

CHAPTER I

INTRODUCTION

A. Research Background

Humans are never separated from language because it is a tool for communication. Language can be used both spoken and written. Language can be interpreted as a system of spoken symbols used to communicate with other people. In addition, language can be interpreted as a sign system, both spoken and written. Language includes non-verbal and verbal communication. Language is used by humans to interact with others. Language is also used to convey an idea, opinion, or the writer's views to the intended reader.

The language used in the news is called press or journalistic language. There are several styles of language used in the news to influence readers. Those styles of language characterize every news publisher. Although there are similarities in the topics discussed, these topics are represented in different styles. According to Soediro (2012: 35) the use of style is a typical way used by someone to express or display self-style. Stylistics or style is a technique of selecting linguistic expressions that can represent something to be expressed at once to achieve aesthetic effect. Style is said to be a way to reveal personal characteristics, because everyone has own style and all use of language in any context is inherently stylistic. Hence, by style, language has its features which make a lexical and grammatical difference.

Stylistics is a branch of modern linguistics that is devoted to the detailed analysis of literary styles, or linguistic choices made by speakers and writers in non-literary contexts (Dada, 2020: 87). The stylistic study aims to explain the beauty function of using certain linguistic forms starting from the aspects of sound, lexical, structure, figurative language, and rhetorical tools. Stylistics is a suitable approach because every online media has its own style in presenting news. This study also consists of linguistic features. Verdonk (2002: 6) defines linguistic

features as a linguistic context in a text that refers to the features of the surrounding language such as typography, sounds, words, phrases and sentences that are related to the interpretation of other linguistic elements.

In presenting information, online media requires strategies so that readers are loyal to read the news presented. One of the strategies is through the news text itself, how the writer packages the news so that it is interesting and remains reliable. With that, every online media has its own way of presenting information to attract readers. A piece of news becomes meaningless or bad when it does not have an audience to read or watch it. Therefore, the news must be able to attract the attention of the audience with providing an interesting news.

To make an interesting news is not a piece of cake thing. News writers must use words that are effective, efficient and clearly unambiguous, choose the right diction, and the news must be easily understood by all people. News writers must also determine the headline as attractive as possible to attract readers' interest. Because the title is the determinant for readers to read the news. Not everyone reads the news, only some people are always up-to-date with the breaking news, and the rest are selective. So only certain news that want to know. However, the headline must also be in sync with the news content. Since there are several cases of writers making interesting titles, but not relevant to the content. It is called yellow journalism or the yellow press in the American term for journalism. Therefore, the headline has a major role on the excellence of the news as well.

The difference in packaging news based on each style is a media strategy in responding to and interpreting an event. This is inseparable from the diversity of backgrounds, ideologies with different characteristics, so that in responding to an event the media will perceive it differently as well as the packaging of the news. This is closely related to each media to use a different style of language during this event, which is essentially the same. In this case, the news is about Covid-19.

The topic that everyone has been waiting for the most in 2020 is the development of Covid-19. All online media in droves looking for news about it. Covid-19 itself is a deadly virus that first appeared in Wuhan around the end of 2019. According to Helen Davidson the earliest cases were discovered on

November 17, weeks before the authorities recognized the new virus, Chinese media said (the guardian, 2020). After the Chinese media officially announced its first case, the headlines of all the news were filled with Covid-19. International news also keeps on updating the development of this virus in various countries. There are several international online media that often report about Covid-19, such as CNN, BBC, Al-Jazeera, VoA, and Sky News and many more. However, this study only talks about BBC and Voa news.

The British Broadcasting Corporation or BBC News is the extensive broadcast news organization in the world and produces approximately 120 hours of television and radio broadcasts every day, as well as online news blanketing. This organization operates 50 international news agencies with no less than 250 correspondents worldwide. The department has more or less 3,500 staff, and 2,000 of whom are journalists. Founded by Royal Charter, the BBC is funded in principle through licensing fees paid by British households.

Meanwhile, Voice of America or VoA is a multimedia broadcast (radio, television and internet) owned by the United States government, which has broadcast news and information in more than 40 languages, since 1942. Headquartered in Washington DC, VOA has hundreds of correspondents and stringer networks that spread around the world. VOA is an institution funded by the United States government through the Broadcasting Board of Governors.

The reason why the researcher chooses these two media is based on differences in countries. BBC which comes from England and VoA that comes from America must have their own style in presenting information. In fact, a common thing that many people know is that English itself is divided into several types, including British and American. Therefore the BBC is taken as a representation of British English and VoA as a representation of American English.

BBC and VoA provide information on all current cases in all countries of the world. However, they have own style in delivering the news. VOA will present a balanced and comprehensive reflection of significant American thought. And conversely BBC will present a balanced and comprehensive reflection of significant British thought. The two media are also rarely juxtaposed together in

contrastive research. Thus this research aims to analyze the language style of BBC and VoA news.

Based on the explanation above, this study will only limit the different aspect of linguistic features in BBC and VoA news. The differences are analyzed to observe the language style used in the two news. The writer uses two main sources of online media news, those are BBC and VoA news. The two online media news is effortless to access both on the website and on the smartphone application. The writer draws on two sources to compare the linguistic features used in BBC and Voa news and understand the effects of these features on the text. Thus, this study is able to find out the linguistic features and the effects in the text.

B. Research Questions

According to the background of the study described above, the main aim of this study is contrasting language styles to determine the characteristics of the two online media. Hence, there are two formulated problems that are used to further analyze this study. They are:

1. What are the differences between the linguistic features used in BBC and VoA news?
2. What effect do these features have on the text in each news?

C. Research Objectives

This research has two study objectives. The first is to observe the differences in linguistic features used in BBC and VoA news during September 2020 period about Covid-19. Based on the data, the writer identifies several news in the period of September 2020 and finds out the linguistic features used in the two news and compares them. The results of the first objective influence the analysis of the second problem.

The second objective is to analyze the effect of using linguistic features on the news text. The use of different features has different effects on text. So, the final objective is to find the effect of this feature on the text.

D. Research Significance

From the research objectives, this research is expected to provide benefits, both theoretical and practical benefits, for UIN Bandung students in particular and

society in general. These benefits include the following.

1. Theoretically

Theoretically, the results of this study are expected to add insight into press language research with stylistic studies. This research is expected to increase knowledge for readers and researchers about the language style of the press and can be used as further study material that is relevant for further research.

2. Practically

In practical terms, this research is expected to provide benefits related to education, especially in language and journalism classes. This research is also expected to increase public knowledge about the language of news media which is very influential in language development and shows that the language style of news media is different from other languages. In addition, from this study we can predict the effect of language features on news headlines.

E. Conceptual Framework

The writer uses the theories to solve the problems of this study. The data from this study are news about Covid-19 in BBC and VoA news. Therefore, these theories are suitable for contributing in writing data analysis properly such as to determine the style and contribution in the language of the press.

The writer uses news theory and linguistic features theory to answer the first problem. This will show which linguistic features are applied to the data. In addition, to see the linguistic features that are most common used in news, it will be answered by making the average of the linguistic features that are applied.

To solve the second problem, linguistic features theory by Verdonk (2002) is used to answer the problem. To support Verdonk's theory, several other theories are used, such as the theory of Langan and Woods about graphology, the theory of Abrams and Wales about phonology, the theory of Gairns & Redman and Langan about lexis, and the theory of Quirk & Greenbaum about syntax (grammar). The

linguistic feature has several effects for text such as concise, legible, and comprehensible. Therefore, the theory of linguistic features is also suitable for use in the second problem.

F. Previous Studies

In this section there are three previous studies containing the same analysis and approach or data to support the study, those are:

Manisha Lamichhane (2017) entitled “The Stylistic Features of Newspaper Headlines A Case of English Dailies”. She analyzed lexical, rhetorical, syntactic features in *The Himalayan Times* and *The Kathmandu Post*. She picked up twenty headlines for the English daily in each newspaper. After that she found that the proper use of the noun was highest and then abbreviation occupied the second highest lexical feature in the headlines. In the same way, most of the rhetorical features used in headlines are alliteration and metaphor where alliteration is the highest and metaphor is the second highest rhetorical feature used in newspaper headlines. This study also analyzed syntactic features which show that simple sentences are the highest number of syntactic features and phrases include the second highest of total syntactic features in title analysis. Her analysis arrived at the conclusion that rhymes and idioms were rarely used in headlines. And in syntactic features, it is also rare to find the use of compound sentences in newspaper headlines.

The similarity between this study and Manisha's study is the use of the approach. Manisha uses stylistics as an approach to analyze her studies. But unlike Manisha's study, this study uses linguistic features to analyze groups of words in graphology, phonology, lexis, and syntax (grammar) in BBC and VoA news. Meanwhile, Zainab analyzed lexical, rhetorical, syntactic features in *The Himalayan Times* and *The Kathmandu Post*. This study also analyzes lexical and syntactic aspects. Hence this study is related to the Manisha study.

Zainab Ali Abed (2019) with the title “Stylistic Analysis of the Selected Short Stories by Mary Flannery O'Connor and William Sydney Porter”. He examined the figure of speech in four short stories selected by two American authors. The four short stories: “Good Country People” (1955) and “Judgment

Day” (1965) by Mary Flannery O'Connor: “The Green Door” (1907) and “The Last Leaf” (1906) by William Sydney Porter known by his pen name as O. Henry. Thereafter, he discovered that the two authors had selected roughly similar sets of styles but conveyed different meanings to each of their own convictions despite some similarities in the background. His analysis came to the conclusion that although there are similarities in the choice of sets of styles. Yet the two authors conveyed different themes and attitudes, most of them realistic or funny. It can be understood that the two authors have provided different experiences that let other people know about them. They also reinforce the aesthetic value that has had a distinct impact on literature over the years and has certain features in expressing meanings that let others know about them.

The relevance of this study and Zainab's study is the use of the approach. Zainab uses stylistics as an approach to analyze his study. Unlike Zainab's study, this study uses linguistic features to analyze groups of words in graphology, phonology, lexis, and syntax (grammar) in BBC and VoA news. While Zainab analyzed figures of speech in grammatical and lexical schemes, phonological schemes, tropes, and irony in four short stories. This study also analyzes grammatical and phonological aspects. Thus this study is related to Zainab's study.

Tia Devina (2019) with the title “The Stylistic Features in the Jakarta Post Newspaper”. She analyzed the stylistic characteristics of the Jakarta Post newspaper. Afterwards, she found that there are 50 records found in the Jakarta Post newspaper. Specifically 19 (38%) for Personification, 7 (14%) for Simile, and 24 (48%) for Metonymy. Her analysis arrived at the conclusion that the most dominant type of stylistic trait is Metonymy. This means that journalists create the best possible situations and conditions based on facts. Journalists also use an explicit language style that can be understood by readers in a clear and concise manner. And this study also draws conclusions that there are three characteristic processes of style in the Jakarta Post newspaper, they are: formal style, intimate style, and consultative style.

There are similarities between this study and the Tia's study. Both use news as data to be analyzed. But unlike Zainab's study, this study uses linguistic features

to analyze groups of words in graphology, phonology, lexis, and syntax (grammar) in BBC and VoA news. Meanwhile, Tia analyzed the stylistic characteristics of personification, simile, and metonymy in the news in the Jakarta Post newspaper.

