

CHAPTER I

INTRODUCTION

In this chapter the writer presents the contents of introduction, those are; background of the study, statement of research problems, objective of the study, significances of study and scope and limitation.

1.1 Background of the Study

One of the important keys to learning language is the capability to understand the meaning of language that is going to learn. It is very important because without understand the meaning of a certain language, people cannot communicate their ideas well. Meaning is the concept or ideas from the mind of the speaker or the writer transferred into the hearer or reader to make them understand. When people learn about meaning, they also learn about semantics because meaning is closest to semantics.

Semantics itself is the study of meaning of words phrases and sentences (Saeed, 2009). According to Hurford (2007), semantics is the study of meaning in language. It means that semantics is a part of linguistics which focuses on meaning and relationship between words, phrases, or sentences. By studying semantics, we also study to understand human expression through language. There are seven types of meaning: conceptual meaning, thematic meaning, connotative meaning, reflective meaning, affective meaning, social meaning and collocative meaning (Leech, 1981). Leech includes five types of

meanings: they are connotative meaning, reflective meaning, affective meaning, social meaning, collocative meaning to associative meaning.

Associative meaning is an unstable meaning and has variants of individual experience (Leech, 1981). It can be broken up into five sub-types: they are connotative meaning, stylistic meaning, affective meaning, reflective meaning, and collocative meaning. On the other hand, it is the meaning of words that has connection to the relationship of word with the condition beyond the language. For example , the word “white” associates with the word of “holy,” the word “red” associates with the word “braveness,” the other way the word “pink” associate with the word “girly, cute,” etc.

This study investigates associative meaning in online newspaper. Newspaper is one of media which can help people to get any information about news, advertisements and other information. According to Merriam Webster Dictionary, a newspaper is a paper that is printed and distributed usually daily or weekly and contains, features, and advertising. Traditionally, newspapers are printed by newsprint papers which commonly appear without cover and are folded then bound together with a masthead and the large newspaper is approximately 297 mm x 420 mm in size. When digital publishing were developed, digital newspapers began to be produced and are increasingly popular while readership of newspapers’ print generally declines (National Library of Australia, n.d). Digital newspapers are created digitally and available to be accessed via online on the Internet or more familiar as online newspaper. Now, many people can access online newspaper easily because they can access

as application software on their mobile devices. Digital newspapers or online newspapers can give more information easily because it can be accessed everywhere and anytime people want.

This study investigates associative meanings in the *The New York Times* because it is relevant to be investigated and related to meaning of words, phrases, or sentences which are appropriate with the context. To understand meaning, people need to know how words or phrases or sentences convey the meaning. The idea is when read texts, the readers try to know how words are put together to convey meaning so the meaning of the text can be understood. It is different when understand the meaning of the speaking since sometimes it has the ambiguity meaning which makes readers think more visceral to convey the meaning. So, the writer in this study focuses on analyzing written expression use the study of associative meaning.

Studies on associative meanings have been conducted by some writers but they use different analyses, method and objects of study. Fani (2015) has investigated associative meaning in Maher Zain's song lyric. Jannah (2015) investigated associative meaning in Justin Bieber's sadness song lyrics. Wahyudi (2014) also investigated associative meaning but in different object or data: is in Wali's "CariJodoh" and Vaneillos "I No Can Do" Song.

Different from those previous studies, the present study aims to investigate the types and the functions of associative meanings in *The New York Times*. This study chooses the World section of the articles in this newspaper online to understand the meaning of the content of texts and examine how words or

sentences convey the meaning. To analyze this study, the writer uses Leech's theory (1981) which is divided into five types: connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.

1.2 Statement of Research Problems

Related to description of the background of study in above, the writer will investigate the following problems:

1. What types of associative meaning found in *The New York Times*?
2. What is the frequency for each types of associative meaning found in *The New York Times*?

1.3 Objectives of the Study

Related to the statement of problems above, this study intended:

1. To find out types of associative meaning in *The New York Times*.
2. To describe the frequency for each types of associative meaning found in *The New York Times*?

1.4 Significance of the Study

This study describes about associative meaning. The study is expected to give theoretical and practical. Theoretically, this study enriches source of studying through mass media in semantics study, especially associative meaning. Practically, this study provides a reference for the next writers especially who will

investigate associative meaning and also can be useful for students to learn about associative meaning.

1.5 Scope and Limitation

The scope of this research focuses on semantic study, particularly in associative meaning that contains connotative meaning, social meaning, affective meaning, reflective meaning and collocative meaning. To avoid the broadening of discussion, the writer limits the research only to the World section of *The New York Times* which was published on May 25-26, 2017.