

Tripp has (1972) extended the work done by Brown and Ford. Based on the above works, a number of studies on various languages have been carried out to study the address pattern. Consoli (1987) discusses about sex discrimination in the address forms of Italian. Jain (1973), Misra (1977), Mehrotra (1985) and others have discussed about the address forms in Hindi. Koul (1984) has described the modes of address in Kashmiri. Koul and Madhubala (1989) have described the modes of address in Punjabi.

In Tamil, a study on address terms has been carried out by Thirumalai (1983), Sankaranarayanan (1985), Jayapal (1986), Perumalsamy (1988 b) and others.

A detailed study on the non-verbal communication phenomena has been done by Thirumalai (1987 a). He has also mentioned the relationship existing between the verbal and non-verbal communication. He has also studied the non-verbal behaviours as portrayed in Tamil novels (1987 b). Claus (1980) has analysed the gestural communication pattern in Tamil.

The politeness features present in various languages have also been studied by scholars from sociolinguistic as well as pragmatic points of view (Ervin-Tripp, 1976; Chandrasekhar, 1977; Neustupny, 1978; Hill et al, 1986; Hori, 1986; Brown and Levinson, 1987; Blum-Kulka, 1987 and Brown and Gilman, 1989 ).