

CHAPTER ONE

INTRODUCTION

This chapter presents the general information of the study. It describes background of the study, statement of problems, aims of the study, scope of the study, research methodology, and organization of the paper.

1.1. Background of the Study

Language is inseparable from human life due to its role to communicate and express ideas. Halliday (1975) points out that there are seven functions of language. One of them is representational function that is used to give information to people. This function can be found in news reports.

News reports have become a public consumption to gain information that surrounds them. The information that is reported may vary. It can be about daily routine issues, events that happen in the past, famous politicians, actors or actress, environmental issues, etc. (van Dijk, 1986).

The language that is used in news reports is always claimed to be neutral and credible (Jin & Shang, 2015). However, it cannot be denied that news reports are made and edited. Therefore, it is impossible that the language in news reports is neutral and credible, but there might be hidden messages which underlie the reported issue. This idea is in line with what Zhang (2013) points out that what is reported does not seem neutral, objective, and value-free.

The hidden messages might be different from one news medium to another and often imply distortion that manipulates the truth to pursue particular interests (Fairclough, 1995). In this case, one issue can be framed in different ways which lead to different meanings and readers' interpretation. The example is Ekawati's (2015) study regarding the reporting of the death penalty of Bali Nine in Indonesia published by two Australian news media *Sydney Morning Herald* and *Herald Sun*. Both of the news media represented Indonesian government,

especially President Joko Widodo, in unpleasant judgments. Indonesia was represented as cruel, inhumane, evil, barbaric, haphazard, and inconsistent. The findings showed that Indonesia, including President Joko Widodo, was depicted negatively. The death penalty was seen as a wrong way to punish Bali Nine. However, the message that is attempted to be conveyed could be interpreted differently by different individuals. As a result, they will support the issue represented in the media, or they will condemn it. In that sense, this kind of ideological meaning has a power to affect the way people act or behave (McLuhan, n.d., cited in Suresh, 2012).

One way to analyze ideological meanings is by looking at the characteristics of media. Some studies have been conducted to identify ideological meanings in media. For example, Adnan and Dunan' study (2016) focused on investigating television framing of Indonesia-Malaysia relationship issues. The data were news coverage of political (Ambalat island), economic (Indonesian migrant worker), and cultural (Pendet dance) issues in *Metro TV*, *TV One*, and *TVRI*. The findings indicated that those news televisions framed Malaysia negatively. It was identified through the use of verbal (script) and nonverbal (audio and visual) framing strategies which reflected their ideological interests. In that sense, all the television stations believed in the idea of nationalism; for example, by using *Maju Tak Gentar* song in *Metro TV* news coverage or the appearance of Indonesian president, Susilo Bambang Yudhoyono, in *TVRI*. Furthermore, *Metro TV* and *TV One* were also driven by political interests and business purposes since they were owned by two political party leaders. On the other hand, *TVRI* was influenced by government policies.

Another example of such a study is Clarke and Hazell's (2008) analysis of Black models. This study aimed to examine the portrayal of Black models in advertisements presented in magazines by employing content analysis. The data were health advertisements from 2003 to 2004 taken from two Black-oriented magazines, *Essence* and *Jet*. The findings suggested that the issue of racism appeared. In this case, the advertisements did not provide an amount of information about health that was needed by Black readers. It was because of the

readership orientation that was much wider; the magazines did not only target Black people readers, but also all readers from many countries. Thus, there were changes in beauty standard in the ads, such as hair features, from curly to straight, or the nose shape, from broad to small.

The other example is Hasanah' (2013) study. It attempted to identify the concept of youth in television advertisements by employing a semiotic approach. The data were seven *Pocari Sweat* advertisement videos. The findings showed that youth was represented as having positive energy. For example, it was identified by the use of Japanese young models whose fair complexion signified the concept of health and the domination of blue and white color which signified calm, sportive, peaceful, and cheerful images. In this case, the advertiser attempted to build a positive image of youth with a hope that people, particularly the youth, would buy the product, so that it led to the idea of commercialism.

The aforementioned studies have used different approaches in investigating ideological meanings in media. Adnan and Dunan (2016) employ framing approach for the study of news television, Clarke and Hazell (2008) employ content analysis approach to advertisements on magazine, and Hasanah (2013) employs semiotic approach for the study of advertisements on television. However, there is another way to identify ideological meanings in media. It is by investigating the language itself as a tool of analysis. In this case, the approach that can be employed is Hallidayan (2004) Systemic Functional Grammar.

Systemic Functional Grammar (SFG) sees language as a set of rules for making meanings through wordings (Bavali and Sadighi, 2008). It also concerns how language is used by its users in social contexts to reach certain purposes (Jin and Shang, 2015). One SFG metafunction that is suitable for analyzing ideological meanings is Transitivity. It allows language users to see and describe their world of experiences around them in particular ways (Figueiredo, 1998; Cristina, 2006). In this case, each language user may represent the experiences differently through a set of processes. The way they describe their experiences always implies point of view or belief of the users (Lubbe & Matu, 2007). In

relation to the view points, news reports provide an abundance of these differences, and thus, Transitivity has an access to analyze them (Fowler, 1991).

Recently, there is a breaking event that becomes public attention. It is Paris attacks issue that happened on 13th of November, 2015. Some attackers targeted public places and civilians at the heart of the city. Soon after the attacks, many international news media made reports continually regarding the issue. Two of them were *Daily Mail* and *The New York Times*. The issue was considered interesting since Paris was located in a non-war country which was considered safe for its people to stay and was assumed to have a good security level, but then, it was attacked by unknown people. In relation to these ideas, therefore, this present study attempts to investigate transitivity analysis of news reports regarding the Paris attacks published in *Daily Mail* and *The New York Times*.

1.2. Statement of Problems

Based on the above-mentioned ideas, this study is conducted in order to answer the following questions:

1. What are the dominant processes found in *Daily Mail* and *The New York Times* news reports?
2. What are the meanings of the dominant processes?

1.3. Aims of the Study

Considering the research problems above, the purposes of this study are:

1. to investigate the dominant processes in *Daily Mail* and *The New York Times* news reports.
2. to identify the meanings of the dominant processes.

1.4. Scope of the Study

The present study aims at examining the dominant processes and their meanings in the reporting of Paris attacks issue that happened on 13th of

November, 2015 published by *Daily Mail* and *The New York Times*. In addition, the study focuses on Hallidayan (2004) Transitivity.

1.5. Research Methodology

1.5.1. Design of the Study

The study employs a qualitative method. This method functions to investigate social phenomenon (Berg, 2001) and focuses on identifying patterns presented in words or objects (Lichtman, 2006; & Christensen & Johnson, 2008). Its basic analysis is in the form of description (Munhall, 2007).

Therefore, in the study of transitivity analysis of news reports, a qualitative method is considered appropriate to be employed since the Paris attacks incident is an example of a social phenomenon. Moreover, in order to identify patterns in the news reports, the analysis is explained in the form of description.

1.5.2. Data Resource

The data are four news reports taken from two news media which are *Daily Mail* and *The New York Times* regarding the Paris attacks issue. There are several reasons in choosing the data. Firstly, the event happened in a non-war country which was at the capital of France. In that sense, the news coverage of citizens of Europe is more prominent than the coverage of poorer countries (Goatly, 2000). Secondly, *Daily Mail* and *The New York Times* are the top two for the most read newspapers in the world in 2015 according to 4 International Media and Newspapers (4 IMN). Thirdly, both of the news media report the issue continually. For the study, the date of publication is on 14th November, 2015. Lastly, both *Daily Mail* and *The New York Times* are produced in the different countries and have different target readers. The former is published in the U.K. and targets middle class readership, whereas the latter is published in the U.S. and targets upper class readership.

1.5.3. Data Collection and Analysis

The data are in the form of clauses. They are collected by breaking down each news report into clauses. Then, the clauses are analyzed within Hallidayan (2004) Systemic Functional Grammar, Transitivity, and are classified based on their types of processes, such as Material, Verbal, Mental, Relational, Behavioural, Existential, and Meteorological Processes. In addition, each process is calculated into percentage in order to identify what the dominant processes are. Then, meanings of the dominant processes are interpreted.

1.6. Organization of the Paper

This paper is organized into five chapters as follows:

Chapter One: Introduction

It presents background of the study, statement of problems, aims of the study, scope of the study, research methodology, and organization of the paper.

Chapter Two: Theoretical Foundation

It discusses the concepts of news reports, Systemic Functional Grammar, Transitivity, and related previous studies.

Chapter Three: Research Methodology

It explores formulation of problems, research design, data collection and data analysis, and clarification of key terms.

Chapter Four: Findings and Discussion

It explains the results of the present study which include the findings of transitivity analysis and the discussion.

Chapter Five: Conclusions and Suggestions

It presents the conclusions of the present study. It also gives some suggestions for future studies.