

# CHAPTER I

## INTRODUCTION

This chapter presents an introductory section of the present study. It covers the background of the study, purpose of the research, statements of problems, scope of the study, significance of study, research methodology, clarification of terms, and organization of paper.

### 1.1. Background of the Study

At this very modern era that always copes with advanced technology, people are inseparable from information they receive through mass media. Mass media refers to any kind of communication such as radio, TV, newspaper, and Internet that reach a large number of people (Wimmer & Dominick, 2010). The role of mass media is to deliver messages of global issues from across the world using a means of those modes of communication. Thus, messages could be received by the target audience around the world.

Distributing messages is one of the contributions of media to cover all news. In its contribution, media are usually connected by agencies to share with their local audience. For example, *Pikiran Rakyat* has its own target audience, that is, West Javanese readers; *Kompas* is designed for the Indonesian readers at large. According to Xu Yun (2015), the practice to share news among agencies are inevitable and that the role of agencies in sharing news is to change the language to meet the demand of local readers. For instance, news from the *Routers* is distributed to Indonesian readers by translating the articles from English to Indonesian language. Thus, news across the globe could be read in different languages.

The process of transferring from one language into another language incurs some consequences. Soloski (1989) points out that behind the process of news reporting, media should deliver the news which maintains objectivity and does not harm the society. However, in transferring news from a language to another, there are possibilities that the ideology in the target text alters from the source text. This means that news reporting could be biased at the societal level. One of the most important consequences in transferring language is whether to maintain or change

the ideologies in reporting news. Therefore, media and ideology have strong connections.

Media and ideology in translation have been under investigation in language studies to seek for the ideologies adhered by the media. Pan (2014) attempted to investigate the ideological meanings in a Chinese newspaper with comparison to its source news. It is unfolded that there is an act of mediation from the Chinese news agency to the Chinese, as the Chinese news agency and the Chinese people embrace the same ideology. Al-Mohannadi (2008) investigated the ideology of translated news reports in *BBC* and *CNN* from the Arabic news agency. The study shows that the translators' ideology in *BBC* and *CNN* contradicts with the resource news. Lastly, Ghannam (2011) attempted to unfold the ideology of six Lebanese newspapers in three different languages about the same event. The ideological meanings are realized through the difference of grammatical structure. The different uses of grammatical structure employed indicates that each news agency is reshaping and reporting the news in different ways.

The studies above indicate that language seems to require transformation in translations to attend to the demand of the local news agencies and readers. To meet the demand of the readers, media are obliged to commit to certain rules. These rules are explicated by the International Center for Journalists (2009). There are four rules regarding to the ethics of media. It is stated that media has to 1) seek truth and report, which explains that media should be honest, fair and courageous in gathering, reporting and interpreting information; 2) minimize harm, which explains that media should treat their resources, colleagues, and subjects as human beings deserving respect; 3) act independently, which explains that the media should be free from any obligation except the public's right to know; and lastly 4) be accountable, which explains that media should be accountable to their readers, viewers, and listeners. It is inferred from these rules that media translates news by committing to the rules which could be the news agency's ideology.

Some other previous studies on translation have explored the differences of interpersonal meaning of a source text with its translated version. For instance, Xia (2016) examined different expressions in English and Chinese through the lens of interpersonal meaning. The study reveals that mostly, modal operators in English

like ‘should’, ‘ought to’, and ‘must’ are difficult to be translated into Chinese for there is no corresponding usage of those modal operators in the target language. Another study was conducted by Sidiropoulou (2015) who compared the interpersonal meanings between Greek articles with the English version. Focusing on the causal connections between the source text and the target text, the study found out that the relationships of cause-and-effect in the source text are always translated as intact by the translators into the target text.

The studies have given some examples to which this study refer especially in how interpersonal meaning changes in translation are revealed. This study more specifically focused on exploring shifts in interpersonal meanings and features of Indonesian translated news reports from English as source language (SL) to Indonesian as target language (TL). Further, the findings reveal the strategy of communication driven by certain ideologies.

More specifically, this study aims to unveil the extent to which an Indonesian local newspaper makes language choices to express the interpersonal meaning through the employment of several lexicogrammatical features and the potential ideological meanings through those choices.

None of the studies above has investigated the shifts of interpersonal meanings by using Appraisal Theory (Martin & White, 2005) as a derivation from interpersonal meanings. Thus, to contribute to the vacuum of this research area, this study attempts to investigate how ideological meaning and their (un)changes in Indonesian local media by focusing on the use of interpersonal meanings. The concept of interpersonal meanings refers to an action of exchanging meanings in a community, and therefore establish the roles and relations in that community (Mathiessen, et al., 2010).

## **1.2. Purposes of Research**

This research aims to reveal the interpersonal meaning of the local media in reporting translated news reports and to explore how interpersonal choices could realize potential ideological meanings.

### **1.3. Statements of Problems**

These research questions would be covered in this study:

1. What interpersonal meaning does the local newspaper make in reporting translated news reports?
2. How do the interpersonal choices realize potential ideological meanings?

### **1.4. Scope of the Study**

To achieve the goal of the study, this research is limited to only investigating the interpersonal meaning in translated news reports from *Pikiran Rakyat*. The news were taken from different topics and were selected randomly.

### **1.5. Significance of the Study**

The significance of this study covers theoretical and practical benefits. As for the former, the results of this study are expected to particularly enhance the knowledge of interpersonal meaning that could lead to potential ideological meanings in translated news reports. For the latter, the result of this study is expected to gain the readers' awareness that translated news reports could project a media's ideology.

### **1.6. Research Methodology**

This research uses the qualitative method to reveal the shifts in interpersonal meaning of translated news reports in a local newspaper. According to Creswell (1997), a qualitative research could be used as a broad explanation for behavior and attitudes. Also, Mack (2005) asserts that the strength of using qualitative method is it allows for insights into contexts, relationship, behavior, where it could also provide information that is previously unknown to researchers that is crucial for project design, data collection, and interpretation of other data.

This study also uses descriptive method to investigate the issue raised in this research. Alwasilah (2008) acknowledges that descriptive research could describe characteristics or identify a group, accident, and phenomenon. He assumes that this technique could measure three things, in which one of them is to measure relationship and magnitude relationships that may exist between the characteristics,

behavior, events, or phenomena of concern to the research. Hence, descriptive method is suitable and considered relevant to be used in the study.

### **1.7. Clarification of Terms**

This sub-chapter explains some terms which are often mentioned in this study.

#### **1. Interpersonal meaning**

Interpersonal meaning refers to an action of exchanging meanings in a community, and therefore establish the roles and relations in that community (Matthiessen, C., et al., 2010).

#### **2. Appraisal system**

Appraisal system is a derivation developed from interpersonal meaning. This system focuses on the functions of choices that authors make to convey personal feelings, attitudes, and evaluations in any communicative interaction as well as to negotiate relations of solidarity and power with their audiences (Martin and White, 2005; Al-Shunnag, 2014).

#### **3. Graduation**

Graduation is one of three major semantic domains comprising in the Appraisal system and concerns with how writers could scale up or down the strength of their produced utterances through quantification, intensification, and repetition (Martin & White, 2005).

#### **4. Force**

Force encompasses assessments as to degree intensity and as to amount (Martin & White, 2005).

### **1.8. Organization of Paper**

This part provides the organization of this paper:

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#### **2. CHAPTER II: Literature Review**

This chapter elaborates several theories used in this study. It covers the explanation of media, interpersonal meaning, ideology in translated media, and the language of evaluation.

### 3. CHAPTER III: Research Methodology

This chapter presents the explanation of the research methodology including research design, data collection, data analysis, and data presentation.

### 4. CHAPTER IV: Findings and Discussion

This chapter contains the results of the conducted research. This chapter also provides the answers to the research questions and the discussion of the findings.

### 5. CHAPTER V: Conclusions and Suggestions

This chapter provides the conclusion drawn from the results of the research and some suggestions for further studies that could be developed out of this study.