

Chapter I

I N T R O D U C T I O N

I.1. Background of The Study

Communication without language is nothing. Language is intimately connected with society through its function, which is primarily that of communicating messages from any given individual to one or more others; nor could human society exist without language (Robert A. Hall JR : 1967). By using language, we can affirm or deny propositions, or to present arguments, and also inform about anything else. For instance language is said to be serving the informative functions.

Mass media are mainly a source of information. However, life without the mass media would not only be pretty dull but it might even be impossible as we know it. In modern life we are all very dependent on mass communication both socially and personally (collectively and individually). It means that through the channel of mass communication we can express our opinion and to maintain our social relationship. The news or information can help individuals cope with daily life, can reduce uncertainty and help hold a society together.

The major kinds of mass media are books, magazines, newspapers, motion pictures, radio, and television. All of

influencing, educating, entertaining, and advertising. They always inform or give us something new to our knowledge.

Perhaps, one of the mass media which is well-known in our daily life is the newspaper (daily newspaper). The newspaper today consists of several sections, such as the section of national and foreign news, local news, entertainment issues, features, columns, comics, sports events, and so on. The stories of newspaper are organized more compactly than magazine stories and their language usually move through the day in accordance with the news. Consequently, when we read a newspaper we realize at it is written in different form of language.

One of the variation can be found firstly in the headline since it is like promoting a news to readers. Therefore we are not probably surprised that a headline plays an important position on writing a news by supposing that readers cannot possibly read the news directly without looking at the headline. Additionally for those who have not much time to read a news completely, reading the headline is enough. In contemporary society newspapers are designed for a busy and hurried reader (DeFleur & Dennis, 1990:p.451).

For the notion of headline as an advertisement, Jakobson (cited in B.H. Hoed :1979) said that it has a connative function which is to persuade reader. In the headlines, newspapers often employ language in unusual and novel ways. Most headlines differ from everyday language

by omitting many of the less important words (David Crystal :1989). For instance it may occur syntactically or morphologically in order to maintain the brevity of headline.

The headline in Indonesian newspaper is one of the examples of the above statement. It is to give information on events of interest to readers, a newswriter usually constructs the words attractively in their headlines. The aim, of course, is to make the news more exclusive, interesting, and persuasive to readers. For example the headline "*Ciputra menaikkan harga rumah 2,5 persen*" is preferred to "*Harga rumah dinaikkan 2.5 persen oleh Ciputra*". It is since the active voice of verbs is ordinarily stronger and more emphatic than the passive (Walter Fox : 1977). From the example we also see the headline omitting the word - the verb - morphologically, i.e. *menaikkan* becomes *naikkan*.

From all the headlines in Indonesian newspapers, the writer is concerned with sportsnews section. For the reason that sportsnews is published regularly following certain sports seasons or competitions, such as football league competitions, tennis tournaments, and other sports events. In this case the newspapers usually write down complete reports of events everyday. So we may encounter some kinds of writing forms in this section, i.e. in analysis forms, commentaries, and any other sports columns. Another reason is the exciting competitions in the sports world that have supported a sportwriter to

report a competition result quickly, rapidly, and competitively too. In this case they often do exploitation of words as a headline by mentioning the nick names of a team or player and also the choice of verbs.

Consider the sports section of Indonesian newspapers. It usually reflects one of the largest variations. In headlines to describe the competition result - winning or losing - a sportswriter often employs a play of words or puns especially in the play of verbs. Their headlines do not always use the words 'win' to describe winning and 'lose' to describe losing. Instead, we encounter stories with headlines such as "*Setan Merah terkam Blackburn*", "*Argentina gilas Jepang*", "*Yayuk Basuki berjaya di nomor ganda*", "*Becker tumbang, Sampras terjungkal*", and so forth. From these examples we can see the use of different verbs and playful expression to describe winning and losing. In addition, although the display of headlines are a very restricted range of sentence structures, there is still an opportunity for variation in describing the result of a game or competition. Moreover the variations are not only occurred in the form of sentence but also in exploitation of vocabulary or diction, in this case the using of variety of verbs. According to Menning and Wilkinson, the variety is necessary to avoid monotony which puts readers to sleep (1977). Besides, as Rosihan Anwar states that a verb of a headline has an important role to make it more alive or attractive .

Following the verbs used in sportsnews headline to

describe winning and losing, there are indication to show the relation of one verb to each other. For example to describe winning we may find the verbs of *lolos*, *melaju*, *melangkah* which each of them having the same concept of *walk* but only different in the way to realize it. So we can say that they have a relation in meaning. By emphasizing on the verbs, the writer would try to analyze it in term of semantics as the study of meaning, especially in structural semantics approach.

I.2. Statement of The Problem

As the statement of the problem is :

What kind(s) of verb are used by sportwriter to describe winning and losing in Indonesian newspapers ?

How are the semantic relationship among the variety of verbs in such headlines of Indonesian newspapers to describe winning and losing ?

I.3. Objective of The Study

This study is intended to give a description of the relations in meaning of the various of verbs used in such sportsnews headlines to report the result of a game or competition. Besides, it is to find out the kinds of verb written by sportwriter in Indonesian newspapers.

I.4. Significance of The Study

This linguistic research will hopefully enable us to have a better understanding about the characterization of writing of sportwriters in creating such headlines of sportsnews in Indonesian newspapers.

I.5. Scope and Limitation

In this thesis, the problem that will be discussed is limited on news form, in this case on sportsnews headlines which report the result of a game or competition - winning and losing. The analysis is focused on the verb or verb phrase which describes winning and losing through the structural semantic approach. There are four semantic relationships, those are synonymy, hyponymy, polisemy, and antonymy. But in this paper I just analyze in terms of synonymy and hyponymy.

I.6. Theoretical Background

The theoretical background of this thesis is the study of semantics. It is the branch of linguistics that deals with the study of meaning, changes in meaning and the principles that govern the relationship between sentences or words and their meanings (Howard Jackson : 1988). The approach used in this thesis is structural semantic approach which has the same meaning of Palmer's term, lexical semantics. Dealing with the term, the semantics study includes the study of meaning and its

relations consisting of synonymy, hyponymy, antonymy, polysemy. By focusing in the study of word meaning, one way of imposing some order on vocabulary is to organize it into 'field' of meaning called semantic field (David Crystal : 1990). The words in this field are related to some core word or central concept (Trier stated in Palmer). The semantics relationship among words are known through this concept, particularly the notion of synonymy and hyponymy.

Furthermore, in attempting to define the meaning of words, Katz and Fodor make a series of features or markers through their theory of semantic interpretative (1972) The theory stated that words were comprised of a set of features which interacted in sentences to produce only logical, meaningful utterances.

I.7. Method of The Study

In doing this research the writer uses qualitative descriptive method. This research described how the variety of verbs are used to realize the meaning of winning and losing.

I.7.1. Population

The population of this thesis took from three different Indonesian newspapers from Surabaya. In this case Surabaya Post, Jawa Pos, and Surya published in April to August 1995, totally 441 editions.

The data were accounted according to the variety of verbs so if one verb appears many times in some headlines it was accounted as one, except when the same verb appears in different grammatical patterns, sports events, and newspapers

I.7.2. Methodology

As stated above, the method of this research is qualitative descriptive study. In obtaining the data the writer uses purposive sampling; the details of this methodology is presented in chapter III.

I.8. Definition of Key Terms

Semantics is the study of the linguistic meaning of words, phrases, and sentences. This study involves some terms which signify for this thesis, for instance the term of semantic relationship including synonymy and hyponymy.

Structural semantic is the study of meaning and its relations consisting of synonymy, hyponymy, antonymy, polysemy.

Synonymy is used to mean 'sameness of meaning'. This term is divided into two kinds that are true or total synonyms and near-synonyms.

Hyponymy is the relationship between specific and general words. It refers to the notion of 'inclusion', which is a matter of class membership.

Hierarchical classification is the illustration hierarchically from the hyponym relation which may be occurred more than once.

Immediate hyponym is a process of analysing the hyponym relations into the upper or superordinate continuously until no further divisions can be made.

Variety is a situationally distinctive system of linguistic expression. For a newspaper generally it is needed to avoid monotony.

Verb is any member of a class of words that function as the main elements of predicates, typically express action and state, may be inflected for aspect, voice and mood, and show agreement with subject and object. It may involve phrase form called verb-phrase (VP). Otherwise, it usually appears in headlines by omitting initially.

Headline is a thing which has an important role in printed media, in this case a newspaper. It may be divided in two parts, i.e. headline and sub-headline, and should advertise and summarize its story and beautify the page on which it appears, i.e. sport section. The headlines here refer to the sportnews which reports result of a game or competition.

Sportsnews is a news of sport events which in Indonesian newspapers generally appear in the two last pages.

Win and *lose* are the two results of a game or competition. *Winning* and *losing* are the expression of sportwriters to describe 'win' and 'lose'.

Indonesian newspaper is a newspaper which uses Bahasa Indonesia.

Metaphor is a figurative language in which one notion is described in terms usually associated with another.

I.9. Organization of The Paper

This thesis will be divided into five chapters. The first chapter is an introduction which contains the background of the study, the statement of the problem, objective of the study, significance of the study, scope and limitation, theoretical background, method of the study, definition of key terms, and organization of the paper. The second chapter is the theoretical framework that explains further the theory used to analyze the data and the related studies. Chapter III discusses methodology applied in this study. Chapter IV will be data presentation and analysis. Finally, the last chapter is the conclusion.

