

CHAPTER - II

RESEARCH METHODOLOGY

2.1 General

This chapter describes the methodology adopted in this study. After formulating the problem and after finalizing the conceptual framework using which this study has been carried out, a questionnaire to elicit information on various linguistic usages such as address terms, reference terms, pronominal terminations, etc. has been prepared for this study. The validity of the questionnaire prepared thus was tested by undertaking a pilot study in a village called Thondamuthur and based upon the results obtained from the pilot study, the questionnaire was modified and finalised for the full-fledged study.

2.2 Selection of the Field

As the aim of the study is to analyse the various linguistic usages relating to address and reference terms, it was decided to choose a village which is not affected by the urban features.

Studies have already shown the marked difference in the linguistic behaviours of urban and rural masses (Irulappan, 1979 & Sivashannugan, 1981). Moreover in rural areas, we find that the impact of social variable is visible than in the urban areas. This impact of such