

CHAPTER I

INTRODUCTION

This chapter serves as an introductory overview of this research, encompassing opening elements in five sections. First, background of the study: this section provides the context and stage sets of this research explaining the importance of this research. Second, statement of the problem: this section formulates research problem into several questions to be answered by conducting this research. Third, research purposes: this section meant to give the goals of this research by achieving certain purpose based on statement of the problem. Fourth, research objective: this section describes the significant and the benefit of this research. Last, previous studies: this section shows the previous studies conducted and then compared to this research.

1.1 Background of Study

Nowadays, people can access news in many ways to obtain information (Aminuddin in Saputra, 2021). As a part of communication, sometimes the news conveys the language's meaning incorrectly, making the reader understand the language in different meanings. Understanding written language is more complex than spoken language because there is no direct feedback in written language as in spoken language. Moreover, this can lead to the occurrence of ambiguity.

The occurrence of ambiguity repeatedly takes place in the usage of communication. Leech (1981) explained that ambiguity refers to the property of language where an expression such as a word, phrase, or sentence can have multiple

interpretations. According to Ullman (1972), ambiguity is classified into three categories: phonetical ambiguity, lexical ambiguity, and structural ambiguity. On the other hand, this research only focuses on lexical ambiguity, where the word becomes ambiguous in its meaning.

The BBC becomes the object of this research as it is a prominent and respected broadcasting company with a remarkable reputation and credibility. The BBC also has a big audience worldwide, which means people used to consume news from this source and has a wide variety of topics and events from sports, international news, science, and entertainment. The BBC claimed that they had strengthened their commitment to providing high-impact content and improved their digital offer, so they became the world's most trusted international news broadcaster and reached 492 million people worldwide each week from 2021 to 2022 (BBC, 2022, p.10). This means much data is available to be investigated, especially for this research regarding the lexical ambiguity in the BBC News Online headlines.

On the first half of year 2023, multiple events in various topics happened in the world and BBC News reported those in one of their platforms which is BBC News Online and the writer views it as an opportunity to investigate their works especially in the news headlines and news contents as they claim to become the world's most trusted international news broadcaster in 2022 based on BBC Annual Report of 2022 (BBC, 2022). Because of that, the writer decides to conduct this research to find the lexical ambiguity in "the most trusted international news broadcaster" headlines.

In the common news writing format, headline is the first thing people read because it is short, simple, and concise to represent the entire content (Putri, 2022). Kizi (2023) explained that headlines serve the main purpose of giving readers a compact summary of the news and giving the news perspective on the information presented. Sometimes, people only read the headline without reading the full content, which is also why people would not comprehensively receive the actual messages.

As times are changing and technological advances are exponentially evolving, there is a high interdisciplinary field emerging called Natural Language Processing or abbreviated as NLP. According to Jurafsky (2020), Natural Language Processing (NLP) is a field of study in artificial intelligence and computational linguistics that focuses on the interaction between computers and human language. NLP involves developing algorithms and models that enable computers to understand, interpret, and generate human language in meaningful and useful ways.

In the NLP field many practitioners are using lexical databases to help them run the programs or machine learning models to work properly. A lexical database is a structured resource that captures the spectrum of underlying linguistics properties of lexicons in a language which exist on imageability, frequency, concreteness, familiarity, meaningfulness and age of acquisition. Some lexical databases are capable of being accessed directly from the internet (Kraljević & Olujić, 2018). Lexical databases could help many cases of textual problems such as; text classification, text summarization, translation, and e.t.c. In this research the writer

will use WordNet lexical databases to give the meanings of a word and then ensure which meaning is appropriate for the word in the headline.

1.2 Statements of Problem

Based on the research background above, the writer formulates the problems into the following questions:

1. What types of lexical ambiguity are found in the headlines of BBC News Online with the assistance of WordNet?
2. How are the interpretation of lexical ambiguity found in the headlines of BBC News Online with the assistance of WordNet?

1.3 Research Purposes

The purpose of this research is described as follows:

1. To find out the types of lexical ambiguity in the headlines of BBC News Online with the assistance of WordNet.
2. To describe the interpretations of lexical ambiguity in the headlines of BBC News Online with the assistance of WordNet

1.4 Research Objectives

This research is significant for a better understanding of semantics, especially lexical ambiguity. Therefore, the significance of this research is divided into theoretical and practical significance by the writer. This research will have theoretical significance for those interested in studying semantics focused on lexical

ambiguity and using WordNet as the assistance. Moreover, this research will become a reference for the following research in the same field.

Furthermore, the result of this research will have practical significance for the reader as the idea for further research develops and gives valuable insights, especially for the next writer who is interested in analyzing lexical ambiguity and using WordNet as the assistance.

1.5 Previous Studies

To help the writer to do the research, the writer has collected some previous studies discussing related topics. The previous studies included are thesis and journal articles from several researchers.

The first study is an undergraduate thesis titled “Lexical Ambiguity in The New York Times Online Newspaper about SARS-CoV-2” (2021) by Lala Nurhanifah from the State Islamic University of Sunan Gunung Djati Bandung. This thesis is similar to the selected topic, lexical ambiguity in the news. However, it has a different object: articles in The New York Times Online Newspaper about SARS-CoV-2. The researcher used descriptive-qualitative methods to do the research process. The theory used in this thesis is semantics theory about ambiguity proposed by Stephen Ullman regarding types of lexical ambiguity. The researcher has found Polysemy (12 data) and Homonymy (19 data), which concludes that ambiguity happened in various situations, such as in written sources.

The second study is a journal article, "The Lexical Ambiguity in News Headlines of The Jakarta Post” (2022), conducted by multiple researchers; Ni

Komang Desev Trisna Dewi S., I Made Suastra, and I Komang Sumaryana Putra from Udayana University, Denpasar. This journal article is similar to the selected topic of lexical ambiguity in the news headlines, although with a different object: The Jakarta Post headlines ranged between 2019 and 2021. This study has dealt with lexical ambiguity and its factors. The researchers used documentation and note-taking techniques, then analyzed by applying the linguistic ambiguity theory by Stephen Ullman. The researchers have found four words from 4 news headlines that contain lexical ambiguity. Two of them are categorized as homonyms: “flood,” and “ghosting,” the others are categorized as polysemy: “curfew,” and “promise.”

The third study is a journal article, "Structural Ambiguity in BBC News Instagram Post" (2022), conducted by multiple researchers. Those are; Elma Solihati, Dadan Rusmana, and Erlan Aditya Ardiansyah from the State. Islamic University of Sunan Gunung Djati, Bandung. This journal article has similarities in the selected topic, which is the news headlines of BBC News, although in the form of Instagram Posts. The researchers used the qualitative method with the document analysis technique. The theory used in this journal article is semantics theory about ambiguity proposed by Graeme Hirst regarding types of structural ambiguity. The researchers found 50 posts from BBC News Instagram Account that contained structural ambiguity and categorized them as attachment ambiguity and analytical ambiguity. The researchers conclude that the ambiguities mainly occurred when the function of the phrase in the sentence was unclear. Moreover, the researchers also conclude that structural ambiguity is a phenomenon that can still be explicitly found in news headlines.

The fourth study is a journal article, “Homophone and Homograph of The Lexical Ambiguity in Dune Movie” (2022), conducted by multiple researchers. Those are; Tasha Amelyana; Winda Luthfiyanti; Esterria Romauli from Sekolah Tinggi Bahasa Asing JIA. This journal article is similar to the selected topic of lexical ambiguity but focused and extended in homonymy type then divided into two another type of homonymy lexical ambiguity called homophone and homograph using Hobbs and Fox theories, this research has different object of analysis which is subtitle from a movie called Dune. The researcher used the qualitative method and resulted 29 words of homophone lexicon, in example: air – heir, been – bean, weather – wether, by – buy – bye, e.t.c. 4 words of homograph, in example: use, desert, lead, and live.

The fifth or the last study is also a journal article, “The Study Of Lexical And Syntactic Ambiguity In Puns Posted By @the.language.nerds On Instagram” (2023), conducted by multiple researchers. Those are; Dina Sayyidina Rani, M. Aries Taufiq, and Rizky Arif Afandi from Bangka Belitung University. This journal article is similar to the selected topic of lexical ambiguity, although with some addition of another ambiguity type namely structural or syntactic ambiguity and different object of research which is puns (word or sentence playing to make jokes) Instagram posts in @the.language.nerds Instagram account published on 2nd of July 2021 to 4th of December 2022. The researcher used descriptive qualitative research design and using Hirst theory about Lexical Ambiguity and Kreidler theory about Syntactic ambiguity. The researcher has collected 20 amount of data and found 15 lexical ambiguity and 5 syntactic ambiguity and concluded that those ambiguity

commonly occurred in humorous puns by using language which acted as a tool to show different interpretation of humorous puns.

The differences between this research and previous studies vary from the chosen object, research method, and theories used. Moreover, the main and most significant difference of this research with the previous study mentioned above is involving lexical database or in this case WordNet as the assistance in this research. The writer will not discuss into programming or build Artificial Intelligence (AI) and Machine Learning models because those are not the field of this research. Instead, the writer will only use the tool as the assistance which is already available that many practitioners and researchers have been used which is WordNet lexical database.

