

## ABSTRACT

In previous studies on culture and language, the use of kinship terms as forms of address for non-related persons has been investigated mainly under the light of intracultural communication. Knowledge about applying that vocative use of those terms in intercultural communication settings, thus, has not been explored. Motivated by this recognition, the present study named “*Attitudes of Vietnamese and Westerners towards the use of kinship terms as address forms for non-kin in intercultural communication contexts*” was conducted. Within the scope of an undergraduate paper, the study focuses on examining the perspectives of Vietnamese and Westerners on using kinship terms to address non-related persons from other cultures, at the same time seeks for underlying values that shape their reactions.

The data was collected by means of in-depth interviews with ten participants from Vietnam and five different Western countries. Base on their responses, the researcher has found out that the perspectives of Vietnamese and Westerners on the vocative use of kinship terms for non-kin in general and in addressing people from another culture are truly different. There is a wide range of reactions among the participants. In addition, three underlying values that shape Vietnamese and Westerners’ attitudes towards that kind of using kinship terms were brought to light.

The results of the study, hopefully, can add new practical knowledge to the field of kinship research in general and the use of kinship terms in particular. At the same time, it is hope that the study will serve well as an informative source for both pedagogical and communicative purposes. Also from the study, such a complicated issue as the vocative use of kinship terms for non-kin will be considered more motivating for other researchers to conduct further studies.

