

CHAPTER I

INTRODUCTION

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This chapter consists of background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation, definition of key terms, and organization of the study.

1.1 Background of the Study

Human beings are social creatures. They cannot live by themselves and they always need other people. They should interact with other people in order to fulfill their necessities or solve their problems. Communication, however, is the only means to interact with others. It is needed to share knowledge, experience or feelings. People also communicate with others to express their feelings or ideas.

Communication always involves two factors. These two factors are a source and a receiver (Whitney, 1991:3). A source can be a human being or a media that carries a message. In the old time, people could communicate only if they met each other. However, in this modern era, men have invented various kinds of sophisticated media which enable people to communicate to one another. It means that a person can share his or her experience and knowledge to thousands of people. These people who receive the message are called receivers.

There are many kinds of communication media. These communication media can be classified into two groups. The first group is electronical media,

such as television, radio, telephone, and internet. This kind of media uses the electronical wave to send messages to its audience or listeners. The second group is printed media, such as magazines and newspapers. Furthermore, communication media can also be classified into directed media and indirected media. Directed media, such as letters, memorandums, and reports are usually very personal. They are normally directed to specific people. Conversely, indirected media, such as newspapers, magazines, radio and television reach large audiences in an impersonal way (Wilcox and Nolte, 1990:279). In other words, indirected media is dedicated to the society in general.

In this paper, the writer takes newspaper as the subject of her study because she is interested in it. She observes that although nowadays there are so many communication media which provide people with information, there are many people who still read newspaper everyday. This fact shows that people nowadays still consider newspaper as a valuable communication media which provide them with the information required.

Newspapers supply the readers with several kinds of information. In a newspaper there are articles and news on many kinds of fields, such as social economics, education, culture, politics, and entertainment. Moreover, there are also reader's column and consultation column in a newspaper. It means that newspaper not only gives information but also attempts to help the readers to express their feelings, share their experience and even solve their problems.

According to Thomas and Robinson (1982:121), newspapers are a conveyor of today's thought. Newspapers have become indispensable in man's

life, as it is a medium to convey one's opinion or to give any information to others. What is found in newspaper is anything which happens "today". Tiersky and Chernoff (1993:1) strengthen this idea by saying that daily newspapers offer the readers with a whole world to explore. Within the pages in a newspaper, the readers will find articles that inform, educate, anger or concern them. In short, by reading newspapers, readers can find out about what is happening throughout the world whether it is locally, nationally or internationally.

News and headlines, however, are two crucial factors in a newspaper. News is the backbone of any newspaper (Baddock,1988:27). Thousands of people spend part of their day reading them. Furthermore, headline is a device which helps the readers find the information they want. Many readers check over only the headlines of the articles or news in a newspaper before deciding which ones to read. The readers usually want to read first those articles and news with the most interesting headlines. Izgierdo (1984:44) supports this idea by saying that reading a headline arouses the curiosity to read more. She also says that reading a headline is like reading an unfinished story. Whenever the headline interests the readers, they will be curious to know what comes next.

Newspapers are dedicated to thousands of people who have different abilities in understanding a written language. Therefore, the newspaper journalists are expected to be able to deliver his message clearly, coherently, meaningfully and arranged in such a way that it fulfills the readers' expectations. In this case, the journalists are not simply providing information but also making a conscious

effort to help readers make sense of information that calls for clarification or interpretation (Miller and Webb, 1992:307).

Grice's four rules for conversation guide the handling of information so that clear communication can take place. These rules or maxims can also help writers decide what to tell and how to tell it when using information for explanation. Grice (1975:45) pointed out that the information in a news should observe the maxim of quantity (be brief), maxim of quality (be truth), maxim of relevance (be relevant) and maxim of manner (be clear).

In fact, the journalists sometimes violate Grice's maxims especially in making the headlines. The journalists often create a headline based on one aim, that is to attract readers' attention and invite them to read the whole news. They only concern with how they can compose a headline which arouse the readers' curiosity and as a result several headlines in the newspaper are not clear and not relevant with the content of the news. In some occasions, the language of news in a newspaper are not clear either. The journalists sometimes fail to give the information required. The language in the news sometimes contain vague words which can make the readers find difficulty in understanding the news.

In response to this problem, the writer carries out a research on Grice's maxims through headlines and news in "Metropolis" column. "Metropolis" consists of several news deal with the condition of Surabaya which is published daily by Jawa Pos newspaper. Jawa Pos is a well known newspaper in East Java. Therefore, many Jawa Pos readers are fond of "Metropolis" column

since it gives the latest information about the condition of Surabaya which is very closely related to their environment.

Therefore, the purpose of this research study is to find out whether the headlines and news in Metropolis column of Jawa Pos newspaper uses Grice's maxims in order to achieve understandable and successful communication between the journalists and the readers. However, this study only focuses on Grice's three maxims. Those three maxims are maxim of manner, maxim of quantity, and maxim of relevance. Maxim of quality will not be discussed in this study.

1.2 Statements of the Problem

In line with the background of the study, the problems of this study are stated as follows:

1. According to the respondents, do the headlines and news in "Metropolis" column follow the maxim of *manner*?
2. According to the respondents, do the news in "Metropolis" column follow the maxim of quantity?
3. According to the respondents, do the headlines and news in "Metropolis" column follow the maxim of relevance?

1.3 Objectives of the Study

Closely related to the statements of the problem above, the objectives of this study are to answer the above research questions. The objectives of this study are stated as follows:

1. To investigate whether the headlines and news in “Metropolis” column follow the maxim of manner.
2. To investigate whether the news in “Metropolis” column follow the maxim of quantity.
3. To investigate whether the headlines and news in “Metropolis” column follow the maxim of relevance.

1.4 Significance of the Study

The findings of this study are expected to be useful for the next research study. This study, hopefully, can be a good input for the readers and can make them become more sophisticated and critical readers in evaluating news. Moreover, the writer also hopes that this study will give contribution to the study of discourse analysis in terms of Grice’s maxims.

1.5 Scope and Limitation of the Study

Due to the limited time, energy, facilities and expense the writer decides to limit the scope of this study. The limitation of this study are described as follows:

1. The writer chooses "Metropolis" column of Jawa Pos newspaper. This selection is based on some reasons. First, Jawa Pos is a well-known newspaper in East Java. It means that thousands of people read it every day. Second, Surabaya is the capital city of East Java. In line with this condition, Jawa Pos readers who mostly live in East Java feel that Surabaya is a part of them. Therefore, the readers of Jawa Pos love to read the "Metropolis" column which provide them with the latest information about various things which happen in Surabaya.
2. The writer chooses headlines because headlines play an important role in catching the readers' interests so they become so eager to read the given articles or news. Moreover, many newspaper buyers buy a certain newspaper only because the headline interests them.
3. The writer selects criminal news to be discussed in detail because criminal news is easier to be understood than any other news such as politics or economics.
4. The writer only focuses on three maxims of Grice's four maxims. Those three maxims are maxim of manner, maxim of quantity and maxim of relevance. Maxim of quality will not be discussed in this study because the writer has difficulty in finding out whether the journalists write their news based on the actual fact or not.
5. The writer only focuses on news when she discusses about maxim of quantity. Headlines are not being discussed because the writer believes that the journalists must have followed the maxim of quantity when they write the

headlines. This happened because the journalists are allowed to write the headlines only in several lines.

6. The writer chooses randomly eight criminal news to be analyzed. The title of those news are listed below.
 - a. Mobil LBH Dicuri
 - b. Divonis 15 Tahun, Bede Ngamuk
 - c. Tewas, Ditembak di Atas Genteng
 - d. Spesialis Silikon Digerebek
 - e. Rumah Sekretaris Granat Dimolotov
 - f. Copet Ampel Dicocek
 - g. Kurang 24 Jam, Pencuri Mobil Dokter Dibekuk
 - h. Keluar Tahanan, Bisnis VCD Porno Lagi
7. The writer chooses twenty respondents for each news. The respondents are the university students at the age of 18-24.

1.6 Definition of Key Terms

To avoid misunderstanding, the writer defines the following key terms.

1. Maxim

Maxim is a set of norms which language users adhere to, in order to uphold the effectiveness and efficiency of communication (Hatim and Mason, 1990:242).

2. Grice's Maxims

Grice's maxims are the four maxims: maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance (Cook, 1989:29).

3. Newspaper

A newspaper is a geographically circumscribed print medium, regularly issued, serving the general interests of a specific community (Whitney, 1991:159).

4. Metropolis column

Metropolis column is a column published daily by Jawa Pos newspaper which contains several news and articles about Surabaya. Metropolis column provides readers with the news and articles of crimes, health, and special events which occur in Surabaya.

5. News

News is the timely report of facts or opinion that hold interest or importance, or both, for a considerable number of people (Charnley, 1975:44).

6. Headline

Headline is any line or collection of lines of display type that precedes a story and summarizes it or introduce it (Westley, 1953:114).

1.7 Organization of the Study

This thesis composes of five chapters. Chapter I is Introduction which deals with background of the study, statements of the problem, objectives of the study, scope and limitation, and definition of key terms. Chapter II is Review of Related Studies which concerns with previous related studies and underlying

theories. Chapter III is Research Method which discusses about research design, subjects, data collection procedure, instruments, and data analysis technique. Chapter IV is about Data Analysis and Interpretation of the Findings. Finally, chapter V presents Conclusion and Suggestion.