

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language is a system of communication which can be in either written or spoken form. Halliday and Hasan (1976, p.1) state that text is a unit of language in use. The word ‘text’ is used in linguistics to refer to any passage, spoken or written. It means that language is not only used in conversation or speaking but also in writing form such as newspapers, magazines, articles, texts, etc.

Discourse can be divided into two kinds of spoken discourse and written discourse. Spoken discourse is the kind of discourse that is delivered orally or directly with verbal language. This type of discourse is often referred to as a speech or utterance. For a discourse delivered in writing, the delivery of any content or information submitted in writing. This is so that the text can be understood and interpreted by the reader (Mulyana, 2005, p. 51).

Furthermore, Halliday and Hasan (1976, p. 1) state that the message (text) refers to any passage that it is not only in a spoken language in delivered directly by the speaker to the listener or audience but it is also in a form of written language of whatever length sent by a person to others. Both of discourse types in spoken and written language form must be cohesive since the thing which wants to be communicated between the writer and the reader or between the speaker and the listener is discourse.

In this research the writer focuses on conducting a study on cohesion devices in articles found in *Elle Magazine* because the articles are persuasive texts that can effect the listener's emotion. Halliday and Hasan (1976, p. 6) states that cohesion is divided into two, the first is grammatical cohesion and the second is lexical cohesion. Grammatical cohesion consists of reference, substitution, ellipsis and conjunction while lexical cohesion consists of reiteration and collocation.

Elle is a worldwide lifestyle magazine of French origin that focuses on style, relation, career, celebrity, travel, life, radar, beauty, fashion etc. *Elle* is also the world's best-selling fashion magazine. *Elle* was the largest older-teen fashion and beauty magazine brand in the world with 12 editions and supplements worldwide. Launched in August 2001, it was the younger sibling to *Elle Magazine*, and similarly focused on beauty, health, entertainment and looked at daring fashion its slogan: "*Dare to be different*". The magazine is published monthly and is based in New York City. (<https://en.wikipedia.org/wiki/Elle%28magazine%29>).

Today, people need information increasingly rising even followed by the development information of technology. In general, people obtain information from the print media so that the information they gain only to the extent provided in the print media. But with the development of technology and the development of the times, the existence of the print media is decreasing. This is evidenced by a survey conducted by the *Pew Project For Excellence in Journalism* in 2010, 34% of respondents read the news online in one time 24 hours and 31% of respondents prefer to read the newspaper. On the whole time, 41% of respondents read the

online media and 10% of respondents read newspapers, 65% of respondents said their main source of news is the internet. (<http://dsi.unissla.ac.id/artikel/konvergensi-media-dan-masa-depan-media-cetak/>)

Internet is one of the leading technologies to help meet the human need in the form of new information from day to day. Internet can be utilized in all fields, in education, government, banking, extension to the public, health, and so on. With the internet, we can search any information that we want to know. One of the information we get from the internet is news.

News is information about current events. News can also be found in a magazine. Magazine is a periodical that usually contains an selected collection of articles, fiction, recipes, and images. Magazines are typically directed at a general reading audience (public), magazines are often published on a weekly, monthly and so on. The contents concluded magazine, news, women, youth, fashion, culture, lifestyle, sports, literature, specific knowledge, and so on. There is a time when the printed version of a magazine is no longer available, which is usually replaced by its digital form. Digital magazine is a magazine in electronic form, the magazine can be accessed directly by via electronic media such as computers, laptops, mobile phones, BlackBerry, Android, iPhone, and other technologies.

One of the online magazines in New York is *Elle Magazine*. *Elle Magazine* is a monthly magazine. *Elle Magazine* presents information with a deep review and inspiration. *Elle Magazine* quite interesting in the community, it is marked in the social media like facebook, instagram, twitter etc. In this magazine there are some of the explanation about health, entertainment art or

exhibitions, style, relation, career, celebrity, radar, travel, life, beauty, fashion etc. The writer analyze the variations in the use of markers of cohesion devices, which function as a tool connections between the sentence with each other sentence that formed in relation. These variations are one of them, there are several of reference, conjunctions contained in the news. Whereas in news discourse, the linguistic aspect is important for the reader to understand the news, especially of the cohesion devices. When the news text cohesion is less then the reader not understand the content of the news. So, the writer decided to conduct research on the cohesion devices of the text written in *Elle Magazine*. Here is the example of the data:

Lying on the south of Bali Island, a bare **white sand beach** of **Kuta, Legian, Seminyak**, and **Petitenget** entices you to spend some time of your vacation by **the beach**. (1) You can enjoy the exotism of the **white sand beach** while looking into the perfect sunset with your loved one. (2)

Based on the data, lexical cohesion applied in the example above is repetition of **white sand beach** in the sentence (1), in which repeated in the sentence (2). It is a repetition of the same morphological shape. Moreover, its function is to strengthen the idea that Bali has some beautiful white sand beaches as mentioned in the sentence (1).

From a brief description above, it can be concluded that it be an interesting thing to analyze *Elle Magazine's* articles based on cohesion devices since it will be known the way of the text will apply the cohesion devices in its articles. That is the reason of why this study is conducted.

1.2 Statement of the problems

Related to the description of the background of the study above, the writers investigate the following problems:

1. What are the grammatical cohesion found in *Elle Magazine's* articles?
2. What are the lexical cohesion found in *Elle Magazine's* articles?
3. How does each of the devices contribute to the cohesion of the text?

1.3 Objectives of the Study

Based on the statements of the research problem above, the following objectives of the study are arranged as follows:

1. To explain the grammatical cohesion found in *Elle Magazine's* articles. To identify types of grammatical cohesion (reference, substitution or ellipsis, conjunction).
2. To explain the lexical cohesion found in *Elle Magazine's* articles. To identify types of lexical cohesion especially in reiteration and collocation.
3. To explain how each of the devices contribute to the cohesion of the text.

1.4 Significance of the Study

This study describes cohesion devices which are articles found in *Elle Magazine*. Hopefully, this study can give theoretical and practical contributions:

Theoretically, this study provides examples of cohesion devices in Articles published by *Elle Magazine*.

Practically, this study help the students to apply grammatical and lexical cohesion in a text. This study contributes to the next researcher for supporting the next studies especially in the study of cohesion devices. In addition, the results are expected to be input for the online mass media, especially in the case of *Elle Magazine*, in news writing, for more attention to the use of a means of cohesion in order to improve readability level in order to easily understand the message delivered by the author to the reader.

1.5 Scope and Limitation of the Study

The scope of the study is discourse analysis. This study focuses on identifying grammatical cohesion, and lexical cohesion especially in articles found in *Elle Magazine*. While the limitation of this study, the writer would like to focus on the grammatical cohesion namely reference, substitution, ellipsis, and conjunction based on Halliday and Hasan's (1976) and the lexical cohesion especially reiteration and collocation in articles found in *Elle Magazine*. These articles are chosen since complete information that they not only include the description of some Fashion in *Elle Magazine* but also include some important information such as style, relation, career, celebrity, radar, travel, life, beauty, fashion etc. The data might be in the form of words, phrases, and sentences that contain grammatical cohesion and lexical cohesion that exist in *Elle Magazine*. Therefore, the discussion of the study is focused on the cohesion devices that found in the data.