CHAPTER I

INTRODUCTION

This chapter presents an introductory section of the study. This section covers the background of study, research questions, aims of study, scope of study, significance of study, research methodology, clarification of key terms, and organization of paper.

1.1 Background

It is incontrovertible that mass media texts play a significant role in the contemporary society. In a democratic country, for example, mass media texts serve a function as public forums (Talbot, 2007) that can act to protect civil rights from the excesses of government and to uphold the veracity (White, 1998). One of the mass media text varieties is newspapers. In daily life, the newspapers report what is going on or events, people, or things around us (Machin, 2008). The journalists or reporters capture those linguistically into written forms. Seen from its genre, the written forms are generally called as "news items" (Gerot and Wignell, 1994: 200) or "news story" (Martin and Rose, 2007: 74).

There are two types of news items in journalism. Those are soft news and hard news. Soft news, according to Lehman-Wilzig and Seleczky (2010), associates with the news which contains less substantive information like gossip than hard news. By contrast, hard news associates with the news which contains high newsworthiness such as news about crimes, accidents, disasters, and so on. In relation to hard news, journalists or reporters claim that they retain the

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objectivity, impartiality, and factuality of their news. News reporters, as Husson and Robert (1991, cited in White, 1998) argue, are neutral and eradicate all subjectivity. They construct texts which only contain the fact.

However, that view has been challenged by researchers especially in the linguistic field. Close analysis of the hard news reveals that there are indications of the subjective presence of the reporters in the hard news at a certain degree (see White 1998, 2000, 2006, 2009; Martin and White, 2005; Thompson *et al*, 2008). The subjective presence or 'speakers' opinion' in Bednarek's (2006) terms is manifested through linguistic resources such as grammatical and lexical choices. Through those lexical choices, for example, the reporters can share their own feelings and values when reporting a certain issue. Simultaneously, the reporters have also indirectly demonstrated their positions toward the issue whether they agree or disagree or enthuse or criticize (Martin and White, 2005). In other words, they are attempting to appraise the issue. As a consequence, the objective tag of hard news decreases.

The phenomenon of subjective presence in the news reports has been a focus of research in the linguistic field for several years (Iedema *et* al, 1994; White, 1997, 1998, 2000; Martin and White, 2005; Bednarek, 2006). Such research has been conducted using different approaches or methods to analyze the phenomenon and labels the phenomenon differently such as *stance* (Biber and Finegan, 1999; Hyland, 2005; Du Bois 2007; Gales, 2010), *evaluation* (Hunston and Thompson, 2000; Benarek, 2006), and *appraisal* (Martin, 1997, 2000; White,

1998, 2005, 2003, 2006, 2011; Martin and White, 2005). However, their objectives are similar, that is, to investigate the subjective presence of the writers.

Appraisal has been widely used by the researchers to investigate the subjective presence of the writers in the news reports particularly in editorials (commentator voice) and hard news reports (reporter voice). By using Appraisal, the researchers have focused on the news reports to reveal the ideology of the writers or the writers' evaluation or position toward the issue presented in the hard news reports (Jullian, 2011) and the way the reporters align with their readers particularly in the editorial news (White, 2003, 2009; Martin, 2004a). In addition, Appraisal had also been used to investigate verbal and visual texts specifically news photos in the news feature story (Economou, 2006, 2008, 2009, 2012). By applying Appraisal system to photos, Economou (2008, 2009, 2012) reveals that the news photos can convey a social position and build a reader alignment.

In the present study, the analysis of the verbal and visual Appraisal systems in the hard news reports are undertaken to investigate newspapers' appraisal or position. Drawing upon the finding of previous studies, that is, verbal Appraisal system in media texts (Iedema *et al* 1994; White, 1998, 2003, 2005, 2011; Martin and White, 2005), visual Appraisal system in news photos (Economou, 2008, 2009), visual "grammar" (Kress and van Leeuwen, 2006), and image-text relations (Martin and Rose, 2007), the study investigates the *Kompas'* appraisal toward the collapse of Kartanegara Bridge through the analysis of verbal and visual Appraisal systems. The study also analyzes how verbal and visual

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Appraisal systems construe *Kompas'* position toward the issue of the collapse of the Kartanegara Bridge.

1.2 Research Questions

The study is geared towards answering the following research questions:

1) How is the collapse of Kartanegara Bridge verbally appraised in *Kompas?*

2) How is the collapse of Kartanegara Bridge visually appraised in *Kompas?*

3) How do verbal and visual Appraisal systems construe *Kompas'* position toward the issue?

1.3 Aims of Study

The aims of this study are

- To investigate how the collapse of Kartanegara bridge is verbally appraised in *Kompas.*

- To investigate how the collapse of Kartanegara bridge is visually appraised in *Kompas.*

- To reveal how verbal and visual Appraisal systems construe *Kompas'* position towards the issue.

1.4 Scope of the Study

The study investigates the *Kompas'* appraisal or evaluation toward the Kartanegara Bridge's collapse. The selected reports are the reports which are

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published two days after the accident occurring on 26 November 2011 from *Kompas*. The investigation does not only include the verbal texts, but also covers the visual texts which accompany the verbal texts more specifically news photos. Furthermore, the study also reveals how verbal and visual Appraisal systems construe *Kompas'* position toward the issue.

1.5   Significance of the Study

The present study is expected to provide theoretical and practical benefits. For theoretical benefit, the findings of this study are expected to enrich Appraisal studies particularly verbal and visual Appraisal analysis across cultures. For practical benefit, the study and its finding will be useful for the writer and readers on building critical awareness toward language phenomena. The critical awareness of language is one of the requirements to create democratic or effective citizenship (Fairclough, 1992, 1995; Lukmana *et al*, 2006).

1.6   Research Methodology

The study is conducted largely based on a qualitative method. Since this study is aimed to analyze, describe, and interpret verbal-visual Appraisal systems in *Kompas* to figure out *Kompas'* appraisal, a qualitative method is an ideal method as it is fundamentally interpretative (Cresswell, 1994, 2003) and it is committed to a deep understanding of particular phenomenon such as a process or belief (Gay *et al*, 2006).

The study employs Appraisal framework both on verbal Appraisal theory (Martin, 1997, 2000; White, 1998; 2003, 2005, 2006, 2011; Martin and White,

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2005; Martin and Rose, 2007) and visual Appraisal theory proposed by Economou (2008, 2009). The frameworks are the extension of interpersonal metafunction in Systemic Functional Linguistics (SFL) and visual ''grammar''. Those focus upon the analysis of discourse semantics by investigating Attitude, Engagement, and Graduation. In addition, the study also uses visual ''grammar'' proposed by Kress and van Leeuwen (2006) including the analysis of ideational, interactional, and textual meanings of visual texts as well as image-text relations proposed by Martin and Rose (2007).

1.6.1   Data Collection

The data used in the study are the hard news reports which present the issue of the Kartanegara Bridge's collapse taken from *Kompas*. Those reports occurred on 28 and 29 November 2011 (retrieved at epaper.kompas.com, 11 January 2012). The reports taken from *Kompas* are selected on the basis that they have news photos accompanying the news reports. The selected reports are *Jembatan Runtuh Akibat Kelalaian* reported on Monday, 28 November 2011 and *Penelitian Fokus pada Material* reported on Tuesday, 29 November 2011.

1.6.2   Data Analysis

The data are investigated by using verbal Appraisal framework proposed by Martin and his colleagues (Martin, 1997, 2000; White, 1998, 2005, 2006, 2011; Martin and White, 2005; Martin and Rose, 2007) and visual Appraisal framework proposed by Economou (2009). The frameworks involve the analysis of Attitude, Engagement, and Graduation. There are several steps in analyzing the verbal and visual Appraisal systems used by *Kompas*. The first step deals with the

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identification of Attitudes which consists of the analysis of affect, judgment, and appreciation, which appear in the news reports together with their primary targets of appraiser called "emoter" or "trigger". The next step is analyzing Engagement. It deals with the analysis of voices or the sources of attitudes. The next step is the analysis of Graduation dealing with force and focus.

In addition, the analysis of visual text also uses visual "grammar" (Kress and van Leeuwen, 2006). The analysis involves the analysis of representational, interactional, and textual meaning. Furthermore, the study also analyzes the image-text relations using Martin and Rose's (2007) framework. The last step is interpreting the findings of the analyses. These analyses will, then, contribute to answer the research problems underlying the present study.

1.7 Clarification of Key Terms

To avoid misunderstanding, the following explanation is the clarification of key terms used:

1) *Appraisal* is a framework which is used to analyze the language of evaluation (Martin and White, 2005; White 2011). More specifically, it is used to investigate how the writers or speakers express their attitudes or values and how they establish a certain authorial identity (Martin and White, 2005). This framework is developed within Systemic Functional Linguistic (SFL) theory (see Bloor and Bloor, 2004; Halliday and Mathessian, 2004).

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2) *Reading images* refers to the ways to analyze the structure or "grammar" of visual design including the analysis of color, perspective, framing, and composition (Kress and van Leeuwen, 2006)

3) *Texts* refer to "any instance of language, in any medium, that makes sense to someone who knows the language" (Halliday and Hasan, 1976 cited in Halliday and Matthiessen, 2004: 1).

4) *Verbal texts* are defined as texts whose meanings are expressed through linguistic codes (Kress and van Leeuwen, 2006).

5) *Visual texts*, according to Kress and van Leeuwen (2006), refer to texts whose meanings are realized through pictures or photographs.

6) *Hard news*, according to Lehman-Wilzig and Seleczky (2010), can be defined as news which contains high newsworthiness such as news about crimes, accidents, disasters, and so on.

7) *Representational meanings* deal with the meaning which describes "the representation of interaction and conceptual relation between people, place, and things depicted in images" (Kress and van Leeuwen: 114).

8) *Interactional meanings*, according to Kress and van Leeuwen (2006), are the meanings in images associating with relationship between the producer and the viewer of the images.

9) *Compositional or textual meanings* refer to the way both representational and interactional meanings are organized to form a whole text (Kress and van Leeuwen, 2006; Kress *et al,* 1997).

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1.8 Organization of Paper

The study is organized as follows:

1) The first chapter: Introduction

   It provides the background of the study, research questions, aims of study, scope of study, significance of study, research methodology in conducting the research, clarification of key terms, and organization of the paper.

2) The second chapter: Literature Review

   It discusses the theories and concepts which are employed to answer every research question.

3) The third chapter: Research Methodology

   It deals with the procedures taken in undertaking the study. It also presents the analytical tools and the reason of choosing the procedure.

4) The fourth chapter: Findings and Discussion

   It consists of the result of the study and the answer of research questions as well as the discussion and the interpretation of the findings.

5) The fifth chapter: Conclusion

   It contains conclusion and suggestion. This chapter also considers several suggestions for future study.