

power encoder and non-power encoder i.e., superior and inferior in age, education, economy and caste, or profession then this results in the use of different linguistic structures (Labov, 1966). The linguistic structures which explicate the differences in the social structure between a speaker and a hearer are identified as :

pronouns, pronominal terminations, address terms, kinship terms, linguistic features expressing politeness and those features which help in exercising authority. Thus, if a superior speaks to a subordinate, the subordinate's speech is often marked by an elaborate display of deference. For example, in a village, if a landlord speaks to an agricultural labourer who belongs to scheduled caste, he exercises power and authority in his speech and uses swear words, non-honorifics, etc. in his communication. However, with the people of same rank (peer groups) he uses intimate or honorific usages. Thus, the status of a person plays a vital role in the use of a language. When unequal encounter takes place, we observe status inconsistency leading to variations in language use also. The unequal encounters are considered as status marked situations.

Thus, the process of social evaluation that human^{beings} make about themselves by comparing themselves to others leads to positive, neutral and negative self ratings that are relative to the standard set by the individuals employed for comparison (Gartrell, 1987 : 49). These self ratings about themselves and others are explicated through language use.