

## Chapter II

### THEORETICAL FRAMEWORK

This thesis is going to analyze the newspaper in terms of its language. for example its choice of words especially the variety of verbs used in sports headlines. The research deals with the terms of semantics since it has relation to wordings of headline. For instance, the writer will analyze it using semantic approach and referring to some relevant theories.

Semantics is the technical term used to refer to the study of meaning, and, since meaning is a part of language, semantics is a part of linguistics. There is a distinction between the meaning of a word and the meaning of (non-idiomatic) phrase or sentence. In fact, the meaning of a phrase or sentence is a product of the meaning of the words of which it is composed.

Language is often deeply concerned with a variety of social relations. We can be rude or polite, and the decision to use one or the other may depend upon the social relationship with the person to whom we are speaking. In a newspaper which has a large number of readers, we can encounter many kinds of headline forms particularly the variety of verbs used in sportsnews headlines to describe winning and losing of a game.

## II.1. THEORIES USED IN THE ANALYSIS

### II.1.1. Semantic Relationships

Palmer's term, lexical semantics, has the same meaning to the notion of structural semantics (Aminuddin : 1988). Through the notion of Lexical semantics we can state the meaning of words in terms of their association with other words, called semantics relationships (sense relationships). One of several kinds of sense relations which is used is *Paradigmatic relations* - the way in which lexemes can substitute for each other. Two types of paradigmatic relationship are *synonymy* and *hyponymy*.

#### SYNONYMY

Synonymy is used to mean 'sameness of meaning' (Palmer : 1981, p.88). It can, however, be maintained that there are no real synonyms, as he states in page (89-91), that no two words have exactly the same meaning. One way of testing synonymy, perhaps, is substitution-substituting one word for another or paraphrase. It has been suggested that true or total synonymys are mutually interchangeable in all their environments. But it is almost certainly the case that there are no total synonyms in this sense; indeed this would seem to be a corollary of the belief that no two words have exactly the same meaning.

Synonyms are often said to differ only in their connotations. It often refers to emotive or evaluative meaning which is not usefully distinguished from cognitive meaning. It is also used to refer to stylistic or even

dialectal differences or even to the small differences that are found in near-synonyms (Palmer : 1981, p.92).

#### **HYPONYMY**

Hyponymy is the less familiar relationship refers to the notion of 'inclusion', which is a matter of class membership. The 'upper' term is the *superordinate* and the 'lower' term the *hyponym*. Hyponymy involves entailment (Palmer : 1981). To say *Team itu berjaya* entails *Team itu menang*, we can formulise the relation between *berjaya* and *menang* as  $\forall x(J(x) \longrightarrow M(x))$ , which is to be read 'For all  $x$ , if  $x$  is *ber(J)aya*,  $x$  is *(M)enang*'. Since *berjaya* and *menang* together also describe *(W)inning*, we can say or formulise :  $\forall x(J(x) \longrightarrow W(x))$  and  $\forall x(M(x) \longrightarrow W(x))$ . We need further to specify that *menang* is an immediate hyponym of winning and that *berjaya* is an immediate hyponym of *menang*.

#### **II.1.2. Semantic Interpretative**

Jerrold J.Katz (1972) stated that the semantic component interprets underlying sentence or phrase-makers in terms of meaning. It assigns semantic interpretations to these phrase-makers which describe messages that can be communicated in the language. A semantic interpretation is the output of the semantic component for a sentence. This component has two subcomponents which are a *dictionary* that provides a representation of the meaning of words in the language, and a system of *projection rules* that

provide the representations given in the dictionary for the meanings of the words in the sentence.

From a dictionary we can find many senses of words meaning, for example the word *kalah* (verb) has the sense of 'not win', 'not pass', 'cannot to be same', 'to loss', etc. For instance I take the sense which refers to describe losing and interpret the given meaning in such headlines. Because there are many words describing losing, such as *takluk*, *tumbang*, *kandas*, etc, so I need to compare them to get the possible differences for representing the variety. *Takluk* has the sense of 'lose', 'admitting to lose', etc. Here, between *kalah* and *takluk* can be compared through their sense that *kalah* just has a sense of 'not win' but *takluk* has another sense of 'admittion'. After interpretating from a dictionary. I will express the given meaning in a headline.

## II.2. RELATED STUDIES OF OTHER THESIS ABOUT THIS WORK

The study of journalistic language has been done by many students of Airlangga University, especially from Faculty of Social and Political Science. In this case, the writer refers to Suantoni Ginting's thesis titled "A Syntactic Study on English Journalistic Language Used in The Jakarta Post's Headlines". He analyzed headlines of an English newspaper, The Jakarta Post, through syntactic structures theory.

His conclusion stated that the types of its syntactic structures are structures of modification and

predication. Its syntactic structures are mostly structures of predication. Eventhough structures of modification appear there, it seems that it is only to avoid passive voice while structures of complementation and structures of coordination merely appear as part of syntactic structures of the headlines. The type of the headline is structure of predication elements which underlie its syntactic structures are basically built by a subject and a predicate. Predicate is commonly in structures of complementation with transitive verbs as its verbal element, or consist of verb and object.

Finally, the common usage of infinitive as verbal element is a special feature which may be found in the language used in The Jakarta Post`s headlines. Verbal elements are in active voice. And, in structures of coordination, a comma is commonly to be used as coordinator in joining its elements.

### II.3. GENERAL DESCRIPTION OF THE OBJECT OF RESEARCH

The object of research in this study is a kind of print media, a daily newspaper, which is published in Surabaya. They are the popular Indonesian newspapers in the capital of East Java, for instance Surabaya Post, Jawa Pos, and Surya. Surabaya Post is the oldest newspaper published by PT. Surabaya Post on 1953. In the journalistic world of East Java it is the best newspaper at that time. But this existance has been replaced by Jawa Pos - published by PT. Jawa Pos on 1982 - whose edition has

even achieved more or less 350.000 exemplars per day (until 1990). This condition confirms it as the greatest newspaper specifically in East Java, and the second in Indonesia (David T. Hill.1992:p.4). From the two newspapers stated above, Surya, published by PT. Antar Surya Jaya on 1986, seems to be the youngest one that has about 130.000 exemplars per day until 1991.

All the three newspapers are able to dominate market segment and to absorb successively the large number of readers. Besides, they represent any completely actual reports, especially in sportsnews section which is usually put place in the most of two last pages. The display of their headlines does not always consist of simple sentences but also compound and complex sentences which can be divided in two parts, i.e. headline and sub-headline. Otherwise in creating such headlines they do not only modify sentence structures but more than one, that is about choice of words or diction. For instance if we read a headline reporting the result of a game or competition we can find different verbs used to describe it.

As local newspapers, they frequently interfere their headlines with local dialect, such as *gembosi*, *gasak*, *keek*, etc. to describe winning or losing. These words may be more intensifying than other common words, such as *menang*, *kalah*, *gagal*, *pukul*, etc. In addition, the usage of local dialect to report the local or national sports events, such as Indonesian league of football competition, is to attract spontaneous attention of readers. As JS.

Badudu, in Anwar's book, states that a newspaper should represent an easy language for readers which have different educational backgrounds. So, for local newspapers the use of local words is a best choice to make news easier understand because those words are rather colloquial in their life. They also often write the verbs of a headline by omitting its preffix forms, such as "*mengatasi, mengungguli, memenangkan, mengalahkan*" become "*atasi, ungguli, menangkan, kalahkan*". These are, of course, to make a headline more vividly and attractively.

