

CHAPTER III

DESCRIPTION OF THE OBJECT OF STUDY

III.1. Journalism

In dictionary it is defined that journalism is a work of collecting, writing, editing and publishing material in newspapers and magazines or on television and radio (Hornby, 1989: 676).

People often get confused to distinguish the terms journalism, press and mass communication. They explicitly treat journalism the same with press. Even, they are easier to treat journalism the same with newspaper, or magazine. It is probably due to the fact that the very beginning of mass communication was the printed media. To explain those terms, let us see the historical development of journalism.

Journalism, historically, can be traced from the very beginning of newspaper called "actua diurna" published in Roman age where news and notification were attached or stucked in the center of city. It was called "Forum Romanum". The stem of journalism is "journal" which comes from Latin "diurna" and it means 'day' or 'everyday'. Due to the development of technology and the discovery of newspaper printer with cylinder system, the term "press" emerged. Therefore, people then treated journalism the same with press.

In the twentieth century it was discovered a new medium of mass communication which can send message quickly. It was radio. At the beginning of its development, radio was only used for entertainment and promotion. Then, in fact, it could be developed to send news more quickly and could reach the far distance. Therefore, the term journalism had a new addition. The term used for that medium was called as radio journalism or broadcasting journalism.

The discovery of film also had implication to journalism where it did not only present visual sense but also auditory sense. When television was discovered, radio journalism, as a term, was no longer sufficient. So, people used a new term for those kinds of journalism and called them "electronics journalism". While for media which involves radio, film and television are called "electronics media".

Recently we also heard the term "mass communication" in which it is essentially a communication by using mass media channels. In this modern world, mass communication has been an enormous industry either in the field of publication or television and radio broadcasting.

According to Fraser Bond (1961), journalism has four major functions, namely to inform, to interpret, to

guide, and to entertain. To inform the news is the main purpose of journalism. Because of this, Fraser Bond also said that the first purpose and responsibility of journalism is to make people know. This responsibility demands the perfect objectivity in news release.

Talking about journalism we also cannot separate it from its channels which are called mass media. According to Edwin Emery (1971), the mass media include :

- a. those of printed word and picture, which appeal to the sense of sight (weekly and daily newspaper, magazines, books, pamphlets, direct mail, and billboards)
- b. radio, which is aimed at the sense of sound
- c. television and motion picture, which appeal both to the visual and auditory senses

III.2. Newspaper

Edwin Emery (1971) said that the term "newspaper" covers a surprisingly broad range of publications. No matter what the circumstances, all of them are akin : they are made of type, ink, and newsprint. They exist to inform and influence the communities in which they are published, and the men who produce them share a common urge to get the news into print. Into the pages of every newspaper goes on essential but intangible extra ingredients, the minds and spirits of the men who make it.

All newspapers have a fundamental organization in common. Each has five major departments :

- a. Editorial, which gathers and prepares the news, entertainment, and opinion materials, both written and illustrated.
- b. Advertising, which solicits and prepares the commercial messages addressed to readers.
- c. Circulation, which has the task of selling and delivering the newspaper to the readers of a community.
- d. Production, which turns the editorial materials and advertisements into type and prints the newspapers.
- e. Bussiness, which oversees the newspaper's entire operation.

(cited in Edwin Emery, 1971: 175).

As one of the mass communication media, newspaper has four fundamental functions, namely publishing the news, commenting on the news, entertaining and helping readers. Besides these four functions, there is still another function which is also an important one in a newspaper, and it is to publish advertising (Meinanda, 1991: 47).

The readers of newspapers can be classified into several catagories. According to Fraser Bond (1961) the readers of newspaper are the intellectual, the practical,

and the non practical.

Newspaper stories are written to include the "5 W's and H" -- who, what, when, where, why and how. Their purpose is to present a report of an action or a situation in a simple, easily understood language that can be comprehended by a mass audience of different educational levels. Increased emphasis has been placed upon simplicity of writing in recent years and upon explaining the "why" of news situations. Stories should be written objectively without showing the personal beliefs of the writer or his publisher; the paper's opinions concerning the news it is reporting should be reserved for its editorial page and signed opinion columns. These principles should apply on newspapers of all sizes (Edwin Emery, 1971: 177).

CHAPTER IV

DATA PRESENTATION AND ANALYSIS