

# **CHAPTER I**

## **INTRODUCTION**

This chapter gives the whole elaboration and explanation of the background of study, statements of research problems, objectives of the study, significance of the study, and scope and limitation of the study.

### **1.1Background of the Study**

Mass media is one of the tools used in delivering messages to the public. It is in line with Burhan (2006), mass media is defined as a media that disseminates information and the public can access it. Everyone needs mass media to get information about the events around them, with the mass media also people will easily get the information they need at any given moment they want information. On the other hand, humans can share the events that occur around them with others. So that between one person and another in a different area can exchange information about the events surrounding them through the mass media. The mass media has a strong influence on the lives of people as the power to transform and shape the pattern of human thought and behaviour. The mass media has its own social role and function in society. According to McQuail (2000) in his book Mass Communication Theories, in terms of looking at the role of the mass media there are six perspectives, mass media as a window on event and experience, mass media as a mirror of events in society and the world, implying a faithful reflection, mass media as filter, mass media as a guide, mass media as a forum for presenting various information and ideas to the audience, and mass media as an interlocutor.

According to Yunus (2010), mass media includes print media, electronic media, and online media. Print media refers to such communication media in printed form (Croteau et al, 2012). Print media includes newspapers, magazines, books, and so on. Electronic media is the kind of media that allows the user to access it by using an electrical connection. The main source of electronic media is an audio-visual recording. It consists of all devices, which are electronic such as television, radio, and so on to communicate information to and from the audience. Online media is a form of media based on telecommunications and multimedia using computer and internet (Kurniawan, 2005). It includes websites, blogs, and so on.

Nowadays, mass media increasingly do not want to be left behind with readers and listeners. They continue to innovate so that people can get information faster. With the development of the internet that increasingly dominates people's lives, mass media began to take advantage of this good opportunity. Before the internet became the lifestyle of modern society, a mass media only appeared in the form of print and electronic media. But now the mass media can be found in the form of online media. With the development of the internet, online media is more dominant compared to the other media. Online media can appear on various social media such as Facebook, Instagram, and Twitter by displaying a one-click title will guide us to the website. Online media is considered to deliver news quickly and briefly. In addition, the nature of online media is always up-to-date at all times with various information, which anytime and anywhere the public can directly access it through their mobile phone.

An example of online media found on the website is online news. Online news is news that is reported on the internet. One of the examples delivered in the International arena is health news by Cable News Network (CNN) International. CNN is a U.S. cable news channel founded in 1980 by Ted Turner. CNN presents international news on the latest ASEAN, Asia Pacific, Middle East, Africa, Europe, and America. One of the contents presented by CNN is health news. Currently, the most popular health news is about Coronavirus Disease-2019. Since December, the virus has spread to nearly every continent and case numbers continue to rise. Therefore, news about Coronavirus Disease-2019 became a trending topic.

In delivering information health news by CNN international used metadiscourse markers. In delivering information, there is a relationship between language and context. When writers maximize the usage of metadiscourse markers, readers can gain more than just the information presented. The occurrences of metadiscourse elements in news as well as in writing their news would indirectly help readers understand written texts in more than one way.

According to Hyland (2005), metadiscourse is a term that is widely used in discourse analysis and language education related to the conceptualization of the interaction or communication between the writer or speaker and audience. It means metadiscourse as essential means of facilitating communication between the writer or speaker to express the idea and involve the audience get the information. Metadiscourse is the way of understanding the language used, displaying the efforts of the author or speaker to guide the receiver's perception of the text.

Several previous studies related to metadiscourse markers have been carried out. They are Kholifah (2020), Tashi and Suksawas (2018), Zareifard and Alinezhad (2014), Mahmood, Javaid, and Mahmood (2017), Nugroho (2020), and Nugrahani and Bram (2020). From those earlier studies, none of them utilized health news article as their object of analysis. Therefore, in view of analyzing metadiscourse in health news articles, this study is needed to be conducted.

Therefore, this study aimed to discuss metadiscourse markers in CNN health news articles, both types and functions. In addition, this study is also intended to elucidate the function of each category of metadiscourse markers in CNN health news articles. As a result, this research is conducted under the title “A Study of Metadiscourse Markers in CNN Health News Articles”

## **1.2 Statements of Research Problems**

Based on the background of the study that has been explained above, the research questions of the study are formulated as follow:

1. What are the types of metadiscourse markers in CNN health news articles?
2. What are the functions of each category of metadiscourse markers in CNN health news articles?

## **1.3 Objectives of the Study**

Based on the formulation of research questions that has been explained above, the objectives of the study are as follow:

1. To identify the types of metadiscourse markers in CNN health news articles.

2. To explain the functions of each category of metadiscourse markers in CNN health news articles.

#### **1.4 Significance of the Study**

This study has two contributions both theoretical and practical significance. Theoretically, the result of this study is expected to enrich and expand knowledge about metadiscourse markers in a written context. Practically, the researcher expects that the finding of this study can improve the knowledge about metadiscourse markers toward readers, give information about metadiscourse and can be used as a reference for next researchers who want to analyze the same or similar topic as in this study.

#### **1.5 Scope and Limitation of the Study**

The scope of this study is Health News. The news is about a Coronavirus Disease-2019 issue. While limitation of this study is fifteen health news from CNN international that have the most readers on the website. This study focuses on analyzing both types metadiscourse markers categories which appear in health news about Coronavirus Disease-2019. In addition, the researcher used Hyland's theory (2005) in analyzing the data. According to Hyland (2005), metadiscourse markers has two types. They are interactional and interactive metadiscourse markers.