

# CHAPTER I INTRODUCTION

## A. The Background of the Study

Genre is defined as language use in conventionalized communicative setting in order to achieve communicative goals of a disciplinary or social institutions, which give rise to a stable structure forms by imposing constrains on the use of lexico-grammatical and discourse resources (Bhatia, 2014:27). This definition according to Bruce (2008) matches with one of the two types of genre he put forwarded, namely *social genre*. According to Bruce (2008) *personal letters, novels, academic articles*, etc belong to this social genre. The other type of genre put forwarded by Bruce (2008) is *cognitive genre*, that is defined as overall cognitive orientation of a piece of writing in terms of its realization on particular rhetorical purpose, and narrative, expository, descriptive, argumentative, etc. belong to this type of genre. These two types of genre occur at the same time in a text. Scientific report that is classified as social genre for example, may have a range of cognitive genres, such as descriptive, argumentative, and expository, etc. This happens because a text may have more than one rhetorical purpose.

Based on the two theories put forwarded by both Bruce (2008) and Bhatia (2014), texts discussing microeconomics, which belongs to the field of economy (Besanko, 2014), is classified as social genre in which one or two types of cognitive genre, like narration, description, etc. may be found.

In his further elaboration of genre, Bhatia (2014) stated that genre is not static, but dynamic. The rhetorical structures of genre may be manipulated according to the condition of its use. Such manipulation causes minor change of the genre rhetorical structure that may be needed by a text writer to convey his private intention. For this purpose, a writer may exploit the generic resources such as lexico-grammatical and discourse forms.

In responding to the theory that genre is not static but dynamic, many researches have been conducted with the topic of genre in economy or in its subtopics as social genre. Graces (1996) conducted a research on English economics texts. The research was intended to find out if the economics text writer's cultural background affects the genre of economics text. In other words Graces (1996) wanted to see if there was a change in economics genre caused by the different cultural background of its writers. To achieve this goal, Graces (1996) collected texts of economics written in English by English writers and those written in English by Spanish writers. These writers were chosen to ensure that the cultural backgrounds had been included in the research. Texts of these articles were analyzed from the perspectives of the metatexts the articles used. The results of the research showed that there was a variation of the use of the metatexts in the economics articles that was caused by the cultural differences of the writers. Santos (2002) did a research on business letters of negation. This research was meant to find out if the theory proposed by Swales (1990) saying that members of specific discourse community shared the same generic structure was true. In other words, through this research Santos (2002) wanted to see if

there are similarities in terms of generic structure among writers of *business letters of negotiation*. To achieve this purpose Santos (2002) collected 117 consisting of letters of business negotiation written by Brazilian writer from Brazilian companies sent by fax to European companies and of letters of business negotiation written by European writers from European companies faxed to Brazilian companies. These letters were analyzed and found out that there were similarities in terms of generic structure among the business letters writers. These similarities were proved by the evidence that all writers use the same four moves, they are (1) establishing negotiation chain, (2) providing information or answer, (3) requesting information, action, or favor and (4) ending. In each of the four moves, all the writers also show the same steps they went through. Flowerdew (2010) conducted a research on the texts of company audit report. The purpose of this research was to find out how the schematic structure and linguistic patterns were used in the genre to realize the communicative purpose of the genre. For this purpose, Flowerdew (2010) collected 25 authentic auditors' reports that were produced for the public and private company directors. These reports were analyzed from the perspective of the structure move the reports used. The results of the data analysis showed that the texts of company audit reports for both public and private companies used five moves with the same structure. The five moves were (1) heading with no opening salutation, (2) summary of credible action taken, (3) address of responsibilities, (4) statement of opinion consisting of unqualified opinion, or qualified opinion, or disclaimer, or adverse opinion, and (5) end.

Microeconomic texts, as social genre (Bruce, 2008) and as subtopic of Economics (Besanko, 2014) may change in terms of its generic structure which makes it different from the generic structure of economy in general or from macroeconomics as the other main division of economy. The change may take place in terms of lexico-grammar and lexico-grammar consists of lexes and grammar as stated by Bhatia (2014). This theory leads to the idea that the generic structure of microeconomics may be different from that of macro economic from the perspective of the lexes they use. Lexes or vocabulary consist of many types of words and experiential function, according to Morley (2003) is verb classification used express process. In line with the above argument, microeconomic generic structure may be different from other subtopics of economy, such as macroeconomics, audit report, etc in terms of experiential functions they used.

There are some data's about descriptive in textbooks of Microeconomics, for example: Our inability to satisfy all our wants is called scarcity. The ability of each of us to satisfy our wants is limited by the time we have, the incomes we earn, and the prices we pay for the things we buy. These limits mean that everyone has unsatisfied wants. The ability of all of us as a society to satisfy our wants is limited by the productive resources that exist. These resources include the gifts of nature, our labor and ingenuity, and the tools and equipment that we have made. And also There are some data's about narrative in textbooks of Financial Accounting Theory, for example: Accounting has a long history. The first complete description of the double entry bookkeeping system appeared

in 1494, authored by Luca Pacioli, an Italian monk/mathematician. Pacioli did not invent this system, it had developed over a long period of time. Segments that developed first included, for example, the collection of an account receivable "Both sides" of such a transaction that were easy to see.

To find the empirical evidences to see how this theory occurs in the other subtopic of economy, which is in the case the sub topic of microeconomics, this research will be conducted from the perspective of its use of experiential function.



## **B. The Problem of the Study**

The problems of the study are formulated as follows

1. What experiential functions are used in microeconomic texts of different genre?
2. How are experiential functions used in the microeconomics text of different genre?

## **C. The Objective of the Study**

Related to the problems stated above, this study is intended to describe

1. Types of experiential functions used in microeconomics texts of different genre.
2. The ways how the types of experiential functions are used in microeconomics texts of different genre between narratives and descriptive.

## **D. The Scope of the Study**

There are five major texts types of genre: narrative, descriptive, instructive, explanative, and argumentative. And in this study, types of narrative and descriptive microeconomics and financial accounting theory texts will be analyzed. This study will focus on analyzing the six types of experiential process, which are material, mental, relational, verbal, behavioral and existential process in descriptive and narrative text.

### **E. The Significance of the Study**

The findings of this study are expected to be useful theoretically and practically.

- a. Practically, the research findings will be expected to be useful for the English teachers in developing the teaching materials to be used in the teaching of English to the students of Economics departments. It will be also useful for the writer of English teaching book for the students of Economics department in organizing the material and focus giving to the use and exercises of the experiential functions in microeconomic texts of different genre.
- b. Theoretically, the research findings will be expected to provide more empirical evidences for strengthening the theory of Functional Linguistics, especially the use of experiential function.