

The Usage of Familiarity Related Address Terms among the Academic Staff of Jigawa State College of Education and Legal Studies, Ringim

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ABSTRACT: *Going by the title of the research, it is purely Institution-based research in nature, as it focuses on the use of familiarity related address terms among academic staff of Jigawa State College of education and Legal Studies Ringim. The objectives of this research are: to study the address terms use in the selected tertiary institution in Jigawa State, examine the sources of address terms use among the academic staff, investigate the reasons and social factors that determine the use of the terms among the academic staff in the tertiary Institution. The study adopts Discourse analysis theory in the analysis of the data and ethnography of communication method for the data collection. The findings of the research reveal four types of familiarity related address terms that are used among academic staff of JSCOELS Ringim. The identified terms are: name, descriptive, honorific and kinship term. Besides, the reasons behind the use of the terms among the academic staff are: to show familiarity, respect, intimacy, politeness and power differential. Similarly, the research findings reveal the existence of four social factors that determine the usage of the terms among the academic staff. Such as: Education, occupational hierarchy, social status, and degree of intimacy. Lastly, the research results show that the academic staff used both English and Hausa familiarity related terms of address in addressing each other.*

KEYWORDS: familiarity, address terms, academic staff.

INTRODUCTION

Communication is an effective process to express people's minds, ideas, thoughts and feelings. People in every society of the world use language to communicate to one another in their daily life to establish

relationship with others. Therefore, to communicate effectively is not as easy as it seems. An effective communication can only be achieved if each participant can understand ideas, minds, thoughts and feelings of each other. Hymes (in Saville and Troike, 2003. 11-12). Besides, when people deal with utterance in their language, they commonly use many kinds of addressing terms. People usually do address someone before they begin the conversation. Addressing terms are usually used to call a person who is involved in the conversation. The usage of addressing terms depends on the participants relationship, social status, setting and also topic of the conversation. (Difa 2017:1-2). A phenomenon that influences communication is the use of address terms. The domain under sociolinguistics that is closely related to the system of address is speech behavior which is concerned with the way members of the society address one another in their daily conversation. Address term therefore, has been defined by several researchers based on their understanding and direction of the research, For example: Keshavarz (2001) defines address forms as “words or linguistic items used for addressing others to attract their attention or referring to them during interaction. Brown (1998) states that “the address behavior refers to how speakers use the repertoire of address variants available to them. Brown and Levinson (1987) asserts that “forms of address are vital linguistic mechanism by which a speaker’s attitude toward an evaluation of his or her relationship with another speaker is mirrored. Afful (2006b) views that, address terms are the linguistic elements that a presenter entitles a recipient in a direct situation. Likewise, Leech (1999) says that, address terms are important formulaic verbal behavior well recognized in the sociolinguistics literature to signal transactional, interpersonal and deictic ramifications in human relationships”.

Sociolinguists have divided terms of address into different types among which are: Dunkling (1990) classifies terms of address into eight classes, Kinship terms e.g mum, cousin and uncle, names e.g first; middle and last names, religious terms e.g imam in Islam, father in Christianity and Rabbi in Jewish, titles, e.g Sir, Madam and your majesty, occupational terms e.g doctor, driver and waiter, military ranks, e.g sergeant and general, endearment and friendship terms e.g love, baby and darling. Afful (2007) adds another category to this classification which is zero address, i.e terms used when the speaker is not certain on how to address others, e.g excuse me. Sociolinguists generally agree that address terms usage is governed by rules; stating which forms are used in which circumstance (Brown and Ford 1961:324, Murphy 1988:320). Therefore, in line with the contemporary development of the study of forms of address, the present study is aimed to investigate the use of address terms in the Jigawa State College of Education and Legal Studies Ringim and College of Education Gumel.

LITERATURE REVIEW

Several researches have been conducted on address terms, an aspect of sociolinguistics domain. The following are some of these research works. Yakasai & Sani (2019) investigate forms of spousal address terms in Hausa. The research points out the impacts of the Hausa cultural revolution on the forms of spousal address terms along three dimensions; the educated, the semi-educated and the un-educated. The research reveals the impact of social context on the different usage of address terms. Similarly, the research shows that, women and men use pet names (PN) more when alone but use respect name (RN) more than

first Name (FN) in the second situation. The work focuses on the use of new address terms among Hausa spouses. While this work will study address terms used among academic Staff of selected Tertiary Institutions in Jagawa State.

Chamo (2018) examines the use of address forms among the academic staff of the faculty of Arts and Islamic Studies, Bayero University Kano, Nigeria. The research reveals that three address forms are used in the faculty namely: titles, nicknames and kinship terms. The research also shows that the use of the title 'malam' is commonly used in the faculty than any other type of address forms in addition the research discovers that, there is variation in the use of these terms among faculty female staff. Also, it indicates that social factors such as: age, gender, social status, degree of intimacy and context of communication determine the use of the address forms among academic staff. The above research analyzes address forms in educational setting and this research examined the use of address terms among academic Staff of selected tertiary institutions in Jagawa State.

Shu'aibu (2019) studies address terms used among the staff of Sa'adatu Rimi College of Education Kano. The research reveals that seven terms are used by the staff of SRCOE which namely: names, title, descriptive phrase, pronominal, kinship, honorifics and nicknames. Besides, titles both religious and administrative are commonly used among the male staff while kinship terms are often used among female staff. The research points out six social factors that determine the use of these terms by the staff of SRCOE, which include: age, gender status, power, social context and situations. Similarly, the findings of the research shows five functions of address terms used in the college, which includes; showing respect, intimacy, solidarity, endearment and power differential. The research also indicates the variation in the in the use of address terms among staff of the college in which female staff use three terms of address namely; kinship, endearment and respectful/honorifics terms while addressing aged staff. However, male staff addresses their subordinates with their first name or official names. The research studies the use of address terms in Sa'adatu Rimi College of Education, Kano and this research studies address terms used in the realm of two colleges of education.

Garba (2018) investigates the use of address terms among Kano state civil servant. The research shows that, Kano state civil servant used address terms for different purposes such as: showing respect, solidarity, intimacy and power differential. The research also reveals that, three address terms are used in the Audu Bako Secretariat namely: titles, rank and kinship terms, and the use of the title 'sir' is commonly used among the civil servants than any other type of address terms. Moreso, the finding of the research indicates that, age, gender, social status and context are very important variables to be considered in addressing one another by the Kano State civil servants. The research examines address terms used in government agency while the present work will investigate address terms used among academic staff of colleges of education.

Nartey (2018) analyzes the use of terms of endearment in a Ghanaian University. The research reveals that, students used different endearment terms on campus to address one another. The research points out that, four endearment terms were used in the university which includes: epithets, flora, royal and coinage terms.

The research also discovers that, the use of these types of endearment among university students reveals the innovativeness, playfulness and creativity of the students in their daily interactions. The research examine terms of address used in academic environment while this research will examine the use of address term in two colleges of education.

Al-qudah (2017) investigates Jordanian terms of address. The research classified address terms into six categories, namely: kinship, technonyms, first name title, religion and zero terms. The research reveals that the frequent use of address terms within particular context in Jordan is governed by the interlocutors' age, social rank, power, social distance, intimacy and familiarity. The research also shows that, the use of Jordanian terms of address reflects the complex social relationship between the addresser and the addressee. The work focuses on the use of address terms in Jordanian society and this research will focus on address terms as used in the realm of two colleges of education.

Etaywe (2017) studies husband-to-wife address forms and their functions in rural Jordanian community. The research shows that, husband used tecknonyms, epithets, forenames: zero-form and endearment terms while addressing their wives. The research also discovers significant impact of relative academic background and length of marriage period on husbands' use of address forms. In addition, the research points out that, the use of address forms in rural Jordanian community introduced a cultural distinctive system of ways to intelligently maintain the relative politeness, power, solidarity, status and intimacy relations, consistently with the socio-economic context. The research is limited to only Jordan spouse. While this will be on two colleges of education Hausa.

METHODOLOGY

This research is designed to be qualitative research in nature. The researchers employed participation, observation and interview as primary sources of the data. More so, secondary sources of data collection such as: written literature, textbooks, journals and browsed materials on code-switching will also be used in conducting this research. The area of this research is going to cover, C.O.E.L.S Ringim. The College is located in Jigawa State, the north-west geo-political zone of Nigeria; it comprises Kano, Katsina, Zamfara, Kebbi, Sokoto and Jigawa. The data for the present study was collected in northern Nigeria, in the selected area. The procedure for data collection of this research was carried out through the following channels such as: participation, observation, interview and introspection.

- i. **Participation:** As Hausa native speakers, we have attended different places of both academic and non academic activities at the selected area. Also, we listened as well as watched institutions' programmes and the carefully recoded and jotted down instances of the use of address terms using pen and paper.
- ii. **Observation:-** For the purpose of this research work, the researchers have made an observation and generated information from the discourse interaction of the academic staff. The researchers have meticulously listened and watched several staff face to face conversation and social media

chart of the selected area through different channels, which include: facebook and whatsApp. The researchers then jotted down the relevant data found to avoid their escape.

- iii. **Interview:** An interview is a face to face interaction between the researcher (interviewer) and the respondent (interviewee), (Haruna 2010:58). The researchers have employed this method purposely to obtain further in-depth explanations about the rational for the participants to use terms of address in their discourse. The researchers will use this method as it allows them to be unbiased. The method for the data analysis of this research was based on insights from other studies following discourse analysis theory developed by Zelling Harris (1952)
- iv. **Introspection:** At this level, the data will be supported by the researchers' intuitive knowledge of the use of address terms as a member of the academic Staff, who participated in discursive practices as lecturers.

Theoretical Framework

This research employs discourse analysis theory developed by Zelling Haris in 1952. Discourse analysis is a general term used in a number of approaches to analyze written, vocal, sign, language use or any other significant semiotic event. This theory is associated with the works of Schiffrin (1987) Fosold (1990), Brown & Yule (1983), Fairlough (1989) among others. This theory asserts that, the analysis of discourse is necessary in the analysis of language in use (Brown and Yule, 1983). A particular focus on language use (Schiffrin 1987:1). The study of discourse is the study of any aspect of language use (Folsold 1990).

Data Presentation and Analysis

This section presents the interpretation of the data extracted from discourse of academic staff of COELS Ringim and COE Gumel. The data discover two major address terms that are used among the academic staff. The identified terms are: familiarity and title related address terms. In the sample data, address terms are italicized. The staff's name is attached to each utterance. Similarly, gloss as well as colleges' name is under each utterance, while the analysis is written under each term.

Familiarity Related Address Terms

Familiarity-related address terms could be described as intimacy or friendly terms used among associates in a conversation. It also indicates intimate linkages between the speaker and the addressee. Academic staff of Jigawa State College of Education and Legal Studies Ringim use the following familiarity related terms in addressing one another. These are: name, descriptive, honorifics and kinship related address terms.

Name Terms

Name could be described as personal name designated to a child by his/her parents or their relatives in a given society. According to Adler (1978:94), "name is an image of a thing it represents. It is so closely identified with the thing that not to have a name is not to exist". However, name-related address terms comprise different ways of addressing individuals by name either by using first name, last name, Full formal name or multiple names, among others. According to the data, this type of address term is

commonly used among academic staff of Jigawa State College of Education and Legal Studies Ringim, as in the following examples:

1. Director: *Tafida* ya kamata fa ka kawo admission letter,
kafin lokaci ya kure.
Tafida, you have to submit your admission
letter before time ends.
Tafida: Zan kawo Insha Allah. Na gode.
By God grace, I will submit. Thanks.
2. Farouk: Aikinka ya yi kyau *Magaji Ado*, ka yi komai ba
tare da an sami matsala ba.
Magaji Ado, you have done everything well without a problem.
Indeed, it's a job well done.
Magaji Ado: Na gode, Malam Farouk.
Thank you, teacher Farouk.
3. Saluhu: Maryam, to, Allah ya ba mu sa'a
Maryam, may Allah help us to succeed.
Maryam: Amin.

The examples above (1-3) were found from Directorate of academic planning and School of general Education. In Example 1, it is Director academic planning addressing a junior staff with his official first name 'Tafida' when advising him to submit his PhD admission letter in the Director's office. Tafida is a Hausa official name and the use of this term indicates familiarity. However, it is determined by the degree of intimacy because the speaker and the addressee have a close relationship and know each other, as seen in the usage. Besides, in Hausa and most of the African as well as European societies, elder or friend can address younger or subordinate with his first name. In Example 2, Farouk addresses his colleague with his full official name 'Magaji Ado'. It took place at school of general Education's premises. The speaker and the addressee are untiring staff who are always dedicated to their responsibilities. He uses the term when commending the addressee for his role as Mc of teaching practice staff sensitization workshop. Magaji Ado are Hausa personal names while Ado is borrowed from Arabic name Adam. Its use shows solidarity and familiarity. More so, the term is determined by the degree of intimacy as the context reveals that the use of personal names are sign of equality and considerable intimacy between speaker and addressee (Widiatmaja, 2014). Moreover, in Example 3, Saluhu addresses his colleague as 'Marym' in the addressee's office. The speaker and the addressee are academic staff, who confide in each other. They are also from the same department. The speaker uses the term when praying to succeed in the departmental promotion committee sitting. "Maryam" is Arabic noun, as the name of the mother to the Prophet Isa. The use of this term indicates solidarity and familiarity. In addition, it is determined by the degree of intimacy, as the speaker uses first name in the usage, which indicates equality and familiarity.

a. Nickname Terms

It is a coined term of address that is used instead of a bearer's personal name to reflect solidarity and teasing. Chamo (2018:9) asserts that "the nickname is a familiar invented given name for a person or thing instead of the actual name of the person or thing". This type of address term is commonly used among academic staff of JSCOELS Ringim. The forms of nickname used among the academic staff are; place name, family name and common name.

b. Place names

As discovered, academic staff of JSCOELS Ringim that have place names as part of their names are commonly addressed with the place names to show recognition, affection or common ground between them. Consider these examples:

Barr. Abdullahi Umar *Yalleman*
Dr. Auwalu Ado *Aujara*
Dr. Hassan Dauda *Kwalam*
Yahaya Muhammad *Ringim*
Mal. Shamsuddin Bashir *Kazaure*

The above names of academic staff are usually addressed with their last name, which reveals their place of residence be it local government, or town. It is noted that female academic staff are not addressed with place names instead of their names or titles. For example, Dr. Zainab Muhd Kazaure is not addressed with Dr. Kazaure, but normally she is addressed with title plus firstname (Dr.Zainab).

c. Family name

Academic staff of JSCOELS Ringim that have family names as part of their names are commonly addressed with the family names. As noted the following academic staff are mostly addressed with their last names which are family names:

Barr. Muhd Garba *Nabayi*
Mal. Sulaiman *Ginsau*
Mal. Ahmad Muhd *Lamin*
Mal. Nura *Dandabi*
Mal. Muhammad Abubakar *Moddibo*

The above listed academic staff are commonly addressed with their last name by their colleagues or senior colleagues in the college. As observed, their junior colleagues do not address them with the term irrespective of gender, unless term of respect is combined with the family names e.g Barr. Nabayi, Mal. Lamin.

d. Childhood name

Academic staff of JSCOELS Ringim that have Childhood names as part of their nicknames are commonly addressed with the name. For Example:

Kamfani- Mal. Abubakar Muhammad Ringim.

Sika - Mal. Muhd Salisu Muhd

Lebo - Mal. Ibrahim Abubakar

Babawo- Mal. Ahmad Garba

Taqiyu - Dr. Muhammad T. Ibrahim

The above mentioned academic staff are usually addressed with their childhood names by their colleagues or senior colleagues in the college. As observed, their junior colleagues do not address them with the term irrespective of gender, unless term of respect is combined with the childhood names e.g Dr. Taqiyu, Mal. Babawo, Mal. Lebo among others.

Descriptive terms

As the term indicates, a descriptive provides a description of an addressee to enable him to know that he is being addressed. It also functions as an attention-getter or an identifier. According to Mardiha (2012), "A descriptive is a type of address term that is used to describe someone's personal quality, behavior, profession or appearance". descriptive terms of address are commonly used among academic staff of JSCOELS Ringim. Consider the following Examples:

- | | |
|--------------|--|
| 4. Dean. | <i>Kwaliti</i> , muna da mitin gobe 11 na safe idan
Allah ya Kaimau.
Quality, tomorrow we have a meeting around
11am. |
| Mal. Rufa'i | Noted Sir. |
| 5. Ali Usman | <i>Chief</i> , barka da rana.
You are welcome, chief |
| Ahmad Garba | Mal. Ali, kana lafiya?
Are you well, mal. Ali ? |
| 6. Farouk | Filanin Allah ya sanya alkhairi a wannan
Muqami
Planning, May Allah bless the appointment. |
| Director | Amin na gode.
Amin, Thank you. |

If we look at Example 4 above, Dean Ecce addresses Director quality assurance as 'Kwaliti' in the speaker's office in school of ECCE and PES. The speaker is a best friend to the addressee. The speaker uses the term when informing the addressee about their school meeting. "Kwaliti" is an English clipped term from addressee's designation. Similarly, Its use indicates solidarity and familiarity. The term also is determined by the degree of intimacy as the usage shows that the speaker and addressee are close friends, who know each other for quite a long time. More so, the usage indicates equality and familiarity as signs of considerable intimacy shows. In Example 5, Ali usman addresses his senior colleague, Ahmad Garba as 'Chief' at addressee's office in the

examination office wing. The speaker is a very kind and trusted junior colleague. The speaker uses the term to the addressee when greeting him in the afternoon. “Chief” is an English term clipped from addressee’s designation (chief examination officer). Its use indicates solidarity and familiarity. Besides, the term is determined by the degree of intimacy because the usage shows that both the speaker and addressee are intimate colleagues, and that is why the speaker uses a title of respect while addressing him. In Example 6, colleague addresses one of the college’s academic director as ‘filanin’ via phone call. The addressee is closest friend to the speaker for a long time.. The speaker uses the term when congratulating him about his appointment as a committee member of the visitation panel to SLUK by His. Excellency the Executive Governor of Jigawa State Mal. Umar Namadi Danmodi. “Filanin” is a Hausanize term clipped from designation of the addressee (director academic planning) meaning “head of all academic planning of the college” Its use indicates intimacy, as the speaker attempts to show his intimate relationship with the addressee by using the term. More so, it is determined by a particular occasion, because in some occasions, the speaker addresses the colleague with his first name or academic title.

Honorific Terms

An honorific is one of the address terms used to address social superior in conversation. Daba (1987), states that, “honorific term is a word or phrase used as a term of address or reference to convey verbal respect to the addressee or referee”. Similarly, such terms convey honor, social superiority, official patronage and the like. The term is commonly used by junior academic staff of JSCOELS Ringim in addressing senior officers as in the following example:

7. Junior staff: *Rankaidade* barka da asuba.
Good morning Sir.
Senior staff: Yauwa difiti
You are welcome, deputy.
8. Dean: *Maigirma furobas* ya kamata a dauki
kwakkwaran mataki kan wannan al’amari
Hon. Provost, there is need to take strong
action on this issue.
Provost: Insha Allah za mu dauka.
By Allah’s will, we will do.
9. Junior staff: Muna godiya Sir,
We grateful Sir.

If we look at Example 7, a deputy provost addresses their leader as ‘Rankaidaxe’ at the addressee’s office. The speaker is an obedient and loyalist staff to the addressee. The speaker uses the term when conveying a morning greeting to the addressee. “Rankaidaxe” is a Hausa masculine royal term, meaning “may you live long”. The use of this term indicates respect and it is determined by the rank of others, as the addressee is superior to the speaker going by the usage. In Example 8, a dean addresses their leader with a combination of terms as ‘Maigirma furobas’ in a meeting at college boardroom. The speaker is a head of

school and hardworking staff who always completed compilation of students' results before any other dean. The speaker uses the term when advising the head of institution to take a strong action against those staff who have not uploaded their result online. "maigirma" is a Hausa masculine royal term, meaning "your honor". However, the term "Provost" is an English noun meaning "the chief dignitary of a collegiate or cathedral chapter". Its use denotes respect and it is determined by the rank of others because the addressee has a high position compared to the speaker and there is inequality of power between them, as the usage revealed. In example 9, a junior academic staff addresses academic director as 'sir' at the addressee's office. The speaker uses the term when thanking the addressee about hearing of a good news on release of funds for tetfund teaching practice intervention. "Sir" is a general term borrowed from English used without a name as a form of address to a man of rank or authority, which includes a senior academic staff. The use of the term indicates respect, as the junior staff refuses to address the superior with his name or designation. However, the term is determined by power differential, as the addressee is the most superior staff compared to the speaker by rank. As such, the inferior must use any term of respect in addressing him.

Kinship Terms

Kinship related address terms could be described as family terms of address for intergroup relationships that is used in addressing a family member. Its use marks biological relationships in the domain of family circles. Previous address term researches acknowledge the existence of the term, as in Daba (1987), Kamal (1987), Chamo (2012), Garba (2018) and Shu'aibu (2019), among others. Presumably, the term is discovered in Hausa films under five different subheadings. Such as: parent, children, siblings, parent's siblings and grandparents address term.

10. Najib: *Yaya Taqiyu, barka da yamma.*
Good afternoon, elder Taqiyu.
Taqiyu: *Chairman da ma kana ciki?*
Were you around, chairman?
11. Maryam: *Yaushe kika shigo anty?*
When did you arrived anty ?
Haj. Zainab: *ai ina nan tun wajen goma*
I was here since 10am.
12. Lamin: *Baba Najib ina ka vuya ne?*
Were did you hided Baba Najib?

In Example 10, Najib addresses his colleague as 'Yaya Taqiyu' at college premises. The speaker is a husband to the younger sister of the addressee Amina. The wife is an obedient and respectful young lady. She is very caring to her husband and the elder brother (addressee). The speaker uses the term when conveying his evening greeting to the addresses. Yaya Taqiyu is a combination of Hausa adjective and masculine nickname, meaning "elder Taqiyu". Taqiyu is a short form of Arabic nickname Taqiyullah

meaning Almighty's pious. Its use shows respect and intimacy. Also, it is determined by social status. Furthermore, in Example 11, Maryam addresses her senior colleague as 'anti' in the speaker's office. Maryam is an unmarried beautiful young lady and a dedicated staff. However, the addressee is a respectful aged woman. The speaker uses the term when questioning the addressee on the time of her arrival to the college, as she is always coming from Kano. The use of the term indicates respect. More so, it is determined by social status, as the usage shows inequality of social status between them. However, in example 12, Lamin addresses his colleague as "baba Najib" at collage staff common room. The speaker and addressee are colleague and good friends, but they have no blood relation. The speaker uses the term as it is being used in addressing the addressee by his family members. "Baba Najib" is a combination of Hausa kin term plus masculine noun. Its use indicates affection. Likewise, it is determined by degree of intimacy as the usage reflects familiarity and affection between the speaker and the addressee.

CONCLUSION

This paper examines the use of familiarity related address terms among academic staff of JSCOELS Ringim. The findings of the research reveal four types of familiarity related address terms that are used among academic staff of JSCOELS Ringim. The identified terms are: name, descriptive, honorific and kinship term. Besides, the reasons behind the use of the terms among the academic staff are: to show familiarity, respect, intimacy, politeness and power differential. Similarly, the research findings reveal the existence of four social factors that determine the usage of the terms among the academic staff. Such as: Education, occupational hierarchy, social status, and degree of intimacy. Lastly, the research results show that the academic staff used both English and Hausa familiarity related terms of address in addressing each other.

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