

## CHAPTER I

### INTRODUCTION

#### I.1. Background of The Study

Language is everywhere. It permeates our thoughts, mediates our relations with others, and even creeps into our dreams. The overwhelming bulk of human knowledge is stored and transmitted in language. Language is so ubiquitous that we take it for granted, but without it, society as we now know it impossible (Langacker, 1968: 3).

One of the essence of language is communication. Whereas, the most important function of the language is as a means of communication and interaction. Language is the cement of society, allowing people to live, to play together, to tell the truth but also to tell a lie, or lies (Waraugh, 1977 cited in Meinanda, 1981: 9). Sir Gerald Barry (cited in Meinanda, 1981) said that society is based on the possibility of men living and working together for common ends in a word, on cooperation. Through communication men share knowledge, information and experience, and thus understand, persuade, convert or control their fellows.

Linguistically, communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behaviour

(Webster's New Twentieth Century Dictionary, 1983: 225). There are two classifications of communication, namely : verbal communication and non verbal communication. Verbal communication is a communication by using symbols of language, including spoken and written language. Whereas, non verbal communication is a communication by using indications which relate to gestures, postures, facial expressions, symbolic cloths and other similar indications (Meinanda, 1981: 13).

Mass communication evolves from the fundamental of process of human communication -- people exchange messages through spoken and written symbols. Technology increases the efficiency of mass communication so that to day the process can send messages around the world.

Mass communication differs from both interpersonal and intrapersonal communication in that it requires a mass medium such as magazine, newspaper, television, or radio. Mass communication almost always had delays feedback rather than the immediate feedback presented on the other two levels of mass communication. Media messages are more impersonal than the messages of face to face communication.

The language of mass communication used in its media is called journalistic language. Journalistic language in mass communication may be distinguished from

other kinds of communication by the fact that it is addressed to a large cross-section of a population rather than only one or a few individuals or special part of the population. This study will discuss about the journalistic language used in a medium of mass communication namely newspaper by using linguistic point of view. In this case, the writer chose The Jakarta Post as the object of this study. Moreover, it will only focus on the language used in the headlines of that newspaper.

Newspaper, perhaps, is one of mass media which has been wellknown in our daily life. It is also an important thing and has a special value as well as plays an important role in the human life. Thomas Jefferson said, "let me decide whether we will have a government without newspaper or newspaper without government, and I will hesitate the chance to choose the latest" (cited in Meinanda, 1981: 46).

Society, nowadays, no longer can be separated from mass media especially newspaper. In extreme views, some journalism scientists treat newspaper the same as air needed for being alive. Modern society no longer can live without getting it which fulfills their necessity on information. Moreover, they are living in a hurry circumstance, and what they want is only to know or to get information presented there quickly. Most of the readers

of newspaper, especially in big cities, have no enough time to enjoy or to read all the news presented in a newspaper. Because of these conditions, they are often considered as the readers of the headlines of newspaper only. In America, such readers are called "headline readers".

Headline is line of words printed in large type at the top of page, especially in a newspaper (Hornby, 1989: 576). Assegaff (1985) defined it as the title of news existing in a newspaper which is printed in large type letters. Assegaff also added that in writing a headline the specific cases should be paid attention due to limitations which exist in writing it. A headline, even, often has its own style of language. Let us see some examples of headline quoted from The Jakarta Post :

- BPK to use better audit procedure
- Israel, Jordan agree to new phase of cooperation
- Bouraq to link Bali, Manado, Manila

If we pay more attention to the above examples, we can say that those headlines are in ungrammatically structured sentences or they do not follow the rules of English grammar. However, what we may find in headlines mostly are like those examples. It is the language of mass communication used in its media which previously has been called journalistic language. The writer assumed

that it has special features, as a variety of language, which differs from the others, or it may only be found there but not in the others. Through this study, the writer would like to describe the features which exist in English journalistic language used in The Jakarta Post's headlines by looking at its language structure. It will emphasize on the syntactic structures of the language used there.

### **I.2. Statement of The Problem**

The problems which are solved in this study are :

1. What are the types of syntactic structures of English journalistic language used in The Jakarta Post's headlines ?
2. What are the basic elements which build the syntactic structures of English journalistic language used in The Jakarta Post's headlines ?
3. What are the special features of English journalistic language used in The Jakarta Post's headlines by looking at its syntactic structures ?

### **I.3. The Objective of The Study**

The objectives of this study are :

1. To find out the types of syntactic structures of English journalistic language used in The Jakarta

Post's headlines.

2. To describe the basic elements which build the syntactic structures of English journalistic language used in The Jakarta Post's headlines.
3. To describe the special features of English journalistic language used in The Jakarta Post's headlines by looking at its syntactic structures.

#### I.4. Significance of The Study

This study is expected to describe language as a written text especially about the journalistic language used in a newspaper. It is also expected to give additional information and education to the readers, particularly the readers of newspaper. By knowing its language it may help them to understand or to know the message presented in a newspaper.

#### I.5. Scope and Limitation

The Jakarta Post is a daily newspaper which consists of 12 pages and published in the morning. The writer assumes that it is impossible to analyze all the newspapers. Therefore, The writer restricts the number of its edition which becomes the population of this study. The writer chooses it only a month edition or 31 days editions and it is The Jakarta Post published during

October 1994.

Meinanda (1981: 56) said that news has an important place in journalism. Almost 90% of the content of newspaper are news. It also occurs in the other media and is an important thing. In this study, it is mainly focused on the news presented in The Jakarta Post.

This study is also focused on the syntactic structures of English journalistic language used in the headlines of The Jakarta Post. Moreover, It sees the language as written text.

#### 1.6. Theoretical Background

As stated in statement of the problem, this study is mainly focused on the syntactic structure of the language used in The Jakarta Post's headlines. The theoretical approach mainly used to analyze this study is syntactic approach which refers to the relevant theory.

Syntax is defined as the branch of grammar which is concerned with the study of the arrangement of words in sentences and of the means by which such relationships are shown (David Crystal, 1987). Furthermore, Nelson Francis (1958) stated that there are four basic types of syntactic structure. All larger structures are simply combinations of these; no matter how complicated a structure may be, it can always be analyzed in terms of

these four. They are structures of modification, structures of predication, structures of complementation, and structures of coordination.

Because this study deals with the language used in a journalism media namely in a newspaper, it also uses journalism approach as supporting of this study. Journalism is an activity to convey messages/news to the public by means of media channel or mass media either in printed media or electronic media such as television, radio, and film. The language used in those media is called journalistic language (Assegaff, 1985: 11). More specifically Anwar (1984) defined that journalistic language is the language which is used by journalists. As a variety of language it has specific characteristics.

For further explanation of the theoretical framework it is elaborated in the next chapter (see chapter II).

### 1.7. Method of The Study

In doing this study the writer uses qualitative descriptive method. The aim of qualitative research is to specify specific term of special context (Moleong, 1991: 165). This study would like to specify the features of English journalistic language used in The Jakarta post's headlines by looking at its syntactic structures.



The characteristics of qualitative study are resumed by Bogdan and Bilken in five characteristics, they are :

1. Natural setting as direct data sources and researcher as key instrument
2. Descriptive method
3. Stress on "process" rather than "outcomes" or "product" of the research
4. Inductive method
5. Meaning is important thing of research

(Cited in Djajasudarma, 1993: 8).

#### I.7.1. Population

A population need not consist of people, it may be any well-defined class of objects of whatever kind (Fasold, 1984: 86). A population is the aggregate of all cases that conform to designated set of specifications (Seltiz, Wrightman and Cook, 1976: 512). The population of this study are taken from The Jakarta Post's headlines. The population includes all the headlines presented in the news of that newspaper from October's edition, 1994. Total of the whole population of the headline are 1429 headlines.

### I.7.2. Sample

A sample is a small-scale representation - a kind of miniatur model - of the population from which it was selected (Hoinville and Jowell, 1978: 57). The sample is taken to help the researcher to handle the data better and more easily than if he studies the whole population. A sample consists of a small number of members of population which can be studied in detail (Fasold, 1984: 86). According to Suharsimi Arikunto (1993; 107), if the population is less than 100, all the population should be taken as the sample. On the other hand, if the population is more than 100, the population which can be taken as the sample is about 10% - 15%, or 20% - 25%.

In this study, the writer only takes 10 % from the whole population as the sample. Due to the homogeneity of the sample and to avoid any bias, the sample will be taken randomly. The concept of randomness, as in simple random sampling, means giving each sampling unit in the population the same chance of being selected as any other. The method of selection might consist of throwing dice, spinning a roulette wheel, or drawing capsules out of an urn (Robert Rosenthal, 1991: 209). Because there is no classification in taking the data, the writer will use the most basic type of sampling, namely simple random sampling method. So, each unit of the population will

have the same chance to be taken as the sample.

### I.7.3. Technique of Data Collecting

The data are obtained by a direct observation to the object of the study. Not all data, of course, will be taken as the sampling. The data are selected and classified into certain categories, and only the appropriate data to this analysis will be taken. All of the data are listed into a table, and then they are taken randomly to be the sample which will be analyzed in this study.

### I.7.4. Technique of Data Analysis

After selecting and determining the data, the obtained data will be analyzed by giving some descriptions and explanations to some examples which will be presented in this study, and to make this study become a qualitative-descriptive Study. Moreover, this study also will use tables to give simple statistical data in analyzing the data.

### I.8. Definition of Key Terms

Journalism is an activity to convey messages/news to the public by means of media channel either in printed media or electronic media such as television, radio, and film (Assegaff, 1985: 11).



The Jakarta Post is the name of a newspaper published in Jakarta. It is a daily newspaper and uses English.

English is an international language. In Indonesia, English is one of the foreign language which is mainly taught in any educational institutions.

Headline is the title of news existing in newspaper which is printed in large type letters (Assegaff, 1985: 119).

A sentence is a group of words that makes a complete sense. Or it may be defined as a complete thought expressed in words.

Clause is a part of a sentence which has a subject and predicate of its own, but which cannot stand alone as a complete sentence.

Phrase is a group of words, the equivalent of single part of speech, not containing a verb.

Word is one of the basic units of semantics. It is a sound or combination of sounds (or the written or printed symbols) forming a unit of the grammar or vocabulary of a language.

### I.9. Organization

This study is divided into five chapters. The first chapter is the introduction. Here it talks about

the background of the study, statement of the problem, the objective and significance of the study, scope and limitation, theoretical background, method of the study which involves population, sample, technique of data collecting and data analysis, and definition of key terms. The second chapter is about theoretical framework. It involves theories which are related to this study. In the third chapter it is described about the object of this study. Chapter four is data presentation and analysis. And in the final chapter or in chapter five it is the conclusion which has been got from this study.

## **CHAPTER II**

# **THEORETICAL FRAMEWORK**