

CHAPTER I INTRODUCTION

A. The Background of the Study

In this global era, information plays a vital role in human interaction because of supplying their needs and advancing to upgrade their qualities and quantities of life. Information is received through the auditing system, audio visual or by reading the written language. It cannot be separated from language because it is medium that information uses in order to reach the target. Goldstein states that language is as a system of communication using sounds or symbols that enables us to express our feelings, thoughts, ideas, and experiences. Language is a system of arbitrary signs which is accepted by a group and society of users. It is taken delivery of a specific purpose in relation to the communal world of clients, Mahadi (2012: 231). Moreover, language is a complete system of communication which convey meaning through different forms, Shahnaz (2014: 228). According to Goldstein (2008: 132) language is as a system of communication using sounds or symbols that enables us to express our feelings, thoughts, ideas, and experiences. So, language is the most important part of human existence and social process that has many functions to perform. It can be oral or written code that has function in expressing and interpreting thought, feeling, emotion, needs, etc. Then, information is perceived in the term that is called “meaning”. In producing the meaning many systems are integrated including a

system related to cohesion by using the reference that will be extended further in this thesis.

In reality, the students or learners of English so frequently make many mistakes in applying the reference items in their communication both in writing and speaking that they become prevalent in their way of communication as the high frequency of mistakes makes it a habit for them. Many readers even educated and the worst, those having studied English for some years find it difficult to recognize the purpose of the whole text, to see how a text is organized, to understand the relationship between sentences, and to get the message of a text, in brief to get the meaning of a text an article. No explanations are clear for this happening of why. Sometimes the readers read a text separately or skipped a text without having the clear understanding of it. This implies that they do not understand what they are trying to comprehend or apprehend otherwise they get the topic acquired through other sources of the same language they know. To be true, apprehending a text or to get the meaning of a misunderstanding and the feeling of disappointment especially when the only resource for the thing they want is in English.

In the real life now, media is just like the only source for doing the activities the used to do manually. The prevailing influence of the social sciences in the study of mass communication had led to a nearly exclusive focus on the economic, political, social, or psychological aspects of news processing. This orientation provided important insights into the conditions of news and into the uses or effects of

mass media reporting. The message itself in such studies tended to receive attention only as far as it could provide information about the factors of its various contexts, Fatemi (2014: 358). People need media namely mass communication media. Mass media is separated into two kinds namely printed media and electronic media. Some examples of printed media are newspaper, magazine, textbook, and the other's example are television, internet, and radio. There soon for sure comes many more tools or media in the future because of human's intelligence in building technological advances. The fundamental role of those things, however, for users and readers, is meaning of information construed by the use of language in a text as the unit of meaning or passage of whatever length, spoken or written, verbal or nonverbal, that does form a unified whole. A text is a unit of language in use. It is best regarded as a semantic unit. Thus, it is related to a clause or sentence not by size but by realization, the coding of one symbolic system in another. It is used in linguistics to refer to any passage.

The worst problem is practically lies in beginner readers, who have no sufficient knowledge of systems or vocabulary of the language a text is printed or heard, especially when they read an English text. This is very clear in the society of Indonesia, particularly in the level of educated people who do not understand English and they have to rely to one who can help them understand through translation or interpreting service. They get confused and frustrated in just trying to get the meaning of a text, say for example, if they find the varieties of the use of reference in

an article. This phenomenon can frequently make misunderstanding, for example, when the readers cannot match pronouns to refer to in the text and they will think there are too many things or subjects and objects talked in a piece of information. Comprehending reference can surely help the readers overcome problems related to reference and ease them finding the specified subject or object of a text or article in mass media.

Media is the collective communication outlets or tools that are used to store or deliver information. It is either associated with communication media or specialized mass media, like television, radio, newspaper, internet, magazine, etc. Magazine, sometimes called news magazine, is usually weekly magazine featuring articles on current events. News magazines generally go more in-depth into stories than newspapers, trying to give the reader an understanding of the context surrounding important events, rather than just the facts. The language uses magazine shows different uses even though there has been a suggested standard of the writing as formulated in rhetoric that may relate to the type of reference in linguistics.

Magazine is one of communications media in which the information is transferred in a form of written language. Magazines contain information in form of articles. Article is one of the reading materials or text and usually deals with a particular issue or topic to give information of interest. *Reader's Digest* magazine is one of monthly English magazines which is oriented in and presents issues about health, travel, home & living, shop, games, and etc. The selection of the topics

provided is used to make an article in this magazine more interesting and able to attract reader's attention. Readers only will have the things they feel important and suit their pleasure to know. For example a paragraph of health article in *Reader's Digest* Magazine on July 2002 edition below.

But **here's** a shocker: Eating fruit and vegetables every day won't guarantee **you're** getting enough essential nutrients. **That's** because two of the **more** popular vegetables for **many** people are iceberg lettuce and french fries, which are hardly nutrition all-stars. A big clue: **They** lack colour. Produce **that** comes in vivid hues contains an arsenal of disease-fighting chemical called phytonutrients.

From example above, there are found some types of reference. Here refers to the next sentence. You refer to the readers. That refers to the previous sentence. More refers to the large number of vegetable that is unknown. They refer to iceberg lettuce and french fries. That refers to the colour.

Reference therefore has the ability to point to something within or outside a text. Halliday and Hasan (1976: 40) states that coreferential forms are forms which instead of being interpreted semantically in their own right, make reference to something else for their interpretation, Jabeen (2013: 125). According to Saragih, reference is one means of tracking or retrieving the participants (to and fro). This is to say that as a participant is introduced it can be tracked back as one wants to. In other words, as one involves in an interaction one moves to and fro to identity and refer to

the participants and circumstances. Gerot and Wignell say that reference refers to systems which introduce and track the identity of participants through text. Yule states that reference should be thought of as an act in which the sender by the use of linguistic forms enables a receiver to identify something. Reference is functionally defined as either participant thing or place previously produced, Halliday (1985: 288). Halliday (1994: 312) states that reference is the specific nature of the information that is signaled for retrieval. In the case of reference the information to be retrieved is the referential meaning, the identity of the particular thing or class of things that is being referred to; and the cohesion lies in the continuity of reference, whereby the same thing enters into the discourse a second time.

Baker (1992: 181) defines reference based on the relationship between words and reality. The linguist states that “the term reference is traditionally used in semantics for the relationship which holds between a word and what it points to in a real world”. However, such definition is too general for Halliday and Hasan as they distinguish situational reference from text reference. Reference plays as a basic support for someone’s ability in reading text. It helps the readers to understand the text. The use of pronoun is the most common way of maintaining reference without clumsiness of continual meaning. Beginning a paragraph with a pronoun often makes it difficult for the readers to determine the noun or name to which it is referring. The uses of reference in journalism can minimize the word repetition when the researcher writes a text or article so that the readers will be helped in this way and the purpose of

the publishing of a piece of information succeeds. The language uses in mass media such as magazine and newspaper show different uses even though there has been a suggested standard of the writing as formulated in rhetoric that may relate to the type of reference in linguistics.

Reader's Digest magazine is one of the popular magazines in the world. It contains many articles on the difference topic. It concern to all people in various age, from the children, teenagers, and adult. The articles are interesting. The topics are funny, scientific, kinship, people's experience, good knowledge in science or health, and so many. It caused there are many difficult words to understand and the text is in English. While, it can make the readers have more knowledge about the happening in this world. So, to make it easier, reference can help the readers get the purpose of the text as like as the writer means. Because of reference can refer the things become a pronoun that can make the readers more understanding.

Based on the explanation above, this study will analyze the types of reference in health article of *Reader's Digest* magazine to describe how participants in news are arranged by cohesive ties, so the readers get the same perception with the message of the writer.

B. The Problem of the Study

Based on the background of the study, problems of this study are formulated as the following.

1. What types of reference are used in health article of the *Reader's Digest* magazine?
2. How are references used in health article of the *Reader's Digest* magazine?

C. The Objective of the Study

In relation to the problems, the objectives of this study are.

1. to describe the types of reference used in health article of the *Reader's Digest* magazine and
2. to investigate the manner in which references are used in health article of the *Reader's Digest* magazine.

D. The Scope of the study

Reader's Digest magazine is an American general-interest family magazine. *Reader's Digest* magazine is the world's largest monthly magazine. The scope of the study is limited to analyzing the types of reference which used in 8 articles of Health topic on

March and April 2016 edition. The analysis will be studied based on the theory of Systemic Functional Grammar who formulated the study of linguistics in a more systemic and exact approach.

E. The Significance of the Study

The Findings of this study are expected to offer theoretical and practical issue finding. Theoretically, the findings add up new horizon to linguistics theory.

While, Practically the benefits are.

- 1) the students of English Department can improve their knowledge about types of reference in English in order to write and speak communicatively by means of reference items,
- 2) the readers of all levels of knowledge in order to get more information about reference especially in health articles of the *Reader's Digest* magazine and to get involved in wider form of communication,
- 3) the researchers who are interested in doing further study on reference in order to be a resource of comparison, and
- 4) wider contribution on the study of linguistics about reference in an article or a text.