

# Forms for Addressing in the Macedonian and English Language – Trends in the Television Shows

Kostadinovska Bisera<sup>1</sup>, Januševa Violeta<sup>2</sup>

<sup>1,2</sup> Faculty of Education, Bitola, University "Sv. Kliment Ohridski", Bitola,  
Vasko Karangelevski bb, 7000 Bitola, Republic of Macedonia

**Abstract:** *This paper discusses the forms for addressing that are being used in the television host shows that have societal-political and cultural and fun character in the Macedonian and the English language. In the analysis, the starting point are the different interactions between the interlocutors that are being realized in the television shows and certain trends in the forms for addressing in both language can be noted, as well as the models for addressing that are similar and the models for addressing that are different in both languages. At once, what is taken into consideration are the attitudes of the native speakers of the Macedonian language and the Macedonian speakers of the English language as a foreign language, sought through informal talks, for the trends regarding the forms for addressing noted in the television host shows.*

**Keywords:** Macedonian, English, addressing forms, television shows

## 1. Introduction

The link between language and social values is an unbreakable one. Even though they are two different systems, they are so deeply interconnected that the one without the other will not be able to function. But like any other living matter, as society changes, social values and linguistic values begin to diverge. The relationship between language and social life is thus a mutually constitutive one. Without language there could be no social life, at least as we human beings live it. Conversely, without social life there would be no need of language, since it is communication that lies at the heart of language. Through language people are able to communicate with one another; we need to communicate because we have social lives that function together and it is linguistic communication that makes social life what it is. Social life is permeated by language at every level. As members of society, we use language to describe, question or explain what is going on around us, as well as to perform actions that others may then describe, question or explain. Also, as members of the society we use the language in different situations when we address someone. The forms for addressing are very important in order to have a successful and effective communication. They present a societal phenomenon and a very important aspect of the societal behavior and are an indicator of the status of the participants in the communication, as well as of the regional differences and the differences between the social classes. The communication act starts with the forms for addressing the participants which lays down the framework for interaction. The pronominal forms are the ones that are most commonly used in the function of addressing, but an appropriate choice of lexis can also be used in the function of addressing, taken into consideration that their choice depends on the time and social conditions, in a given situation, i.e. the theme/ topic in question, from the relationship that exists between the participants in the conversation, as well as from the intent of the participants in the conversation, (Minova-Gjurkova 2000: 41; Radovanović 1979: 28 – 29; Brown and Gilman 1960: 253 – 276; Hudson 1996). The forms for addressing have a

very important role in the everyday verbal communication and represent a system that is connected with the social changes, so in that sense, they are also susceptible to change. The Macedonian and the English language are languages that are a part of the same language family of the Indo-European languages, but are different according to the group of languages they belong to. The English language belongs to the group of the Germanic languages, and the Macedonian belongs to the Slavic group of languages. According to the typological (morphological) classification the Macedonian and the English language are inflectional languages from analytical type, because the analytical relationship of expressing the grammatical relationship is prevalent with them, (Bojkovska et al. 1998: 34). Naturally, the forms for addressing between the interlocutors are being researched in both languages, but what is of special interest is to show the specific trends regarding the forms for addressing that can be noted in the television host shows from societal-political and cultural-fun character in both languages. In the analysis, the starting point are the various interactions between the interlocutors that are being realized in the television shows and certain trends in the models for addressing are being shown in both languages, as well as the models for addressing that are similar and the models for addressing that are different in both languages. In the meantime, what is also taken into consideration are the attitudes of the native speakers of the Macedonian language and the Macedonian speakers of the English language as a foreign language, sought through the informal talks, for these trends regarding the forms for addressing noted in the television host shows.

## 2. Methodology of the Research

In order the goal for this paper to be realized, different interactions between the participants in the communication in shows from societal-political and cultural-fun character have been sought upon – regarding the Macedonian language, in shows that have been broadcasted on the national television station and the private television station; and regarding the English language, in shows on television channels that

broadcast content using the English language, for example, CNN, BBC and many others, available through the cable Internet in the Republic of Macedonia. What is also taken into consideration are the attitudes of the native speakers of the Macedonian language and the Macedonian speakers of the English language as a foreign language, sought through informal talks for these trends regarding the forms for addressing noted in the television host shows. The analysis, regarding the Macedonian language, shows that in the television host shows certain trends in the usage of the forms for addressing can be noted, which contribute to displace the specific vocative form for addressing and for its expression using only the mean of intonation. Regarding the English language the analysis also shows an interesting occurrence, related to the usage of the pronouns *You* and *you*, i.e. the native speakers of the Macedonian and the Macedonian speakers of the English language as a foreign language, do not get information about the relationship between the interlocutors, for the level of formality of the situation, etc.

### 3. Results and Discussion

#### 3.1 Pronominal Addressing

In most modern European languages there is a distinction between what are conventionally called the polite and the familiar pronouns of address: French: *vous* vs *tu*; German: *Sie* vs *du*; Italian: *Lei* vs *tu*; Spanish: *usted/es* vs *ty*; Macedonian: *bue* (*Bue*) (*vie* – *Vie*) vs *mu* (*ti*) etc. In the Macedonian language, the pronominal form for second person plural is being used instead of the pronominal forms for second person singular, but in that case it does not have a plural meaning, but it shows symmetrical and asymmetrical relationship between the participants in the communication, which, in its own terms, points out to solidarity or distance between them.

Different languages distinguish pronoun uses in different ways. Even within languages, there are differences between groups (older people and people of higher status tending both to use and to expect more formal language) and between various aspects of one language. Different languages have different realizations for this T-V relation: T-form – informal and V-form – formal – these relations were introduced by Brown and Gilman (1960). Certainly, it dates back a long time ago, but there is still a strong connection with the today's polite and familiar forms.

##### 3.1.1 English language

Brown and Gilman (1960) argued that the choice of form is governed by either relationships of power and/or solidarity, depending on the culture of the speakers, showing that power had been the dominant predictor of form in Europe until the twentieth century. Thus, it was quite normal for a powerful person to use a T-form, but expect a V-form in return. However in the twentieth century the dynamic shifted in favour of solidarity, so that people would use T-forms with those they knew, and V-forms in service encounters, with reciprocal usage being the norm in both cases.

This T-V distinction existed up to the 17<sup>th</sup> century in English

(*you* vs *thou*) but it is lacking from modern Standard English. But the speakers of English have an easier choice to make. They only have to decide what name to use, and they can avoid even that. Unlike the English language, speakers of French, Italian, German and many others speakers of the European languages, such as Macedonian speakers have to make a choice between the two “you”. One is for the people who deserve to be politely addressed because their social situation is above the speaker's, or because the speaker does not hold a close relationship with them. The other one is used for people who are either close to the speaker or of lesser social standing. Modern English has no T-V distinction, that is, there is no distinction in terms of form, meaning that there is one form for second person plural both for addressing more people and for addressing politely, *You*, there is *you* in second person singular and *You* in second person plural, except in dialects and the retention of *thou* in traditional prayers addressed to God. It can often be confusing for an English speaker learning a language with a T-V distinction to assimilate the rules surrounding when to call someone with the formal or the informal pronoun.

##### 3.1.2 Macedonian language

In the Macedonian language the pronominal forms T and V are present with the distinction that the pronoun for second person singular *ti* (*you*), is used for addressing to one person, and the pronoun for second person plural *Vie* (*You*), is characteristic because it is used for addressing to both more people, and for expressing respect for one person, in which case it is spelled with capital letter. In the spoken variant of the language, it is almost always familiar to who does the pronominal form *Vie* (*You*) points out to, so there are not any evasive situations. In that sense, the pronominal forms for second person singular and plural, in interactions between two people, can be as various as the following: *ti* (*you*) – *ti* (*you*), *Vie* (*You*) – *Vie* (*You*), *ti* (*you*) – *Vie* (*You*), *Vie* (*You*) – *ti* (*you*). The forms for addressing *ti* (*you*) – *ti* (*you*) can be most commonly found in the communication between the members of the family, friends, children, etc., while the forms *Vie* (*You*) – *Vie* (*You*) can be found between adults who are not familiar with each other etc. Generally, *ti* (*you*) is used among friends and relatives, but the usage depends not only on the closeness of the relationship but also on age and the formality of the situation (e.g., work meeting vs a party). Children always use *ti* (*you*) to address each other and are addressed in this way by adults, but are taught to address adults with *Vie* (*You*). Younger adults typically also address older adults outside the family as *Vie* (*You*) regardless of intimacy, and may be addressed as *ti* (*you*) in return. When talking to each other young people often start with the formal *Vie* (*You*), but may move to *ti* (*you*) very quickly in an informal situation. Among older people, *ti* (*you*) is often reserved for closer acquaintances. Unless there is a substantial difference in age, the choice of the form is symmetric: if A uses *ti* (*you*) to address B, then B also uses *ti* (*you*) to address A. While people may move quickly from *Vie* (*You*) to *ti* (*you*), such transition presumes mutual agreement. Use of *ti* (*you*) without consent of the other person is likely to be viewed as poor conduct or even as an insult, particularly if the other party maintains using *Vie* (*You*). Generally speaking, we can say that the nonreciprocal usage of these two forms indicates an acknowledged difference of status.

What is interesting regarding the use of the pronominal form *Vie (You)* in the Macedonian language is its translation to English. It can be noted that the native speakers of the Macedonian language in interactions of various kind, where addressing in English has to be made, transfer the Macedonian model and the pronoun *Vie (You)* is spelled with a capital letter to express respect, not being familiar with the participants in the communication and different relationships of distance between them.

From the above mentioned, it can be noted that in both the Macedonian and the English language, there are forms for pronominal addressing, where, regarding the non-language context, in both languages *Vie (You)* is most commonly used for expressing respect and points out to not being familiar with the participants in the communication or of their different social status, whereas *ti (you)* for expressing relationships of closeness and intimacy of the participants in the communication.

### 3.2 Language and power – pronouns as linguistic signals of power and solidarity

Power refers to the ability of an entity (e.g., company, individual, social group, etc.) to make change, or conversely, to maintain things as they are. In discussing the power of language, we need to consider two distinct uses of language: language as public discourse: the language used in the public print media, television and radio, and now, on the Web; language as interpersonal communication: the language used when we as individuals interact with other individuals, e.g., friends talking, doctor and patient, teacher and students. These two usages of the language can be portrayed through the system of the pronominal forms, which depending on the non-language context, that is from the speech situation, as forms for addressing, they can show symmetric and asymmetric relationship between the participants in the communication and relationship of distance and solidarity between them as forms for addressing.

As mentioned before, Brown and Gilman argued that the choice of form is governed by either relationships of power and/or solidarity, depending on the culture of the speakers, showing that power had been the dominant predictor of form in Europe until the twentieth century.

#### 3.2.1 English Language

Though English has no syntactic T-V distinction, there are semantic analogues, such as whether to address someone by first name or last name (or using *sir* and *ma'am*). However the boundaries between formal and informal language differ from language to language, and most languages use formal speech more frequently, and/or in different circumstances than English. In some circumstances, it is not unusual to call other people by first name and the respectful form of the pronouns or last name and familiar form. For example, German teachers use the former construct with upper-secondary students, while Italian teachers typically use the latter (switching to a full V-form with university students). This can lead to constructions denoting an intermediate level of formality in T-V distinct languages that sound awkward to English-speakers. For example, the catchphrase of "*Be*

*careful, Michael!*" from Knight Rider was usually dubbed "*Seien Sie vorsichtig, Michael!*" in German, implying both formality (use of *Sie*) and familiarity (use of first name). In the case of the television host shows, what can be noted is the addressing with personal name, the *You* and *you* forms, which cannot be easily distinguished since it is a spoken form and the level of formality is not clear. In the television host show, *The Big Interview* with Lance Armstrong on BBC, the forms for addressing being used are very neutral, very impersonal, not showing solidarity nor power, but are there for the sake of conversation, for example:

TV Host: What did Y(y)ou expect?

LA: Well, I expect...I ... I ... In my mind ...TV Host: Are Y(y)ou a changed person? ... LA: I ... I don't know ... People ask me that a lot...TV Host: If Y(y)ou were a man on the street, a cycling fan, would you forgive Lance Armstrong? ... LA: Well, that is really not fair. Listen, I am not gonna lie to you...

Another example of the above mentioned, where the forms for addressing are very neutral, is TV show that has a very fun and popular character, *The Ellen DeGeneres Show*, where the TV host does not use any peculiar forms for addressing, which again shows detachment, impersonal tone, for example:

TV Host: So Y(y)our kids ...who's into soccer? HK: All of them!! TV Host: So Y(y)ou are photographed often at a soccer game, Y(y)ou bring Y(y)our chair, Y(y)ou sit down, and Y(y)ou're ...I mean that is Y(y)our chair...HK: Yes, well they bring these chairs there but you know I like to bring my own...

What we can conclude from these examples is that the forms for addressing are there in the conversation, but they are "empty" in a sense that they simply are used to lead the conversation, and do not show politeness, solidarity, power or anything, regardless of the two types of show – a very formal setting and a very relaxed setting of communication. But we as a native speakers of Macedonian and speakers of English as a foreign language know that the forms for addressing in English make a distinction between formal and informal "you" pronoun, but in the spoken variety of the language, we cannot be sure which one is being used. We can suppose which pronoun is being used and we can suppose what is the tone and formality of the speaking situation, but we can only be sure if what we suppose is right in the case of having (when possible) the written form of the conversation. Otherwise, we are left with our presuppositions.

#### 3.2.2 Macedonian language

In the Macedonian language also, in the television host shows, the usage of the pronominal forms for polite addressing together with the personal name can be noted; what is used is the pronoun for second person plural, as well as a plural form from the verb (for expressing respect):

Valentina, *Vie pokažavte ... (Valentina, You showed...), Danče, proverete gi podatocite ... (Dance, check Your data...).*

There are examples for this kind of addressing where the pronominal form and the personal name, beside for expressing respect, can be used to show a greater distance between the interlocutors, for example:

Ljupčo, Vie vidovte što se sluči ... (Ljupčo, You saw what happened...).

There are also examples from this kind, where an unofficial variant of the personal name *Zoki* is being used, and the verb is used in singular form:

Povekje za ovaa tema od kolegata Zoran Petrovski koj se naogja pred Sobranieto: Zoki, kaži ni nešto podetalno za debatata vo Sobranieto (More on this topic from the colleague Zoran Petrovski who is located in front of the Public Assembly: Zoki, tell us (sing.) in detail about the debate in the Assembly).

Or, Mirčevska-Jovanović na ovaa tema: Mimi, dobrovečer ... (Mirčevska-Jovanović on the topic: Mimi, good evening...), (Kanal5 – TV Channel 5, 26.12.2014).

As Tanturovska points out, (Tanturovska 2000: 236) this is a model taken over from the model for hosting television shows, mostly from the models for hosting television shows broadcasted in the developed countries, so it can be said that these models in the Macedonian language and in the Macedonian surroundings are of more recent present.

The usage of the pronominal form *Vie (You)* with the surname implies a greater level of formality and seriousness of the status. The surname, according to the rules, is joined by plural form of the verb and points out to distance. Usually the surname is followed by the appellative *gospodin, gospoda, gospogja, gospogjica (Mr., sirs, Mrs., Ms.)*:

Vie Petrovski pokazavte deka ... (You Petrovski showed that ...); gospodine Stojkovski (Mr. Stojkovski) etc.

Regarding the surname, in the scientific literature it is emphasized that the surname is not to be used independently in this function for addressing and in most cases is used with the appellative *gospodine (mister)*, for example, *gospodine Petkovski (mister Petkovski)* with the form for polite addressing (second person plural from the personal pronoun *Vie (You)* and with the appropriate plural forms from the verbs, for example:

Vo Vašata najnova kniga, Vie gospodine Petkovski, pišuvate za ... (In Your latest book, You mister Petkovski mention that...), (Minova-Gjurkova 2000: 42).

Still, the practice shows that in the recent present, in the television host shows, especially in shows that have societal-political character, it is more common to use the model for addressing to the interlocutor just with the surname accompanied with the pronoun *Vie (You)*, which is an evidence for emphasizing the distance between the interlocutors, as for evading the appellative, and with that the specific vocative form for addressing that exists in the Macedonian language, for example:

Šehtanski, Vie vo svojata izjava velite ... (Šehtanski, You with You statement say (sing.) that...), Veličkovski, ... (Veličkovski...), (24vesti, Analiza – 24 news, Analysis, 24.11.2014).

Dimitrovski, počnuvam od Vas ... (Dimitrovski, I will start with You ...), (24 vesti, Analiza – 24 news, Analysis, 23.2.2014).

Regarding the other forms of the appellative *gospodin (mister)* what can be noted is the usage of *gospoda (sirs)*, of course if there are more participants in the communication that are of male gender, and more rare the usage of the form *gospogja (Mrs.)*, that it is being more often replaced with addressing with the title of the female interlocutor, for example *profesorke, ministerke (professor, minister)* etc., where a specific vocative form is being used. The form *gospogjica (Ms.)* it is not used at all.

In a more recent present, in the television host shows from societal-political character, another phenomenon can be noted in the forms for addressing. Namely, even though the television medium is associated with formality of the situation and the affirmation of the standard Macedonian language needs to be emphasized, there are shows where there is doubting when using the forms for addressing, so what happens is, the participants, including the host of the show, to constantly go back and forth between using the name, surname, the forms *Vie (You)* and *ti (you)*, especially if the participants in the communication are familiar with each other or belong to the same age category, or the same or similar occupational field, so in one show the relationship of distance and solidarity can be noted, for example:

Tasevski: Dobro be Dimitrov ... (Tasevski: Come on Dimitrov), Begate od temata (You are off topic); host to Tasevski: Tasevski ti kaža ... (host to Tasevski: Tasevski you said ...); Tasevski to Dimitrov: Dimitrov, smiri se sega, da ti kažam ... Nemoj be Bato (Dimitrov, calm down now, let me tell you ... Don't do that Bato); host to Dimitrov: Как да одговориш ... (Would you like to answer); Tasevski to Dimitrov: Kako sega ti kje ja vratiš doverbata ... (How do you plan on regaining the trust ...), (24 vesti, Analiza – 24 news, Analysis, 23.2.2014).

Or: host to Gešoska: Gešoska, kako Vie go doživeavte ona... (Gešoska, how did You react to that...), host to Mihajlovski: Mihajlovski, Vie ... Koj e tvojot komentar, samata soдрžina ne ti e vulgarna na razgovorite? (Mihajlovski, You ... What is your comment, you don't find the content itself vulgar); Mihajlovski to host: Možeš li da zamisliš kolku bi bila... (Can you imagine how much would that be ...); host to Mihajlovski: Možno li e da pomisliš takvo nešto ... (Is it possible for you to think such thing ...); Mihajlovski to host: Pak kje Vi kažam, vnmavajte, znaeme kakov narod sme ... (I will tell You again, be careful, we know the type of people we are); Mihajlovski to Gešoska: Pa, Iskra, vaka kje ti kažam ... Majka ti i jas ... Da ne pomislite slučajno deka ... (So Iskra, I will tell you this...your mother and I ...don't You by any chance think that...); Gešovska to Mihajlovski: No na smetka na što Toni ... Pogledni, ova se fakti, ti što go kažuvaš ova se fakti ... Vidi ... Znaeš kako ... (But on the



account on what Toni ... Look, these are facts, what you are saying are facts ... Look...you know what); host to Mihajlovski: Vie ste člen na ... interesno mi e evoluiranjeto na tvoite stavovi ... (You are a member of ... the evolution of your attitude is what I find interesting), (24 vesti, Analiza 24 news, Analysis, 11.3.2015).

It is obvious from the examples that during a communication act, the participants in the communication, the host and the two guests for whom it is clear that they are familiar with each other and that they belong to the same age group, constantly change the model for addressing, using the surname, surname with the form *Vie (You)*, surname with the form *ti (you)*, after some time the communication continues with *ti (you)*, addressing with the model *ti – ti*, addressing using the name, addressing using the unofficial form of the name etc. According to the speakers of the Macedonian language in shows of such character, regardless of the closeness that exists between the participants in the communication, it is desirable to use the form *Vie (You)* which points out to the formality of the situation where the communication takes place, as well as to the distance between the participants in the speech situation, since this kind of shows according to them is being connected with the official and formal communication.

In the shows that have cultural-fun character, on the other hand, there is a greater sense of freedom in the choice of the forms for addressing. The most commonly used model for addressing found in them is the *ti (you) – ti (you)*, especially when the guests and the host belong to the same age category, when they are familiar with each other, etc., but this kind of addressing is found even when this is not the case. A frequent usage of the addressing model using only name is noted, followed by special intonation, for example:

Silvi, kaži ni ... (Silvi, tell us–sing.).

It is interesting that there are also examples when the addressing in this case starts with *Vie (You)*, so the participants in the communication easily, in the course of the show, together with the show host agree to continue using the forms for addressing *ti (you) – ti (you)*, because they think that it is appropriate for the situation. Greater number of native speakers of the Macedonian language connect these shows with the formality of the Macedonian language and they prefer usage of the forms for addressing *Vie (You) – Vie (You)*, but there are those who justify the usage of the forms for addressing *ti (you) – ti (you)* because they think that that addressing gives the show a relaxing note.

### 3.3 Addressing and Titles

#### 3.3.1 English language

A title is a prefix or suffix added to a person's name to signify either veneration, an official position or a professional or academic qualification. In some languages, titles may even be inserted between a first and last name. Titles are used for addressing people who are on the same rank as the speaker, or also higher or lower. Here are some examples of titles that are most commonly used for addressing and that are found in the English language: *Ambassador, Dean, Docent, Mayor, Mother* (from which come *Mother Superior, QueenMother,*

and *Reverend Mother*) *Principal, Rector, Sir, Madam, Mister* (or *Mr.*), *Miss (Ms. or Mrs. respectively), President, Prime Minister,* and many more. That being said, we can say that when addressing president Obama, his title is usually preceded by the form for addressing Mister + President so when addressing him, we say *Mister President,* or *Mister/Miss/Mrs. Prime Minister, Mister/Mrs./Miss Ambassador* (regarding the gender of the person we are addressing to), in sentences like the following:

(Respected) Mister President, could (Y)you tell the public how come ...; Miss Ambassador, what do we do in improving the diplomatic relationship with...; Miss Prime Minister, what is (Y)your view on...

Having this practice present regarding the form for addressing in the Macedonian language and the Macedonian speakers of English as a foreign language, it will be supposed that, in these examples, the pronominal form *Vie (You)* is used, because that pronoun in the Macedonian language it is most commonly used with models for addressing where the titles of the interlocutors are being used.

Titles can stand before the name or after. We distinguish: pre-nominal and post-nominal titles. Pre-nominal letters are a title which is placed before the name of a person as distinct from a post-nominal title which is placed *after* the name. Examples of pre-nominal titles, for instance professional titles include: *Doctor, Captain, Eur. Ing. (European Engineer), Ir (Ingenieur) and Professor;* whilst other common social titles are *Mr., Master, The Honorable, Ms., Mrs. and Miss.* Pre-nominal letters are generally social, but can be professional in nature (e.g. *Eur Ing*). These type of titles are usually placed before the name for the purpose of introduction, for example: *Mister Jones, nice to meet you!; Doctor Matt, on your service.*

#### 3.3.2 Macedonian language

Regarding the addressing where the title of the other participant of the communication is also used, in the television host shows, there are distinct cases. Namely, in great number of shows, usage of the title together with the pronominal form *Vie (You)* is noted, for example:

Vie profesore tvrdite... (Professor You state ...), (24 vesti, Analiza – 24 news, Analysis, 2.12.2014).

Using the title with the surname of the other participant in the communication is also noted, for example:

Vie profesore Petkovski ..., profesorke Angelovska ..., (You, professor Petkovski, (You) ..., professor Angelovska etc. Also, an interesting example is the addressing towards the two participants, one of whom is of the same age as the host, and the other is a university professor and is slightly older than the other participant and the television host shows. The television host addresses the younger gentleman with *ti (you)*: ... Džerala, ti ... (...Džerala, you ...).

But for addressing the university professor he uses *Vie (You)* or the title *profesore (professor)* together with the last name

of the professor, where the vocative form can be found, and this type of addressing is being kept constant throughout the entire show, (24vesti Analiza – 24 news, Analysis, 2.12.2014).

There are television shows in which the addressing is done with the title followed by the pronominal form *Vie (You)*, without the specific suffix for the vocative form, characteristic for the Macedonian language, and its denotation with the help of the intonation, for example:

Professor Petkovski... (Professor Petkovski), gospodin Mitrevski ... (Mr. Mitrevski...) etc., instead of profesore Petkovski..., gospodine Mitrevski etc.

However, in recent times in the Macedonian language, an interesting phenomenon is noticed. When addressing someone, only the title in the general form is used, without the suffix for the vocative form, which is really significant because that again indicates the abandonment of the addressing model with a specific addressing vocative form. Namely, the host addresses the mayor of Ohrid, Mr. Nikola Bakračevski, saying:

Razgovaramo so gradonačalnikot Nikola Bakračevski, gradonačalnik, kažete ni što e ona što Opštinata go organizira za dočekot na Novata 2015 g., (We are speaking with mayor Nikola Bakračevski, mayor, tell us what will the municipality organize for New Year's eve 2015), (kanal5, 17.12.2014).

From the above-mentioned, it can be concluded that regarding the addressing by titles, the model of addressing is similar to that in the English language. In the Macedonian language, the penetration of the model of addressing by titles expressed by a special intonation and the last name of the interlocutor is noticed, as well as the addressing only by the title without the corresponding vocative suffix. The types of pre-nominal letters are never used in speech, that is, for addressing, in the Macedonian language.

#### 4. The Vocative form in the Macedonian Language

In the Macedonian language, there is a distinct form for addressing someone, i.e. for direct addressing the interlocutor, which is called the vocative form. In the usage of this form, the conative function of the language can be seen, i.e. the directness of the message towards the receiver of the message. With this form, the interlocutor is identified and the desire to establish a contact is shown, (Minova-Gjurkova 2000: 40). For nouns from the masculine gender, the vocative is formed by adding the suffix *-e* or *-u* to the general form of the noun. Generally, the suffix *-u* is usually found in one syllabic words, and the suffix *-e* is found in the polysyllabic words, yet there are cases where double forms are possible, depending from the consonant in which the noun ends: *mažu* (*husband*), *konju* (*horse*) vs *gospodine* (*sir*), *prijatele* (*friend*), but: *zetu* – *zete* (*son-in-law*), *bratu* – *brate* (*brother*), etc. The suffix *-e* is used for proper nouns: *Ivane* (*Ivan*), *Lazare* (*Lazar*).

Even though the vocative form shows certain stability, it needs to be pointed out that in recent times, it is rarely used and it is substituted with the general form of the noun, accompanied by a special intonation. The reasons for this occurrence should be looked for in the vocative forms such as: *tatko* (*father*), *Nikola* (*Nikola*), or in the forms in neuter gender nouns: *dete* (*kid*), *pile* (*chick*) etc. in singular and plural in which, regarding the vocative form, there is no difference in the suffix and in the general form of the noun; in some of the words taken from the Turkish language which in vocative form, are rarely used without a suffix: *kardash*, *kurnaz* etc.; in the fact that in front of the noun usually exclamatory words are used in vocative form, which reduce the differential function of the suffix: *ej brat* (*u*, *e*) (*hey brother*), *bre čovek* (*u*) (*damn, man*), as well as in a large number of foreign borrowings that are used without a suffix: *idiot* (*idiot*), *kreten* ( *jerk*) etc., even though there is a possibility for some of these last mentioned examples to be found also with a suffix: *kretenu* ( *jerk*), *idiote* (*idiot*) etc. As a result, the vocative is used also without a suffix in the following nouns: *pes* (*dog*), *skot* (*foe*), *brat* (*brother*) etc., therefore there are different vocative addressing forms from the same noun, as in: *brat* – *bratu* – *brate* (*brother*) (without a suffix, with the general form of the noun and special intonation, with *-u* and *-e*), (Koneski 2005: 237–240).

Nouns in the feminine gender which end in *-a* have a vocative form. This form is created when the suffix *-a* from the basic form is replaced with the suffix *-o* or *-e*: *Gorice* (*Gorice*), *majčice*, (*mother*), *dušo* (*darling*), *ženo* (*women*), although, such as is the case with the masculine nouns, there are cases in which dual formations are possible. Certain proper nouns of the feminine gender that take the suffix *-o* in the vocative form may indicate a negative or a mocking attitude towards the interlocutor, for example: *Biljano*, *Milko* etc. Female names in the feminine gender which end in a consonant do not have a separate vocative form, (Koneski 2005: 225 – 257). In addition, the vocative form of nouns in the feminine gender is used increasingly rarely, mostly because of the foreign names which enter the Macedonian language: *Ines* (*Ines*), *Stefani* (*Stephanie*) etc. However, many personal names in the feminine gender that end in the suffix *-a* and have been incorporated from foreign languages can take the vocative form, especially with the suffix *-o*, which in turn, as previously mentioned, most often creates a sense of negativity or mocking towards the interlocutor: *Mišelo* (*Michelle*), *Teodoro* (*Theodore*) etc. Nouns in the neutral gender do not take any special vocative forms and the basic forms with a special intonation are used to realize the address.

#### 5. Conclusion

The analysis shows that in the Macedonian language, but also in the English language, there are pronominal forms for addressing, and generally, the form *Vie (You)* is used to emphasize the distance in relation between the speakers, to show their status, as well as to express respect, while the form *ti (you)* is used to express close and intimate relations. The difference between the two languages lies in the point that when addressing, the speakers of the Macedonian language choose between the two pronominal forms and

making that choice, one gets the information about the different relationships between the interlocutors, while in the English language, when addressing, these pronominal forms are being used, but for the speakers of the Macedonian language and the speakers of the English language as a foreign language it is not clear which of the two is being used by the host when he/she addresses the guest talker and what kind of relationship exists between the interlocutors. When interpreting the forms for addressing in the previously mentioned types of show, taking into consideration that the medium in question is television that is supposed to promote the standard Macedonian language, speakers of the Macedonian language and speakers of the English language as a foreign rely on the practice that exists in the Macedonian language, so, that is why the form *Vie (You)* is given with capital letter and, in that way, show what is the relationship between the interlocutors.

Even though in the Macedonian language there is a distinct form for addressing the interlocutor and establishing contact with him/her, in television shows with societal-political and cultural and fun character some addressing trends have been noticed, and among other, the reason for the more frequent addressing without the vocative suffix and its extrusion from the new addressing models that, of course, in the Republic of Macedonia are from recent times should be looked for there. Among those trends, there are some that need to be mentioned: usage of the unofficial variant of the name, followed by the pronominal forms *Vie (You)* and *ti (you)*, usage of the last name, usually together with the pronominal form for showing respect *Vie (You)*, usage of the last name without the vocative suffix, but rather only with a special intonation, hesitation in the models of addressing, addressing by title without a vocative suffix, but only with special intonation etc. In the English language, when talking about the shows that were analyzed and about our current practice, what cannot be found is the following: forms for addressing using the unofficial form of the name, the model last name followed by pronominal form *Bue (You)*, addressing using only the last name. Regarding the titles, what can be noted is the use of the title followed by the appellative Mister, which is very similar in both languages.

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## Author Profile



**Violeta Janusheva** – PhD in Philological Science, works at the Faculty of Education – University “Sv. Kliment Ohridski“ in Bitola, as an associate professor. Her research interest is the Modern Macedonian Language, especially the semantic theory of the verb aspect in Macedonian Language and the assessment and evaluation of students’ achievements.



**Bisera Kostadinovska**, MA, is an English language lecturer at the Faculty of Education in Bitola, at the department of English language and literature. She teaches practical courses in Theoretical and Applied linguistics, Semantics of the English language, Modern English language courses, Introduction to Anglo-American culture and history, Introduction to English language and history. Her field of research is Applied linguistics with an emphasis on English Lexicology and Cognitive linguistics as well as practical teaching courses for the students who are profiling themselves as Teachers of EFL.