

CHAPTER I

INTRODUCTION

This chapter is divided into five parts, which are: background of the study, statement of the research problems, objectives of the study, significance of the study and scope and limitation of the study.

1.1 Background of the Study

Newspaper essentially becomes one of integral parts in human's daily life to renew the latest information around the world. As a written genre which is mostly published daily, the existence of newspaper is still required in this new global era. It is because newspaper offers extensive information for readers. The extensive information is covered perfectly by journalists through various themes, such as politics, education, art, entertainment, health, sport, science and etc. Furthermore, in this digital era, producers utilize a great innovation to launch online newspaper based. Therefore, the readers are able to access the information either in the printed newspaper or in the online newspaper as follows: *The New York Times*, *The Guardian*, *The Sun*, *The Telegraph*, *The Washington Post*, *The Wall Street Journal*, *USA Today* and many others. There are some substantial structures that make newspapers differ from any other written genres. These are: the general outlook of newspaper which is traditionally written in column arrangement, the sections of newspaper including headlines of various topics, articles, opinion and advertisement.

In the case of newspaper, the writer notices an interesting point of view that can be revealed in relation to the use of language in newspaper. This can be seen towards the strategy of a journalist in a newspaper by modifying greater effects within sentences through figurative language. Figurative language as the aesthetic elements of language in newspaper plays significant purposes. Substantially, figurative language indicates three primary indicators of the language itself which are: clarity, forth and beauty (Tajalli, 2003, as cited in Fadaee, 2011, p. 19). With regard to the explanation, figurative language serves a certain sense to the language which strengthens the ideas of the writer, specifically a figurative language composed by journalists in the newspaper. Moreover, readers will have a certain space to grasp and imagine the gist of newspapers by understanding figurative language.

Figurative language is also known as non-literal meaning. The technical term of figurative language is associated with figures of speech. Thus, do they refer to the same object? In fact, “figures of speech cover various kind of figurative” (Griffiths, 2006, p. 80). The figurative language usage can be realized either intentionally or unintentionally by everyone in daily communication. Figurative language functions as imaginative devices either in the vein of literature or everyday communication that explains beyond its normal usage (Fadaee, 2011, p. 19). It is quite distinctive with the use of literal meaning through the text because readers do not require uncovering the journalists’ purpose. In addition, the concept of figurative language applied in non-literary text seems to

create special effect to readers, clarify the ideas and modify the ideas more colorful and forceful (Giroux & Williston, 1974, p. 10). The sense of colorful and forceful refers to the creativity of journalists in gaining the reader's attention throughout the article written in newspapers. The implementation of figurative language in writing indicates that the writing is more interesting and more vivid.

Generally, the use of figurative language is inherently linked to literary texts, such as poetry, short story, novel and etc. Despite this, non-literary text such as newspaper can also be investigated based on figurative language point of view. By framing on the ideas of figurative language used in the newspaper, it stimulates the writer to explore the use of figurative language in two notable newspaper companies which serve the news either in printed or online edition: *The Guardian* as British daily newspaper and *The Washington Post* as American daily newspaper. Returning to the notion of figurative language in newspaper, the writer investigates not only about what figurative language used between those two well-known newspapers but also about how figurative language is appropriate based on the context of sentences by considering the purpose of each figurative language identified in the newspapers. In a nutshell, the writer highlights the use of figurative language of selected news with the same topic in *the Guardian* and *The Washington Post* online edition.

The examples of figurative language created by journalist in *The Washington Post* newspaper can be seen in the first example entitled "Textbook of ethnic cleansing: 370,000 Rohingyas flood Bangladesh as crisis worsen"

published on September 12, 2017. Then, the second example is still from *The Washington Post* newspaper written by Raghavan and Mahfouz entitled “Dozen of Egyptian police are killed in raid on suspected militant base” published on October 21, 2017. These are the sentences which contain figurative language:

“*Hundreds of thousands of the long-persecuted ethnic minority* continued to stream via land and rickety boats into Bangladesh this week...” (Gowen, 2017)

As exemplified above, the italicized sentence is identified as hyperbole which usually contains overstatement or exaggeration to create greater effect. The journalist creates an exaggeration effect by asserting *hundreds of thousands of* in reporting the number of ethnic minority rather than mentioning the exact number of them. The writer’s technic in using hyperbole related to the number of ethnic minority tends to create the story more terrible by explaining that the long-persecuted ethnic minority is countless.

“...Ever since he led a military group to oust the elected Islamist government of Mohammed Morsi four years ago, *Sissi has portrayed himself as a linchpin* in the fight against terrorism.” (Raghavan and Mahfouz, 2017)

From the second example, the journalists formulate a simile to make an explicit comparison between *Sissi* (President) and *linchpin* (a locking pin inserted in axle that holds other elements as a unit to control the object working well). The word *linchpin* here does not mean the real object. However, it figuratively means that *Sissi* will unite and control other elements in his country to fight against terrorism entirely. The use of simile above tends to clarify as clear as possible related to the power of *Sissi* as a President to combat the issue of terrorism.

Collectively, from those brief examples of figurative language that appear in the newspaper as non-literary text, the notion of figurative language is interesting to be analyzed. It is because most of studies in the field of figurative language have only focused on poems, novels, short stories and drama as products of literary text which automatically contain various figurative languages. Further, this study will be slightly distinctive because the writer collects the data from newspapers which the genre is quite different from literary text. Interestingly, two trustworthy newspapers are selected to be the source of data in which the writer takes the same topic of two newspapers: *The Guardian* and *The Washington Post*. Thus, the activity will concern about the use of figurative language within news articles of two newspapers that have similar topic. Moreover, every meaning in figurative language used in the newspaper will be analyzed and interpreted deeper. Respectively, the writer formulates two research problems below.

1.2 Statement of the Research Problems

As described in the background of the study, the research questions are formulated as follows:

1. What are the types of figurative language used by journalists in *The Guardian* and *The Washington Post* online newspapers?
2. How does the figurative language fit in with the context of sentences in *The Guardian* and *The Washington Post* online newspapers?

1.3 Objectives of the Study

There are two primary objectives of this study:

1. To identify the types of figurative language used by journalists in *The Guardian* and *The Washington Post* online newspapers.
2. To describe how figurative language fits in with the context of sentences in *The Guardian* and *The Washington Post* online newspapers.

1.4 Significance of the Study

Theoretically, with respect to the findings of this study, the writer expects that it can provide sufficient information regarding semantics particularly in term of types of figurative language.

Practically, the findings of this study encourage subsequent researchers to analyze the types of figurative language in other non-literary texts such as in the newspapers. further, it is expected to more informative and more comprehensive.

1.5 Scope and Limitation

The scope of this study primarily deals with semantics that focuses on types of figurative language. Then, this study also engages with contextual analysis in analyzing the use of figurative language based on the the context of the sentences with paying attention to the function of each figurative language and considering the theme of the articles in the online newspapers. Moreover, the limitation of this study is based on the language in *The Guardian* and *The Washington post* selected news article.