

4.5.10 Grocery Shop Keeper

Grocery shop keepers of the village are addressed mostly using ni:nka 'you - pl.'. As they deal with money and commodities, they keep distance from the people, and it is reflected in the usage of the pronoun ni:nka 'you - pl.' to address them. However, the old age group backward community people address them as ni: 'you - sg.'. This may be because of the personal relationship between them.

4.5.11 Temple Priest - Minor Deity

The priests who perform pujas to the local deities (Pandarams) are usually addressed using ni: 'you - sg.'. These priests are engaged mostly in ritual works. In addition to those ritual works, they work as cooks and flower vendors. Though they are engaged in ritual works, they are addressed using the non-honorific pronoun ni: 'you - sg.' only, because of their low socio-economic status, and also because of the closeness and non-formal relationship that they have with the individuals concerned.

4.5.12 Temple Priest - Major Deity

The priests working in the temples of major deities who belong to forward communities are usually referred to as ayyar 'male of