

## Abstract

The appellation is the word that people indicate the identity in associating. It is people because of the relative and social interpersonal relationships, and because identity, job, status, etc. name obtained. The appellation is a tie of people's daily communication, the sign of discerning each other, play a role in can't be ignored in people's speech behavior. The choice of the appellation has not only reflected speaker's attitude, emotion, still can refract the traditional culture of a nationality.

This text choose the novel "XingShi YinYun Zhuan" as the reseach object when the Ming and Qing Dynasties. Go on to the appellations appearing in 100 times of novel. on the foundation of searching for the novel, have mainly described the contents of three respects: First, describe the appellation system in "XingShi YinYuan Zhuan", it is abundant, reflect the complicated relation among people. The appellation in the book can be divided into four: kinship appellation, similar appellation, social appellation, other appellationses. Second, make a further study of "XingShi YinYun Zhuan" appellation characteristics. The conclusion is as follows: kinship appellation is prone to generalization, that is to say that magnifies, i.e. it is not the relative that does not have blood relationship with kinship appellation; The speaker is not from one's own angle, but often proceed from obedient people's angle, choose the appellation to the third person.; A person spend honorific title call the other side, spend modest to claim call one's own side. Hierarchical, appellation reflect strict and impartial grade idea, wife between the concubine, between the main servant, officer appellation of the people choose to distinguish a low grade strictly. Flexible, one can call the same person with numerous different appellations. Third, probe into restrain from appellation principle that language select for use, communication of both sides relation, change, communication purpose, influence by people's educational level of the sentence and language page of status, all factors of restraining the appellation language from selecting for use.

Chinese appellation language has strong national characters, China's traditional culture of the accumulation and characteristic of the time. We symmetrical predicate carry on research, can also refract custom favor and culture intension appear Ming and Qing Dynasties.

**Key words:** "Xingshi YinYuan Zhuan"; appellation; kinship appellation; similar appellation; Social appellation; Generalization.