote

Teresa Jorge Ferreira holds a PhD in Portuguese Studies – Literature Studies from Nova University Lisbon (2019), Teresa is since 2019/2020 Invited Assistant Professor at the Faculty of Human Sciences of UCP. She holds a Master's degree in Portuguese Studies – Portuguese Literature (Contemporary Period) (2009) and a Bachelor's degree in Law (2003), all from Nova University Lisbon. Teresa was a researcher at the Institute for the Study of Literature and Tradition of Nova University Lisbon (2014-2019), where she received a research scholarship from the Portuguese Science and Technology Foundation (2015-2018) and was part of the editorial committee (2017-2019). She worked for the Camões Public Institute as a Portuguese lecturer in Chile and in Spain (2007-2012). She is currently a member of the Research Centre for Communication and Culture Studies (CECC – UCP), working in the Literature and the Global Contemporary research group. Her main research area is contemporary Portuguese poetry. She has published several articles on poetry and self-portrait.

Víctor Fernández-Mallat (Georgetown University), Michael Newman (Queens College/City University of New York), Francisco Ordóñez (Stony Brook University)

¡Usted es un Impostor! Using convergent analyses from syntax and discourse to model T/V variation.

An *imposter* is “a notionally X person DP that is grammatically Y person” (Collins and Postal, 2012: 5). An example is “Would *the baroness* like more wine?”, where *the baroness* is grammatically third person while notionally second person. Collins and Ordóñez (2021: 4) demonstrate that the Spanish 2SG V form *usted* qualifies as an imposter syntactically. For example, in imperatives the postverbal 2SG T-form *tú* (“Coge *tú* el plato”) entails contrastive meaning, whereas *usted* in “Coja *usted* el plato” may lack contrastiveness exactly like canonical imposters as in “Coja *la señora* el plato”.

Silverstein (2003: 208) argues that T forms have a purely 2P denotation, whereas V forms “displace such literal reference” by discursively invoking non-participants, which *usted* does with its 3PS morphology. Consequently, V forms become more indexically complex. Imposters act similarly, and more overtly, given their lexical meaning.

We provide experimental evidence to assess whether a single theoretical model can account for variation across Spanish varieties. A total of 745 participants from nine Spanish-speaking countries translated you in 48 scene captions stratified by age, gender, status, social distance, and situational pairings, as illustrated below:

10. How might a granddaughter say this to her grandma in your Spanish?



"Happy birthday Grandma, I love you so much." *

35. How might someone say this to a stranger in your Spanish?



"You need go to that corner and get the number 6 bus." *

Mixed-effects models show 1) *Usted* rates vary by country, with only Costa Rica (61%) and Colombia (38%) exceeding 15%. 2) Social distance was the primary explanatory factor everywhere, followed by status, except CR, where it wasn't significant. Age was significant in CR, where *younger* addressees received more *usted*. Gender was significant in Colombia and CR, with males receiving more *usted*.

In sum, although the rates differ considerably, the constraints remain similar everywhere. Even the introduction of different discursive uses of *usted* in Colombia and CR follow from its greater use there. Given that constraint rankings are more significant than rate differences in determining different systems, a similar theoretical analysis can apply at all sites.

The overall primacy of *tú* and the patterns outlined above suggest that *usted* has greater indexical complexity than *tú*, primarily a 1st-order indexing of difference from an interlocutor. However, *usted* lacks the rigid 1st-order indexicality entailed by lexical imposters, which explains the unintuitive uses, like addressing younger individuals or specific genders.

This analysis improves upon classical accounts (Brown & Gilman 1960, Brown & Levinson 1987) which assign fixed complementary meanings to T/V forms as it unifies the analysis across linguistic domains.

Keywords: *Spanish, second-person singular address, Discourse, Syntax, Translation Task, T/V variation*

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Bionotes:

Víctor Fernández Mallat is an associate professor in the Department of Spanish and Portuguese at Georgetown University. He is the co-editor of *Linguistic Landscapes and Educational Spaces* (Multilingual Matters, 2021) and *Dialect Contact: From Speaker to Community-Based Perspectives* (Georgetown University Press, 2024). His work has also appeared in leading academic journals, including the *Journal of Pragmatics* and *Intercultural Pragmatics*.

Michael Newman is professor and chair of the Department of Linguistics and Communication Disorders at Queens College/CUNY. He is a sociolinguist currently working on variation and change in English and Spanish. He has published in journals ranging from *Language Variation and Change*, *Journal of Sociolinguistics*, *Language in Society*, among others. He is the author of three monographs, the latest of which is *New York City English*. For the last four years, he has been working with Víctor Fernández-Mallat collecting data with the translation task procedure to collect data across the Spanish speaking world on T/V variation.

Francisco Ordóñez is a professor and chair of the Linguistics Department at Stony Brook University on Long Island in New York State. He is a syntactician who has focused on microparametric variation mainly with Romance languages, including Spanish, Catalan, Occitan, Sardinian, Corsican, and various Italian languages. He has published in journals such as *Probus*, *Natural Language and Linguistic Theory*, *Isogloss*, among many others.

Yoko Yonezawa (University of Sydney), Xiangdong Liu (Western Sydney University)

Beyond Kinship: Age and Gender Ideology in Japanese *obasan* 'aunt' and Chinese *dama* 'aunt'

This study examines how two traditional kinship terms of address—Japanese *obasan* and Chinese *dama* (both traditionally meaning 'aunt' or 'middle-aged woman')—negotiate different social meanings in contemporary discourse. It explores how contemporary address practices involving these terms relate to their indexicality within broader social ideologies concerning gender and age in each society.

The analysis employs the theoretical framework of reflexive language processes (Agha, 2007), focusing on three dimensions of addressivity: the interplay between literal and metaphorical usage contexts; the social ideologies indexed through stereotypical attributes; and the impact on contemporary address practices. The data comprise two sources: (1) metalinguistic commentary from social media (the first 200 search results from *Baidu* and *Zhihu* in Chinese, and 246 responses from an online discussion on *Hatsugen Komachi* in Japanese), and (2) collocation data from corpus analysis using Sketch Engine (zhTenTen17 for Chinese and jaTenTen11 for Japanese), examining the thirty most typical co-occurring modifying expressions with *dama* and *obasan*.

Our findings reveal distinct patterns in each language. In Japanese, the derogatory nuances of the metaphorical use of *obasan* are evident in corpus data, with co-occurring expressions relating to unpleasantness, ugliness, and a lack of sexual appeal. This negative indexicality influences the literal use of the term when addressing actual aunts, leading to decreased usage even in kinship contexts (Yonezawa, 2024). In Chinese, *dama* retains its function as both a literal and metaphorical kinship term (e.g., family name + *dama*). However, it indexes negative pragmatic meanings when used without modifiers to refer to non-kin individuals.

The metalinguistic discourse reveals speakers' reflexive awareness of the social meanings attached to these terms and their role in reinforcing or contesting such meanings. Both terms have developed strong negative indexical values in metaphorical usage, reflecting women's position within traditional patriarchal family structures in East Asian societies. However, they exhibit different patterns in how these pejorative meanings influence their literal usage.

Keywords: *indexicality, reflexivity, kinship terms, Japanese, Chinese*

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Bionotes:

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Yoko Yonezawa is a lecturer in the School of Languages and Cultures at the University of Sydney. Her research interests are the interaction between grammar and pragmatics and topics related to language and identity. She is the author of *The Mysterious Address Term anata 'you' in Japanese*.

Author 2: Dr Xiangdong Liu

Xiangdong Liu is a Senior Lecturer in the School of Humanities and Communication Arts at Western Sydney University. Her research interests include Japanese linguistics, pragmatics, discourse analysis, and contrastive linguistics.

Youssef A. Haddad (Georgetown University in Qatar)

Vocatives in Lebanese Arabic: Optionality, Multifunctionality, and Constructed Identities

This study explores the nuanced functions of vocatives in Lebanese Arabic, examining how their use—or absence—shapes interactional dynamics and constructs identities. While vocatives are ubiquitous in Lebanese discourse, their deployment is far from uniform, varying based on situational needs and relational dynamics. Using data from movies, plays, and talk shows, this paper introduces a framework for understanding vocatives as either optional, necessary, or unexpected. For instance, vocatives may be bypassed in favor of non-verbal cues such as gestures or eye contact, emphasizing their pragmatic optionality. They may also be bypassed in a mutually reassuring situational context. However, in contexts where relational alignment or mitigation of directives is essential, vocatives become necessary, providing a means for preserving social rapport. The multifunctional nature of vocatives allows them to perform overlapping roles in discourse: they can simultaneously affirm intimacy, assert authority, or invite solidarity. This study presents examples from Lebanese social interactions where vocatives not only address, serve, or harm the addressee but also signal the speaker's stance and serve her transaction and/or relational needs, thus creating complex layers of social meaning. For instance, the use of endearments, titles, or role reversal terms such as "YA mama" to a child can highlight affection, respect, or hierarchy, reflecting the intricate interpersonal relations embedded in vocative choice. Vocatives also play a critical role in identity construction, as speakers selectively invoke certain aspects of their identities or relationships. Through interactional shifts, vocatives bring relational and individual identities to the forefront, allowing speakers to renegotiate intimacy, distance, or hierarchy in real-time. Using evidence from Lebanese Arabic, this paper positions vocatives as a powerful linguistic tool for managing social interactions and dynamically constructing identities. By analyzing these pragmatic features, the study sheds light on how speakers navigate social structures, interpersonal roles, and cultural norms through vocative use.

Keywords: *Vocatives; Pragmatic Optionality; Multifunctionality; Interactionally Constructed Identities; Lebanese Arabic*

Bionote:

Youssef A. Haddad is a Professor of Arabic Language and Linguistics with a research focus on syntax, pragmatics, and their interface. His publications include *Control into Conjunctive Participle Clauses: The Case of Assamese* (Mouton de Gruyter) and *The Sociopragmatics of Attitude Datives in Levantine Arabic* (Edinburgh University Press). His current project, *Vocatives in Lebanese Arabic: Forms, Types, and Social Functions*, examines the varied roles of vocatives in Arabic discourse.

Zaal Kikvidze (Akaki Tsereteli State University, Kutaisi, Georgia)

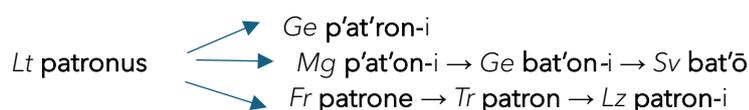
Pathways of Adoption of a Contact-induced Term of Address in the Kartvelian (South Caucasian) Languages

The paper is a discussion of the specific terms of address occurring both as monomials and bi-/multinomials across the Kartvelian (South Caucasian) languages. Ultimately, their origin is associated with the Latin word *patronus*. In the initial phase, immediately from Latin, the word was borrowed by Georgian (*p'at'ron-i*) and Megrelian (*p'at'on-i*). The occurred phonetic and phototactic changes have been regular. Later, the Megrelian version (*p'at'on-i*) was borrowed by Georgian having resulted in *bat'on-i* as a term of reference and *bat'on-o* as a term of address.

From Georgian, the word was adopted in Svan: *bat'ō*; however, it occurs only in a single dialect - Lashkian.

As for Laz, another Kartvelian language, the pathway of adoption of the respective word has very little to do with those of its sister languages, even with that of Megrelian which is its closest relative. The Georgian *p'at'ron-i* and Megrelian *p'at'on-i* were borrowed from Latin, while the Laz *patron-i* was adopted through Turkish.

Below I present the pathways of adoption of the terms in point:



As for their meanings and usage, the Georgian *p'at'ron-i* and Laz *patron-i* retained the denotation ('a protector, patron'). Hence, they are used as respective address terms: *Ge p'at'ron-o* [patron-VOC]; rarely, *Lz patron-i* [patron-NOM]. The Megrelian *p'at'on-i* and its Georgian successor *bat'on-i/o* eventually became polite terms of address. Their Svan counterpart *bat'ō* is used only as a term of address. It is noteworthy the three items are used to address ('direct address') both female and male individuals and occur even in address inversion. The aforementioned terms of address will be investigated based on the fieldwork data and applying the Natural Semantic Metalanguage approach.

Keywords: *terms of address, Kartvelian languages, loanwords, Natural Semantic Metalanguage*

Bionote

Zaal Kikvidze, Dr. hab., is Professor in the Department of General Linguistics, Akaki Tsereteli State University, Kutaisi, Georgia. His research interests include (but are not limited to) the Kartvelian (South Caucasian) languages, sociolinguistics, language and gender, cognitive linguistics, corpus linguistics, language documentation, lexicography.

Book Panel

Book Presentation: Beyond Binaries in Address Research (Panel)

Víctor Fernández Mallat, María Irene Moyna

The purpose of this panel is to present our forthcoming edited collection, *Beyond Binaries in Address Research*. Our volume gathers thirteen contributions which challenge binary distinctions typically used to describe address (formal/informal; familiar/deferential; polite/impolite). Taken together, the contributions argue that while these dichotomies may be useful, they simplify the systems they attempt to account for.

Theoretical analyses of address in linguistic varieties with two singular pronouns date back to Brown and Gilman (1960), who justified the T/V dichotomy through notions of power and solidarity. For their part, Brown and Levinson (1987) incorporated second person address to their theory of politeness universals, without altering the original binary distinction. In this view, T expresses positive politeness (social approval), while V exemplifies negative politeness (autonomy), as described in several comparative studies (Carricaburo 2015, Clyne et al. 2009, Hummel & dos Santos Lopes 2020). However, the limitations of such oppositions are increasingly evident, particularly for those who analyze language varieties with rich pronominal and verbal inventories. For example, for those who study Spanish varieties with three or more singular pronouns (*vos, tú, usted, sumercé*), these forms cannot be diametrically opposed. Thus, it has been proposed that address acquires specific denotations in its context and particular interactions (Raymond 2016, Fernández-Mallat 2020). Societies with complex hierarchies also challenge the T/V opposition, as demonstrated by Ide (1989), who proposes notions of discernment and volition to distinguish conventional and strategic uses of address in Japanese, and Cook (1997), who proposes strategies of neutrality.

That said, studies based on more flexible and contextual approaches to address continue to be scarce. This collection is our attempt to start to fill this gap. It includes systems of address which defy binarity structurally by exhibiting more than two pronouns (e.g., Spanish, Hungarian). Other contributions focus on languages with a single pronoun, which challenge binarity because they use nominal appellatives for nuance (e.g., Syrian Arabic). Even binary systems may weaken this opposition if one pronoun is socially stigmatized (European Portuguese) or explicitly discouraged (Swedish), or when the communicative act leads to ambiguity in addressee identity or roles (social media, street signage).

We propose a 90-minute panel that will include a short introduction (10 minutes), seven case studies taken from the edited volume (10 minutes each), and a 15-minute Q&A.

Keywords: *non-binary address, politeness, discernment, neutrality, interactional pragmatics*

Case study 1: Analyzing sociopragmatic properties of polysemic *ustedeo* address forms in Chilean Spanish via indexicality and clustering (Fernández-Mallat)

Spanish varieties challenge binary approaches to address, such as Brown and Gilman's (1960) T/V distinction and Brown and Levinson's (1987) politeness theory, in two ways. First, they feature tripartite

systems of second-person singular (2PS) forms (*voseo*, *tuteo*, and *ustedeo*), chosen based on sociopragmatic factors. Second, these forms display polysemy, where a single form can convey both social distance and proximity depending on context (Kluge, 2019). While much research has focused on address form selection, the polysemy of these forms, particularly *ustedeo*, has been less explored. Thus, there is limited understanding of the sociopragmatic factors guiding the use of *ustedeo* in different contexts.

This study analyzes 3,841 instances of 2PS in Chilean Spanish, concentrating on *ustedeo*, which has been associated with respect, formality, proximity, and tenderness (Rivadeneira Valenzuela, 2016). The data includes both naturalistic conversations from family gatherings and institutional talk from televised talk shows. Using cluster analysis, the study identifies the sociopragmatic properties associated with *ustedeo* in each setting.

The results reveal distinct patterns: In institutional settings, *ustedeo* is most often used by speakers of all genders when addressing higher-status individuals, with speech acts involving questions and neutral or negative statements. Common nominal collocations include occupational terms and proper names. In everyday conversations, *ustedeo* is predominantly used by female speakers addressing younger individuals, often involving directives and questions. Nominal collocations in these contexts include endearment terms and proper names.

These findings support the view that address forms acquire contextual meanings beyond their conventional roles (Fernández-Mallat, 2020). By identifying the sociopragmatic factors that shape the meaning of *ustedeo*, this study enhances our understanding of the complexities of Spanish address systems.

Keywords: *address polysemy, cluster analysis, prototypical sociopragmatic properties, institutional talk, everyday conversations*

Case study 2: Social meanings of Hungarian T and V forms: The metadiscourse of politeness in therapeutic (Domonkosi)

The presentation investigates Hungarian address practices through a qualitative content analysis of discussions among psychologists and psychiatrists published in a professional journal. The analysis reveals that the Hungarian metacommunicative lexicon is primarily defined by a T/V binarity, yet it encompasses a nuanced set of expressions for various V forms, including *magázás*, *önözés*, *tetszikezés*, and *kendezés*. Participants describe the social meanings of T and V forms by evaluating their relative functions, highlighting changes such as the spread of T and their impacts on social meanings. These metacomments are interpreted through a complex criteria system, including age, intimacy, and regional variation.

The study moves beyond binary distinctions by identifying multiple address strategies and interpreting the complex social meanings assigned to these variants. Therapeutic settings significantly shape the use of address forms, with a noticeable contrast between the general spread of T and the institutional use of V to prevent intimacy. The professional background of participants influences their interpretations, linking pronoun use to personality traits and behavior patterns.

This research highlights the intricate assumptions about T and V variants among professionals, providing valuable insights into the dynamics of address forms in Hungarian. Methodologically, the study's novelty lies in its use of non-elicited data, which enhances the authenticity of the findings. However, the dataset's limitations, such as the scant number of metacomments on certain V variants, should be acknowledged. Overall, the study contributes to a deeper understanding of the complex social roles and meanings of address forms in Hungarian, emphasizing the importance of context and professional expertise in shaping communicative practices.

Keywords: *metacommunicative lexicon, T and V forms, qualitative content analysis, Hungarian address practices, therapeutic communication*

Case study 3: Functions of address in the German linguistic landscape (Liebscher, Sutherland, & Dailey-O’Cain)

This talk focuses on address forms within the linguistic landscape (LL); that is, in publicly visible written communication. This strand of research within sociolinguistics has developed over the past three decades (e.g., Landry & Bourhis 1997, Scollon & Scollon 2003, Shoshamy & Gorter 2009), and has included the analysis of road signs, street signs, and graffiti. In recent years, qualitatively focused and ethnographically rooted approaches to this research (e.g. Blommaert 2013) have become an important part of a toolkit for analyses such as the one presented in this talk that draws on photographs of such signs, collected in Germany between 2019 and 2021 and funded by the Canadian Social Sciences and Humanities Research Council (2021-2024). In our analysis, we investigate the choices authors make between T and V forms of address, as well as alternatives such as the deontic infinitive. We analyze how these choices are shaped by language ideologies and contribute to strategic and relational meaning-making within an interactional framework applied to this research (Feddersen et al. 2024). By drawing on the theory of facework and relational identities, we show that different address forms and alternatives are used in specific ways to create relationships, in part by exploiting language ideologies of a conceived T/V binary. We also show some specific ways this is done after the onset of the COVID-19 pandemic. Based on several examples presented in this talk, we will argue for a relational model of address research, tied to a complex interplay of socio-historical and ideological factors on how languages and identities come to be anchored within physical space (Blommaert 2013).

Keywords: *Linguistic landscape, language ideology, Germany, du/Sie, alternative address forms*

Case study 4: Complex address practices in Finland-Swedish – actual and reported use of address in service encounters (Wide & Norrby)

Address practices in Swedish have undergone substantial change in modern times, most significantly following the so-called ‘du-reform’ in the 1960s and 1970s which resulted in a rapid shift from formal V to more or less universal T address. This shift was pervasive in both national varieties of Swedish, but Finland Swedish has maintained pockets of V address to in the public arena between unacquainted interlocutors.

In our presentation we compare actual address in service situations with reported use and perceptions of variation in address practices. We focus on Finland-Swedish, but also make some comparisons with Swedish spoken in Sweden in order to highlight the typical features of Finland-Swedish address practices. Our data are drawn from two data sets: address practices in some 300 service encounters, and a questionnaire on address directed to Finland-Swedish speakers to explore the variation found in their reported use and perceptions of address, for example, in service situations. Our findings demonstrate that address practices in Finland-Swedish go beyond a conventional T/V dichotomy. Overall, T address dominates, but V address still occurs to some extent in service contexts. At the same time, some speakers find V address highly inappropriate. In addition, plural V and absence of direct address are common practices in service contexts. Our results suggest that the T/V distinction in Finland-Swedish depends on a multitude of social factors as well as individual preferences, which result in a complex system, confirming the non-binary character of the Finland-Swedish address system.

Keywords: *Swedish, Finland-Swedish, service encounters, address practices, actual and reported use*

Case study 5: Variation of V and T address pronouns in Bosnian and German medical encounters (Džanko)

This study explores the dynamic use of address forms – specifically the alternation between the formal V and informal T pronouns – by physicians during medical interactions in Bosnian and German. It focuses on how these pronominal choices unfold not only across turns but also within individual turns, highlighting their role as nuanced, interactionally situated resources. In institutional contexts such as medical encounters, the use of V is generally associated with politeness, professional distance, and respect (Schüpbach et al. 2007). However, this study demonstrates that such norms are not rigidly applied; rather, address practices are shaped by locally contingent factors and the evolving relational dynamics between interlocutors.

Drawing on conversation analysis (CA), and specifically Raymond's (2016) interactional framework for analyzing address choice and identity projection, the study compares two corpora of doctor-patient conversations in Bosnian and German. The findings reveal a notable contrast: Bosnian doctors tend to align their pronominal choices with the perceived identity and social positioning of their patients, adjusting address forms accordingly. In contrast, German doctors' shifts in address forms appear to index their own identity negotiations, particularly in the context of sustained doctor-patient relationships. These cross-linguistic patterns offer insight into how speakers in different linguistic and cultural settings deploy pronominal address as a strategic and responsive element of institutional talk.

Keywords: *conversation analysis, ethnographic discourse analysis, doctor-patient interaction, identity status*

Case study 6: 'Stop measuring egos' – Finding a middle ground between discernment and volition in European Portuguese (Faria)

Forms of address in European Portuguese (EP) encompass various forms beyond the binary T/V notation, including second person (2P) and third person (3P) nominal, pronominal, and verb pro-drop forms. This study examines metapragmatic comments on address extracted from Reddit – an online forum of user-generated content – in order to understand how speakers conceptualize this complexity. We take these comments to be stance acts towards either volition (the pursuit of individual strategies of address), discernment (the desire to conform to accumulated traditions of verbal behavior) or to a middle ground oscillating between these two polar ends. The data shows complex results: attributing status and rank based on a normative selection of form remains a primary concern, which is nevertheless countered by a pro-T stance pointing to volition. The rigidity of a binary T/V distinction is opposed by a preference for noncommittal forms facilitating address selection and driven by a desire to avoid full T or full V. 3P pro-drop and the 3P pronoun of address *você* emerge as possible neutral forms, followed by 2P *tu*, which transcends its T features and is reassessed as a pronoun of neutrality. However, there is a noteworthy anti-*você* stance in the corpus bearing an ideological nexus with impoliteness (*você* is consistently assessed as intrinsically impolite and against the wider layer of societal and cultural norms). The complexities of this metadiscourse on EP address are socioculturally and historically motivated – 50 years on from the 1974 democracy-founding 'Carnation Revolution', address practices have transcended binary divisions but are still catching up with more volitional, democratic patterns that tend to minimise linguistic marks of social asymmetry. At the same time, 'old

habits die hard' and the concern for linguistically expressed deference survives in the complexity of nominal forms and the semantic range they offer to normatively mark one's rank and place in society.

Keywords: *metapragmatic discourse, discernment, volition, stance*

Case Study 7: *No se puede ser más tonto*: Referential inference and address strategies in comments to Spanish digital news (Aijón Oliva)

While the function of address has usually been viewed as formally realized by (binary) systems of grammaticalized second person forms, speakers can resort to varied strategies to refer to their interactional partners. These include defocusing constructions such as hearer-dominant uses of the plural first person (e.g. *Nos llamamos un poco* 'Could we be quiet now?'), impersonal deontic constructions (*Hay que limpiar la habitación* 'The room needs cleaning'), passives, and so forth, all of which can contextually be intended to allude to an audience even if apparently construing a nonspecific reference. Address can thus be understood as a matter of whether people can and do consider themselves to be referenced by an expression, based on an inferential process that relies on both linguistic and non-linguistic contextual cues, as well as on shared knowledge.

Along these lines, the present study aims to expand the analysis of address in Spanish as part of broader strategies to conceptualize the participants through grammatical choice. The investigation is based on a corpus of digital news pieces from the Peninsular Spanish city of Salamanca, and specifically, on readers' comments to these pieces. Qualitative analysis shows that commenters can address a variety of possible audiences, including other specific commenters or all participants along a thread, the main actors of the events recounted in the news, the editorial staff, or different social groups and institutions. In turn, quantitative analysis makes it possible to unveil correlations between different referential intentions and grammatical constructions. While second and third person forms are the preferred choices to address specific people, defocusing constructions often appear in connection with other kinds of intended addressees, most significantly, public institutions. It is concluded that the inherent meanings of grammatical choices are related to their possible referential interpretations and their textual distributions.

Keywords: *Spanish, digital discourse, reference, viewpoint, defocusing*

Panel Organizers

Víctor Fernández-Mallat (Ph.D., Université de Montréal) is an associate professor in the Department of Spanish and Portuguese at Georgetown University. He is the co-editor of *Linguistic Landscapes and Educational Spaces* (Multilingual Matters, 2021) and *Dialect Contact: From Speaker to Community-Based Perspectives* (Georgetown University Press, 2024). His work has also appeared in leading academic journals, including the *Journal of Pragmatics* and *Intercultural Pragmatics*.

María Irene Moyna (Ph.D. University of Florida) is Professor in the Department of Global Languages and Cultures at Texas A&M University. Her work focuses on variation and change in Spanish morphology, especially compounding and address forms. She is the author of *Compound Words in Spanish: Theory and history* (John Benjamins, 2011), and co-editor of *Recovering the U.S. Hispanic Linguistic Heritage* (Arte Público Press, 2008), *Forms of Address in the Spanish of the Americas* (John Benjamins, 2016), and *It's Not All About You: New Perspectives on Address Research* (John Benjamins, 2019). Her articles have appeared in over 30 journals and collections.

Presenters (in alphabetical order)

Miguel A. Aijón Oliva is a Professor of Spanish Linguistics at Universidad de Salamanca (Spain). His research interests include linguistic variation from functional and cognitive viewpoints, the sociopragmatics of Spanish, and the construction of identities in media and Internet discourse. His work has been published in journals such as *Folia Linguistica*, *Journal of Pragmatics*, *Language Sciences*, *Lingua*, *Pragmatics*, and *Spanish in Context*, among others. He is also the author of books like *Style in Syntax* (2013, with María José Serrano) and *Constructing us. The first and second persons in Spanish media discourse* (2019).

Jennifer Dailey-O’Cain is a sociolinguist and Professor of German and Applied Linguistics at the University of Alberta, Canada, with a research focus on everyday language in use and how this use relates to broader social phenomena such as identity, ideology, and globalization. Many of her projects have been with Grit Liebscher, listed above. Among her recent publications are *Trans-National English in Social Media Communities* (Palgrave, 2017), *Multilingualism, (Im)mobilities, and Spaces of Belonging* (Multilingual Matters, 2019), *Multimodal Communication in Intercultural Interaction* (Routledge, 2023), and many papers on various aspects of language in use.

Ágnes Domonkosi (PhD) is a senior research fellow at the Hungarian Research Centre for Linguistics and an assistant professor at Eszterházy Károly Catholic University. Her main research interests are Hungarian address practices and pragmatic aspects of linguistic politeness. She has published several studies and a comprehensive monograph on Hungarian forms of address and contemporary Hungarian address practices.

Minka Džanko is Assistant Professor of German language and current Vice-Dean for Research, International Academic Cooperation and Publishing of the Faculty of Philosophy of the University of Sarajevo, Bosnia and Herzegovina. Her research focuses on conversation and ethnographic discourse analysis of medical interaction as well as on pragmatics and lexicography. She has published two books and several papers in contrastive linguistics.

Rita Faria is Assistant Professor at UCP Lisbon – Universidade Católica Portuguesa, where she teaches a number of language and discourse-related BA and MA courses (Contrastive Linguistics, Semantics and Pragmatics, Media Discourse Analysis, etc.) She completed her PhD in Linguistics in 2010 at UCP, the M.Phil in Linguistics in 2002 at the University of Cambridge and the BA in Portuguese and English Studies at the University of Lisbon, in 2001. She is a researcher at CECC – Research Centre for Communication and Culture and her research interests include: im/politeness; address; media discourse; language and gender; hate speech; computer-mediated communication; sociolinguistics; corpus linguistics.

Grit Liebscher is a sociolinguist with research in bilingualism, discourse analysis, language and identity, German migration, and linguistic/semiotic landscape, including cemeteries. Several of her projects with co-researcher Jennifer Dailey-O’Cain have revolved around address research, including research on western Germans who had settled in eastern Germany (“(Inter)acting identities in dialect and discourse: migrant Western Germans in Eastern Germany”, 2003-2007), on German Canadians (“German identity in urban Canada: A qualitative and quantitative study of language and discourse”, 2007-2012) and on the use of language and semiotics on public signs in two German cities (“Ideologies of English in the linguistic landscape”, 2019-ongoing).

Catrin Norrby is Professor of Scandinavian Languages in the Department of Swedish Language and Multilingualism at Stockholm University, and an Honorary Fellow at the Research Unit for Multilingualism and Cross-Cultural Communication (RUMACCC) at the University of Melbourne. She has published widely in cross-cultural pragmatics and interaction analysis and takes a special interest in address research.

Cole Sutherland is a PhD student in the Department of Germanic and Slavic Studies at the University of Waterloo. Having previously earned degrees in Languages and Literature as well as Intercultural German Studies, he has now turned his attention to the fields of applied linguistics and

sociolinguistics. This background has not only allowed him to gain research experience in conversation analysis, language education, and semiotic/linguist landscapes but has also proven valuable as he explores the politicization of the German semiotic landscape for his dissertation.

Camilla Wide is Professor of Scandinavian Languages at the School of Languages and Translation Studies at the University of Turku in Finland. She has published extensively in interactional linguistics, grammar, language variation and sociolinguistics. One of the areas that she has focused on in particular is address research.

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