The Pattern and Translation of Chinese Address Terms in Contemporary Film
Happiness Around the Corner

Yu Chunli[1], Nor Shahila Mansor[1], Lay Hoon Ang[1] & Sharon Sharmini[1]

[1]Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Malaysia, 43400, Serdang, Selangor, Malaysia

Correspondence: Nor Shahila Mansor, Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Malaysia, 43400, Serdang, Selangor, Malaysia.

Abstract

This paper discusses the translation and classification of Chinese address terms by selecting a representative film with a range of contexts. The data for this study were collected from a Chinese comedy film *Happiness Around the Corner* screened in 2018 with a length of 91.34 minutes. This film was chosen firstly because it was highly rated by the Chinese mainstream media People's Daily Overseas Edition for its conveying of positive energy in a humorous manner. Furthermore, considering a range of contexts and interlocutors in this film, the data collected from this film would be sufficient to reach the expected goals of the study. This study employs a qualitative approach to explore a proper classification of Chinese contemporary address terms. The Chinese address terms found in the selected film were classified into seven types: namely nickname, professional title, kinship terms, fictive kinship terms, professional title with surname, offensive address terms and full name. The findings show that professional title, nickname and kinship terms appeared with higher frequency than offensive address terms and full name in this film, which could be explained from the perspective of sociolinguistics. Literal plus liberal translation strategies are recommended to translate address terms using homophonic puns, and equivalent words in target language are advised in most cases. These findings could not only throw light on the classification of address terms in Chinese, but also promote translation studies.

Keywords: Chinese address terms, Chinese comedy film, classification, translation study, Chinese-English

1. Introduction

Nowadays cultural exchanges have become increasingly frequent across the world. To avoid any miscommunication in different communicative occasions among a range of interlocutors, it is vital for the speaker to have a basic understanding of address terms in the target language. Substantially, address terms are defined as words used to address others in spoken language. The study of address terms is considered important in our daily life. Scholars compared address terms to the barometer, which could reflect the thoughts and relationship between people (Geng Chunling, 2015). When it comes to communication, address term plays an integral role in effective communication (Nor Shahila Mansor, 2019). Therefore, it is of great significance to choose a proper term to address others for successful communication either in formal or informal communicative occasions.

Since the address system varies from one language to another, the inappropriate usage of address terms could result in misunderstandings of one's culture, even failure in cross culture communication (Kumar bhatt, 2012). Culture difference is one of the obstacles to realize the equivalence of address terms in different languages. Moreover, context, tone and countenance could also influence the usage of address terms. All of the above-mentioned factors have demonstrated the importance of the proper use and translation of address terms.

With respect to the selected film, most address terms in this product conform to the convention of Chinese contemporary address terms. Since the archetype character in the selected film lives and works in Chongqing, consequently the characters in the movie mostly adopted Chongqing dialect during most of the conversations. Considering the geographical features of the selected film, there are also some address terms with characteristics of the Chongqing dialect. Both the pronunciation of Chongqing dialect and the selection of address terms are different from Mandarin in some way. Hence, the variety of data could enrich the classification and translation of address terms.

Shifting to a different angle, previous scholars have defined the term "translation". For example, Catford (1965) defined translation as "the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (p.20)". In a simple way, translation was concerned with the transference of information from one language into another. However, considering the differences in cultures, various strategies have been taken in previous translation studies of address terms. Since Chinese and English address systems are different, the translation of address terms plays a decisive role in conveying the message accurately. Therefore, a systematic analysis of the translation of address terms could not only help us use them properly, but also promote cross culture communication. The objectives of this study are: 1) to examine the common practice of Chinese contemporary address terms including some Chongqing dialects; 2) to classify the Chinese address terms based on the collected data in a systematic way; and 3) to discuss the proper translation of some representative Chinese address term.

2. Literature Review

Commonly, address terms are used differently in different cultures. The classification of address terms varies due to different contexts, cultures, functions, etc. Morgan (1871) divided kinship terms into six systems, involving Hawaiian kinship, Sudanese kinship, Eskimo kinship, Iroquois kinship and its variations, Crow kinship, and Omaha kinship. Leech (1999) believed that a vocative is "a particular kind of address term" (p.107), and classified vocatives into endearments, family terms, familiarizers, familiarized first names, first names in full, title and surname, honorific address (Leech, 1999; Jean Parkinson 2020). As aforementioned, the classification of address terms varies greatly depending on a range of sociolinguistic criteria. Since the address systems in Chinese are more complex than that in English with more specific terms and wider usage (Qian Chen, 2010), its classification could be slightly different. Therefore, it's necessary to find some basic rules based on the empirical data to categorize the Chinese address terms.

Scholars also explored address terms from the grammar category. Brown and Gilman (1960) discussed the relations between addresser and addressee based on pronoun address from power and solidarity. Nor Shahila Mansor (2018) explored the translation of second person address terms from English to Malay language by analyzing the data from the American drama series, *Grey's Anatomy,* using a descriptive qualitative method. In the findings, the second address terms were classified into five categories and the translation strategies were analyzed based on Baker's taxonomy. The 2nd person pronoun accounted for 95% of the data. In another paper, the usage of second person address terms by university students in Malay culture were investigated (Nor Shahila Mansor, 2018). Klumm (2021) investigated different patterns of nominal and pronominal address terms in Jamaica and Trinidad. However, this classification of address terms could not encompass all the address terms. For instance, some endearments and offensive address terms could be categorized into neither of the above two categories, like "darling", "honey", "bastard", and so on.

Specific categories of address terms were studied by several scholars. Gao Zhiying (2020) studies the translation strategies of nicknames. Scholars have carried out a deep analysis of some specific types of address terms (Zhang Yan, 2013). Indeed, this kind of address term also plays a key role in address terms. The study on the specific categories has deepen our understanding of address terms. However, it is only part of the framework of address terms in both English and Chinese.

Previous studies have discussed address terms from different perspectives using different text types. However, it is not easy to find a universal framework for classifying address terms for all types of studies considering the different research focus and the complexity of Chinese address terms. Furthermore, since the classification and translation of address terms are carried out depending on different criteria, language and culture, the conclusion may vary from one result to another. Therefore, a comprehensive study of address terms in a suitable context is urgently needed for a systematic understanding of the usage and translation of Chinese address terms into English. This study intends to classify the address terms, analyze the usage and translation of some address terms in proper contexts, and offer some suggestions on translating address terms.

3. Methodology

This study employs a qualitative research method to analyze the collected data. Additionally, the statistical calculation is resorted to figuring out the frequency of each type of address term for further detailed discussion. The data for this study are collected from the contemporary Chinese film *Happiness Around the Corner.* Directed by Feng Gong and Cui Junjie, the film was released in 2018 lasting 91.34 minutes. The film tells of the rivalry between the old Chongqing mediation superman named Ma Shanglai and mediation rookie called Mao Xuewang in competing for the first mediator in the mountain city Chongqing. Since the scenes took place in Chongqing, the language used in this film is Chongqing dialect. Ma Shanglai helped mediated a lot of intractable problems for the people, including the nail household problem during house demolition, family conflicts, homestead disputes, and other difficult social problems. Based on a dedicated mediator in Chongqing, the film conveyed the positive energy of the people's mediation work. Considering the various contexts and interlocutors in this film, the data collected from this film would be sufficient to reach the expected goals of the study.

3.1 Data

The data source for this study contains the source language (SL) in Chinese and the target language (TL) in English collected from the film *Happiness Around the Corner.* In this study, sixty-two different address terms were gathered. There are 35 characters according to the cast list, playing different roles such as mediator, lawyer, doctor, garbage man, street director, driver, worker, boss, clerk, etc. The conversations are taken place in a wide range of contexts among various interlocutors, such as family members, doctor and patients, colleagues, friends, boss and secretary, master, and apprentice, etc. Thus, the variety of the data will facilitate the achievement of the research objectives.

3.2 Tools

The instruments used for this research include Microsoft Excel, Snipaste, and Pear OCR. Microsoft Excel was used for data collection and data classification. A table will be built in Microsoft Excel for data collection, including the following columns: serial number, SL & TL of address terms, relationship, addresser, addressee, and context. In addition, the data of each type of category for the pie chart will be processed with the assistance of this software by resorting to a formula to calculate the frequency.

Another tool named Snipaste was utilized to capture the conversation information on the screen. The version employed for this study is Snipaste 2.6.6 Beta. This tool was used to grab the screen with the conversations containing address terms. The screenshots will be saved in a specific file for later data transcription.

The third instrument for transcribing the data is Pear OCR. The version used for this research is Pear OCR v2.0. It is a quick and convenient online tool for character recognition by means of scanning the images. This tool is mainly used to transcribe the subtitles in Chinese and English contained in the captured images. The recognition rate is of high accuracy, but the transcribed data stills need to be checked and edited for further processing.

3.3 Collection Procedures

The data transcription followed strict procedures. To begin with, the authors grasped the main plot and characters of the film by drawing a map of the relationship among the characters. Additionally, some detailed information on address terms in both Chinese and English were listed down during the second observation. A third observation is needed to further check the information in the table and compensate for the context information by acquiring the conversations containing address terms. Furthermore, the data were coded with KT representing kinship terms, FKT fictive kinship terms, PT professional title, PTS professional title with surname, NN nickname, OAT offensive address terms and FN full name. In conclusion, the address terms were classified into different types for further detailed analysis.

4. Classification Scheme

In view of the long history and profound cultural background of Chinese language, it is necessary to classify address terms in a more proper and detailed way. Since the data of this study covers various kinds of address terms, the classification of address terms is of high priority.

Fitch (1998) divided address terms used by the Colombians into five categories from culture perspective, namely second-person pronouns, proper names (including first name, last name, etc.), kinship terms, titles, nicknames, and adjectival terms.

Geng Chunling (2015) compared the cultural differences between Chinese and English address terms by discussing the Chinese address terms in the following three aspects: kinship address, fictive address terms and honorific addressing & self-abasing addressing.

Several scholars have investigated the specific category of Chinese address terms. Hu Jianbo (2008) analyzed offensive address terms from the definition, classification, composition, characteristics, function, etc. Zhang Yan (2013) investigated the usage of nicknames and offensive terms in Hengyang dialect from their classification, usage, and feature.

Considering the differences in languages and address systems as well as the focus of the previous research, it is difficult to decide which classification is universal. To have a comprehensive classification of address terms, it is necessary to have a clear classification scheme. After examining the type and function of the collected data, the address terms in this study were classified into seven types, including kinship terms (KT), fictive kinship terms (FKT), professional title (PT), professional title with surname (PTS), nickname (NN), offensive address terms (OAT) and full name (FN).

5. Results

This part mainly reported the classification of Chinese address terms based on the data and explored the translation of several address terms by offering some representative examples. Moreover, it is important to point out that the figure was rounded up to two decimal places.

5.1 The Classification of Address Terms

The address terms in this study were categorized into seven types, namely nickname (22.58%), professional title (20.97%), kinship terms (19.35%), fictive kinship terms (11.29%), professional title with surname (9.68%), offensive address terms (9.68%) and full name (6.45%).
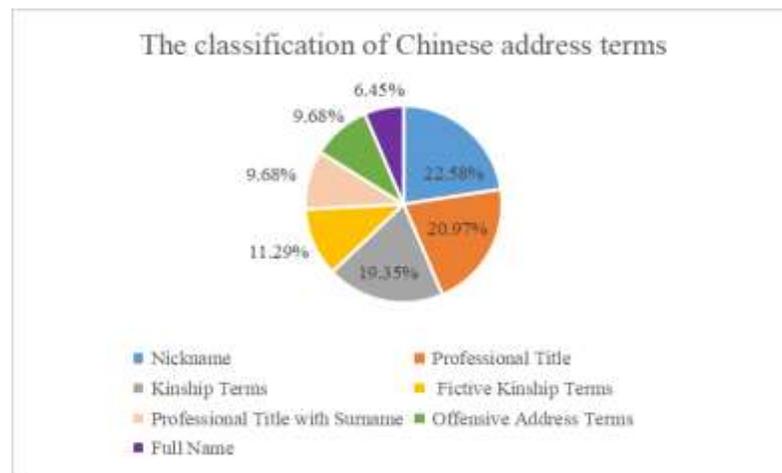

Chart 1. The classification of Chinese address terms

5.1.1 Nickname

Nickname is usually connected with "绰号"(chuohao) or "外号" (waihao) in Chinese. According to the *Oxford Advanced Learner's Dictionary*, nickname refers to "an informal, often humorous name based on a person's real name or connected with her or his appearance or habits" (p.783). Hou Guangxu (2001) pointed out that the literal meaning of "nickname" is "additional name", which dates to the Old English word "ekename" (equivalent to the Old Norse word "aukanafn") in the 15th century (p.31).

However, in English, "nickname" could also be translated into "昵称"(nicheng) in Chinese, a kind of addressing showing one's intimacy and love to the addressee. Lu Weizhong (2003) summarized the differences between the two words in several aspects: firstly, the application range of "nickname" is wider than "chuohao"(绰号), which contains terms of endearment; secondly, nickname might be positive, negative as well as neutral terms, while "chuohao" (绰号) in Chinese is usually used to indicate "playful", "ironic", "humorous", and "friendly" (p.13).

To have a deep understanding and accurate translation of "nickname", a systematic classification of the word is necessary. Gao Zhiying (2020) divided "nicknames" into four categories: nicknames of appearance, nicknames of skill, nicknames of style, and nicknames of background. Nicknames derived from names are classified into the last category.

In this section, nicknames containing terms of endearment are listed as follows:

Table 1. Nickname (22.58%)

SL	TL	Category	Details
老马(lao ma)	Ma	Term of endearment	Baldy-Ma Shanglai
宝贝儿(bao bei'er)/ 宝宝(bao bao)	Baby		Parents-child
二位小主 (er wei xiao zhu)	Masters		Lulu's boyfriend- Lulu & Jinzhen
女娃娃(nv wa wa)	The girl		Doctor -Jin Zhen
老爷子(lao ye zi)	Old man		Young lady-old man
你娃儿(ni wa'er)	You		Property developer -Maoxuewang
小丽(xiao li)	Li		Mao Xuewang- secretary
露露 (lu lu)	Lu lu		Jin Zhen-Lulu
三儿 (san'r)	San		Boss -employee
孙二娘(sun er niang)	Auntie Sun	Nickname	Nickname of background
光头(guang tou)	Baldy		Nickname of appearance
马尾巴(ma wei ba)	The Pony Tail Girl		Nickname of appearance
金针菇(jin zhen gu)	Jin Zhen		Nickname of background
老大(lao da)	Boss		Nickname of occupation

Note: "Relationship (addresser- addressee)" spans the Details column for the "Term of endearment" rows.

Among the above address terms, "女娃娃" (nv wa wa) and "你娃儿" (ni wa er) are regional distinctive address terms. "女娃娃"(nv wa wa) refers to girls, while "你娃儿" (ni wa'er) indicates "you". Moreover, "金针菇" (Jin Zhen'gu, equivalent to "needle mushroom" in Chinese) is a nickname from the name. The real name of the girl "金珍" (Jin Zhen) is similar to a kind of vegetables, "金针菇" (Jin Zhen'gu), the former of which is one syllable less than the latter. And in Chinese, the pronunciation of the name "Mao Xuewang" (茅雪旺) is the same as a spicy dish "Mao Xuewang" (毛血旺), indicating Chongqing style boiled blood curd, which to some extent helps increase the humor of this character. In addition, "孙二娘" (sun er niang) is a nickname from the name "孙二香" (sun er xiang). Actually, "孙二娘"(sun er niang) is a character coming from *Outlaws of the Marshes*, one of the four Chinese literary classics. "孙二娘" (sun er niang) is a "vicious" woman who runs a gangster inn by using human flesh to make steamed stuffed buns. Since the men she killed are all villains, she is honored as one of the three heroines in this novel. Therefore, "孙二娘" (sun er niang) is used as a nickname to signify the awful personality of "孙二香" (sun er xiang). Furthermore, "光头" (guang tou) meaning "baldy" and "马尾巴" (ma wei ba) indicating a girl wearing a pony tail fall into the category of "nickname of appearance".

As to the translation of these address terms, the English version could convey the information of the SL in a coherent way by using transliteration or finding equivalent words. However, it's difficult to express the hidden meaning of the address terms in SL. The translation could help audiences acquire effective information in limited time. But the humorous effect in the target language has been reduced to some extent.

5.1.2 Professional Title

Twelve different titles are identified from this film, among which "大夫" (dai fu)and "医生" (yi sheng) were combined into one, for both the two terms could refer to "doctor".

Table 2. Professional title (20.97%)

SL (Pronunciation)	TL
师父(shi fu)	Master
老板(lao ban)	Boss
师哥(shi ge)	Senior schoolmate
大夫(dai fu)/医生(yi sheng)	Doctor
师傅(shi fu)	Teacher
同志们(tong zhi men)	Comrades
先生(xian sheng)	Sir
网管(wang guan)	Network manager
保安(bao' an)	The security
老同志(lao tong zhi)	Comrade
碰瓷儿的(peng ci'er de)	The blackmailer
朋友们(peng you men)	Friends
女秘书(nv mi shu)	Female secretary

From Table 2, it could be found that some of the terms could reveal the occupation of the addressee, like "大夫(dai fu)/医生(yi sheng)", "网管" (wang guan), "保安" (bao an), "碰瓷儿的" (peng ci'er de) and "女秘书" (nv mi shu). Several address terms suggest the addressee's status or the relationship between the two, such as "师父" (shi fu), "老板"(lao ban), "师哥" (shi ge), "师傅" (shi fu). A couple of address terms like "师哥"(shi ge), "先生" (xian sheng), and "女秘书" (nv mi shu) could reveal the addressee's gender and occupation. Still, some common social titles are used like "同志们"(tong zhi men), "先生" (xian sheng), and "朋友们" (peng you men). Most of the address terms were translated by finding equivalent words in the target language.

5.1.3 Kinship Terms

Kinship terms are used to address "blood relatives or relatives by affinity" (Geng Chunling, 2015. p.1). Traditionally, China is a country with large amounts of extended families. Morgan (1871) summarized six kinship systems. Chinese kinship system is the most complicated one among the six majors. Therefore, the kinship address terms are relatively more complex than those in English.

Based on the collected data, there are twelvekinship terms, which accounted for 19.35% among the total address terms in this film.

Table 3. Kinship terms (19.35%)

SL (Pronunciation)	TL
爸(ba)/爸爸(ba ba)/我爸(wo ba)/爹(diē)	Father
老婆(lao po)	Wife
大哥(da ge)/哥(ge)	Brother
我老公(wo lao gong)	My husband
孙子(sun zi)	Grandson
嫂子(sao zi)	Sister-in-law
外公(wai gong)	Grandfather
孩儿他爹(hai'er ta diē)	The child's father
我岳父(wo yue fu)	My father-in-law
妈(ma)	Mother
儿子 (er zi)	Son
爷爷 (ye ye)	Grandpa

In terms of the translation of these kinship terms, free translation was used in most cases. But there exists some inappropriateness. For instance, "妈" (pronounce as "ma", meaning "mom") and "爸" (pronounce as "ba", meaning "dad") were translated into "mother" and "father" separately. Actually, the two kinship terms tend to be used in oral languages in our daily life. Considering the context of the film, the two terms were repeatedly used by Ma Shangai's son Ma Xiao to address his parents in casual and informal occasions. Thus, it is not proper to be translated into "mother" and "father". Instead, "Mom" and "Dad" would be more acceptable and suitable in these informal occasions.

5.1.4 Fictive Kinship Terms

Fictive kinship terms refer to the generalization of kinship terms, namely kinship terms used among non-relatives (Geng Chunling, 2015). This phenomenon is very common in China. For example, a speaker in Chinese usually addresses an unknown woman in their middle-ages as "aunt", or an unknown man in his middle-ages as "uncle" regardless of the social relationship between them. "Sister" and "brother" are also used among people without blood ties. This type of addressing is a common way to bring people together emotionally. Table 4 demonstrates the fictive kinship terms in this film.

Table 4. Fictive kinship terms (11.29%)

SL (Pronunciation)	TL
爹(diē)	Father
姑奶奶(gu nai nai)	Oh girl
马叔(ma shu)/马叔叔(ma shu shu)	Uncle Ma
妹儿(mei'er)	Sister
大姐(da jie)	Sister
哥们儿(ge men'er)	A friend/buddy
大哥(da ge)	Brother

Example (1):

SL: 姑奶奶 不能再加喽 再加就赔死喽

    (Grandaunt Can't add more or I would lose money to death)

TL: Oh girl no more I would lose everything

SL: 赔死你活该 (It serves you right.)

TL: You deserve it.

Example (2):

SL: 这个案子我调查了 有蹊跷

    (This case I have investigated Something strange)

TL: I have investigated this case Something is wrong

SL: 姑奶奶 我们的事你就不要操心了 好不好

    (Grandaunt don't worry about our affairs Okay)

TL: Oh girl   Please don't worry about us Okay

In the above example, Mao Xuewang tried to persuade Sun Erxiang to agree with the amount of compensation. Mao addressed Sun as "姑奶奶" (gu nai nai), the literal meaning of which is "grandaunt". Basically, "姑奶奶"(meaning Grandaunt) is a kinship term, which could refer to the father's aunt. However, in this example, Mao, who worked as a mediator, has no blood ties with Sun Erxiang. Therefore, it's clearly a generalization of kinship terms in Chinese.

"姑奶奶" (gu nai nai) could also be used to accuse a female of putting on airs. In this case, Mao begged Sun Erxiang not to ask for more money, but in vain. In most cases, by using "姑奶奶"(gu nai nai) in Chinese, the addresser lowered his/her seniority for a friendly talk with respect, for the original meaning of this address term refers to the sisters of the addresser's grandfather.

In Example (1), the English version translated "姑奶奶" (gu nai nai) into "Oh girl" to avoid some confusion in the target language. Sun Erxiang is a married woman who has a baby. Therefore, it is suggested to translate "姑奶奶"(gu nai nai) into "Oh lady" in this context. In Example (2), "姑奶奶" (gu nai nai) was used by Lulu to address Jinzhen, who is an unmarried girl just graduated from university. Therefore, the translated version "Oh girl" in this case is acceptable.

Example (3):

   SL: 你放心 他到我家 我会像亲爹一样对待他

     (You may rest assured Once he arrived at my house, I'll treat him like my own father)

  TL: Don't worry   I will treat him like he's my father in my house

  SL: 爹 咱们回家 (Dad Let's go home)

  TL: Father Let's go home

As to the term "爹" (diē, meaning "dad" in most informal occasions) in Table 4, it was utilized by Mao Xuewang to address Ma Shanglai. In this special context, it was mainly used to show Mao's highest respect for Ma. By employing this address term, Mao attempted to convince Jin Zhen that he would treat Ma as his father and make Ma's staying in his house as comfortable as possible. But considering the context of this dialogue, it is suggested to translate the address term "爹" into "Dad".

5.1.5 Professional Title with Surname

Title plus surname is a commonly used form of address at present, especially used in formal occasions or among non-intimate people. The following are some examples from this film.

Table 5. Professional title with surname (9.68%)

SL (Pronunciation)	TL
马先生(ma xian sheng)	Mr Ma
马师傅(ma shi fu)	Master Ma
江先生(jiang xian sheng)	Mr. Jiang
马老师(ma lao shi)	Mr. Ma
江总(jiang zong)	President Jiang
赵总(zhao zong)	President Zhao

These address terms are used among strangers, colleagues, etc. In most cases, these address terms are used in formal occasions, which shows politeness and respect to the addressee. The relevant English version used the form of (professional) title+surname as well. Thus, to some degree, the address terms in English have achieved formal equivalence.

5.1.6 Offensive Address Terms

Offensive address terms occurred frequently in this film. Table 6 are some examples:

Table 6. Offensive address terms (9.68%)

SL	TL
龟儿子(gui er zi)	The boy/You bastard/bastard
老子(lao zi)	Me
老娘 (lao niang)	I
狐狸精(hu li jing)	Vixen
畜生(chu sheng)	Bastard
瓜娃子(gua wa zi)	You idiot

The classification of offensive address terms varies among different scholars. Hu Jianbo (2008) classified offensive address terms into different categories from different perspectives, including mode, motive, intention, addressee, and degree. The mainly discussed offensive address terms include derogatory terms, pejorative terms, the cursing terms, names, the haughty forms, and terms created by means of parody. Zhang Yan (2013) summarized six categories of offensive address terms in Hengyang dialect. And in the *Appellation Record* by Liang Zhangju (1996), derogatory terms and pejorative terms were classified into one category, namely contemptuous terms.

Based on the data from Table 6, three kinds of offensive address terms were found in the film, containing derogatory terms, cursing terms and haughty terms.

Example (4):

SL: 三天之内 要给老子搞定

(Within three days   Get things done for your father I)

TL: Solve the problem in three days

SL：放心 都交给我了

(Be rest assured   All have delivered to me)

TL：Don't worry   Let me handle it

SL：要是搞不定 赔老子两百万

(If you can't get things done   You compensate 2 million RMB for your father I)

TL: If you can't do it   You ought to pay me 2 million RMB

Example (5):

SL: 老娘今天就在这里扎根了 (Your mother I have rooted here)

TL: I am rooted to this spot

In the above conversations, the property developer addressed himself as "老子" (laozi), an address term showing his arrogance. At first, the translator used the strategy of "omission" for this address term; Then it was translated into "me" in the next utterance. The meaning of the SL was accurately conveyed, but the arrogant way of addressing was lost to some extent. "老娘" (lao niang) was used in a similar way. The difference lies in that "老子" (lao zi) is usually used by a male, while "老娘" (lao niang) by a female. The two address terms belong to haughty terms.

By translating into the pronominal address term "I", it could easily be understood by target audiences. But the rudeness of the speaker has lost in the TL. Thus, it's hard to find a perfect answer to this translation dilemma. Therefore, in this case, it's recommended to reconsider the translation purpose. Considering the educational and recreational purpose as well as the time and space limitation in subtitling, it was acceptable to translate in this way. Otherwise, it would make the TL audiences very confused by using the term "Your mother I" or "Your father I".

Beside the two terms, the other ones in Table 6 are usually used as abusive address terms. Among them, "瓜娃子"(gua wazi) is a dialect in Sichuan and Chongqing areas, meaning "fool". Furthermore, it could also be used as a kind of joking among lovers as well as seniors addressing juniors.

"龟儿子"(gui er zi, literally means the son of the tortoises), "狐狸精" (hu li jing, literally means a fox spirit, usually indicating a seductive woman) and "畜生" (chu sheng, literally means beasts, often used as an insult) are typical derogatory terms by reducing the addressees into animals. In respect of the translation of these address terms, most of them used equivalent abusive words in English.

5.1.7 Full Name

Table 7. Full name (6.45%)

SL (Pronunciation)	TL
金珍(jin zhen)	Jinzhen
茅雪旺(mao xue wang)	Mao Xuewang
孙二香(sun er xiang)	Sun Erxiang
江边(jiang bian)	Jiang Bian

In this section, full names including "金珍"(Jin Zhen), "茅雪旺" (Mao Xuewang), "孙二香" (Sun Erxiang) and "江边" (Jiang Bian) accounted for 6.45% among the address terms. Furthermore, transliteration was used to translate full name. Homophonic pun is a frequently used technique for the names of the characters to help create the humorous effects of this comedy film.

In this film, "金珍" (Jin Zhen) is a young pretty lady who is in her twenties just graduated from a university of political science and law. "Jin" is her surname, while "zhen", meaning "precious", is her given name. Actually, there's nothing wrong with her name itself. However, the pronunciation of her name in Chinese is easily associated with a kind of vegetable, that is, "jin zhen gu" ("金针菇"). Thus, in this sense, the name "金针" helps draw the foreshadowing of her nickname "Jin Zhengu" given by "茅雪旺"(Mao Xuewang).

"茅雪旺" (Mao Xue wang) is another mediator who is always competing with "马尚来" (Ma Shanglai) in terms of mediation competence from the beginning to the end. Mao was typed as a villain to some degree who pursues mediation mainly for economic benefits. Actually, the pronunciation of his name is the same as a dish in Chongqing, namely, "毛血旺" (pronunciation: mao xue wang).

"江边" (Jiang Bian, it is also a term in Chinese meaning "riverside") is a boss who intended to divorce her wife owing to his affairs with his secretary. Therefore, he contacted the fake "Ma Shanglai", "Mao Xuewang" actually, to negotiate with his wife. Mao registered the mediation studio viciously in the name of Ma Shanglai for Ma's fame in mediation.

"孙二香" (Sun Erxiang) is a widow with a baby about three years old whose husband has passed away. She refused to demolish her hotpot restaurant established with her husband together, as she thought it is loaded with her cheerful memories with her husband. Her name is similar to the name of "孙二娘" (Sun Erniang), a fierce but righteous figure in *Outlaws of the Marshes*. Therefore, her name is likely to be connected with "孙二娘" in the source Chinese culture.

With respect to the translation strategies for the full names, transliteration was utilized. However, transliteration fails to transfer the humorous features of the names, In the eyes of the English viewers, it could represent nothing but some senseless sounds. Thus, the humorous effect of the source language would be reduced accordingly. Hence, the authors suggest that other translation strategies should be adopted, like literal translation plus liberal translation. Some suggestions are listed as follows:

"金珍"(Jin Zhen) is suggested to be translated as Pearl Jin;

With the same pronunciation of the dish "毛血旺" cooked with duck-blood and curd, the name "茅雪旺" (Mao Xuewang) is advised to be translated as "Spicy Curd Mao" to highlight its humorous effect and erase the unpleasant association for the sake of the target readers.

The former translation "Auntie Sun" for the term "孙二香" is acceptable in most contexts to show the respect and politeness from others. The term "auntie" could be generalized to address the elder female strangers for politeness concerns. As to the translation of the full name here, it is advised to translate the term "孙二香" into "Aroma Sun". "Aroma" has the connotation of fragrance, and it could also be used as a name in English. Thus, this kind of translation could remain the literal meaning of her name to some degree, although it still could not convey its associative meaning.

It is acceptable to transliterate the name "江边"(Jiang Bian). It could also be translated into "Riverside Jiang" for the sake of convenient memory for the target readers.

6. Conclusion

This study identified the classification and translation of Chinese contemporary address terms and offered some suggestions on translating certain types of address terms. Seven classifications are summarized, including professional title, nickname, kinship terms, fictive kinship terms, professional title with surname, offensive address terms and full name. Results indicate that nickname, professional title, and kinship terms accounted for the largest parts among seven categories of address terms. Nicknames play a large part in this film probably due to the humorous nature of this comedy film. Furthermore, the relatively lower frequency of offensive address terms and full names can be explained from the perspective of sociolinguistics. Because in the context of Chinese culture, offensive address terms and full names are against the rule of politeness. This study will offer a new classification framework for address terms, which will contribute to the

sociolinguistics in some way.

As to the translation of these address terms, transliteration was used to translate full names. However, the humorous effects and hidden cultural connotation of the address terms in SL would be reduced or lost. Therefore, the researchers have offered some suggestions on translating the homophonic pun in the address terms for the humorous effect by combining literal and liberal translation together, which is also a common strategy frequently used in other translated literary works, such as Sidney Shapiro's *Outlaws of the Marshes* and Gigi Chang's *A Hero Born: Legends of the Condor Heroes*. Furthermore, in most cases, equivalent words were used to replace the address terms in SL. The analysis of the translation strategies could offer some practical suggestions for translators, which might help improve the quality of translating address terms. Moreover, the study will contribute to the translation study of address terms from Chinese into English. It will not only accelerate the dissemination of Chinese excellent works but will also promote cross culture exchanges in various aspects.

In conclusion, this study is an interdisciplinary study, which will not only contribute to the sociolinguistics but will also offer some implications for translation studies. This study could shed light on the classification and translation of the Chinese contemporary address terms. Since some address terms are from Chongqing dialect with local characteristics, it could offer some empirical data to researchers on dialectal address terms as well as some practical suggestions to translators. Hopefully, the findings of the study could lead to more in-depth research in address terms and their relevant translation approaches. Since the data are limited, it could not fully reveal the usage of address terms. A comprehensive and deep investigation of address terms covering various areas and their translation strategies is expected in the following studies.

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