CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Communication is defined as a means of transmitting information. Communicate means giving and getting different amounts of information and various characters and qualities of communicated messages at one time, which is conditioned by many factors such as the time, place and subject matter of what is being transmitted from the addressor to the addressee in a particular situation. The addressor communicates because he intends not only to exchange information, but he also aims at affecting the behavior of the addressee.

There are some reasons for choosing the *discourse stylistic device in political text*. They are, first, it is renowned indirectly on its linguistics behavior, especially when it comes to communicating about unfavorable things. Language is supposed to be used to clearly express beliefs, but Political Text does not just express beliefs but it also mobilizes and inspires. The language use in political is not clear in its literal meaning. Second, politicians are community in Indonesia, to have a penchant for avoiding excessiveness as evident. And the third, the political text stylistics devices has never been observed yet, to through this study it is going to be observed and it is going to be described in order to achieve the types of stylistic devices used in political text that will be taken from *Analisa* Newspaper. *Analisa* is choosen to be source of the data in this study for some reasons, they are; (1) *Analisa* is a good and familiar newspaper with political issues, (2) the language use in *analisa* newspaper is good for its familiarity to

all background of education, and (3) *analisa* newspaper is the most published and mostly read by the population of Indonesia.

The stylistic theory which is introduced into linguistics have affected the study of language, in particular the sociolinguistic approaches and the movement for simplification of discourse. Due to the active study of discourse since the mid-seventies, many linguistic properties of English are fairly well understood today. Even in this domain, there are two alternatives of discourse to be examined: oral and written. In the first case, for example, the lawyer-client interaction and courtroom interaction together with their linguistic strategies are investigated. The latter, though, is more frequently the object of study because it represents a referential norm and a point of comparison for most treatises. The active study in the field of law has shown how different the two media, the spoken and written, are. Spoken official English is not just a spoken variant of the written text. It is a different genre at the same time because there is a very tight connection between what is said, how it is said and why, and the situation in which the speech is uttered. On the other hand, written legal English seems to be the other extreme – it is constant, stable and almost context-free (Damova, 2007).

None of the language should be regarded as a readily identifiable object in reality which we can isolate and examine (Crystal & Davy, 1997). It is not a single homogeneous entity, but rather a huge complex of many different varieties that millions of people in dozens of countries in the world speak. In a very general viewpoint, all these people represent hundreds of varieties (or styles or registers as some other linguists may prefer to call them). A variety as such means a difference. In this sense it can be educed that all the varieties are distinct from one another and they vary to great extents, but on the other hand, they all have much more in common than one can think of – they are all

varieties of one language – in this case of English. One of the greatest differences can be seen in the written and spoken forms of the language, and other in the range of Englishes that are distinguished as regional dialects.

Stylistic as a part of linguistics is a very complex field dealing with the study of language and its related issues. A vigorous comeback of rationalism into the scientific study of language in the sixties of the twentieth century resulted in the fact that linguists have (Hiltunen, 1990) increasingly turned away from idealized, intuition-based approaches to examining the actual use of language to find evidence for generalization, e.g. by studying speech and conversation as concrete data of verbal communication. In the case of written language, the study of texts has come into the foreground, especially from the point of view of the interaction between function and structure. It is largely due to this reassessment of linguistic methodology that the importances of such branches of language study as sociolinguistics, pragmatics and discourse analysis are almost taken for granted today.

The attempts to describe, explain and categorize the use of languages have found their way to project also into the field of stylistics, and as Hiltunen (1990) states, "the more concrete approaches had always been better represented there than in some other areas, for natural reasons. New terms such as register, special language, sublanguage and languages of the professions were introduced into discussions of style". He continues explaining that "languages do not function in a vacuum", so the term of context and other intra- and extra linguistic ties need to be taken into account as they create a continuum. This continuum represents a scale in which the relationship between language and context is relatively tight (e.g. British Acts of Parliament) at one end, but

on the other end it is relatively loose (legal textbooks, journals, documents). As a result, there are several text type continua.

It was in 1882 that the word stylistic was first recorded in English. However, it is a little older. It appeared in 1860 and was modeled on the German terms stylistics. It proves that it was the second half of the 19th century that stylistics as a theoretical study of style was established. Rhetoric, dialogic and poetic are regarded the predecessors of stylistics (Damova, 2007).

It may be a difficult task to define what a style or variety is, what types exist, how many there are or whether they are all clearly distinguishable – these are things a stylistic theory should tell us (Ibid:4). Fortunately, speakers (at least the native ones) are aware of the differences and the rules to some extent – they use one variety at home, another at work, and a third, for example, at the doctor's. They are able to tell one from the other because they know the rules.

People communicate to transmit information, ideas, opinions and they want their communication to be successful. Definitely, by communication people get integrated into society. However, if one chooses to disregard the rules of language, or fail, through ignorance, to obey them, then language can become instead a barrier to successful communication and integration (Crystal & Davy, 1997). That is why people should acquire a sharpened consciousness of the form and function of language, its place in society, and its power. Native speakers of a particular language always \have an advantage – they are born and brought up in the particular linguistic and cultural environment, so they acquire the language and the rules of its appropriate use unconsciously. Making mistakes (spelling, grammatical, inappropriate choice of vocabulary) is a rather rare phenomenon.

Crystal & Davy (1997) confirm that the native speaker of English of course has a great deal of intuitive knowledge about linguistic appropriateness and correctness – when to use one variety of language rather than another – which he has amassed over the years. He will probably have little difficulty in using and responding to the most ordinary uses of language, such as the everyday conversation which occupies most of our speaking and writing lifetime. Normally, in such a context, mistakes, if they occur, pass by unnoticed or are discounted as unimportant. It is with the relatively infrequently occurring, more specialized uses of language that the average language user may find difficulty.

In deed, the use of language in politics, in some cases for common people even he/she is a native of the language, it will be very difficult for him/her to talk about something when it is related to politic. Except he/she is one of the expert in politic, of course he/she will find it easy to talk about something related to politics. In politics, the function of language is limited as a device to express the extent of power. In addition, Political Text is the language which is used to persuade that loaded with euphemisms, jargon and rhetoric. The use of euphemism stylistics is meant to make things look positive memorable, memorable better than reality. Euphemism and rhetoric is a way of wrapping so that the actions and policies of the authorities appear civilized but it makes the language to stray far from its true meaning. The language used for the benefit of power will experience an incredible distortion of meaning. That is the reason why it is very important to understand the political text.

In order to understand the political text, in this study the political text will be viewed from the point of view of language in use as a variation, where the speakers use different styles of language such as: metaphor, metonymy, irony, polysemy, zeugma,

pun, epithet, oxymoron, simile, periphrasis, euphemism, hyperbole, clich, proverbs and sayings, aphorism, and epigrams. These various styles of language are usually named as stylistic devices. The information to be search through these styles usually called as discourse. So discourse stylistic devices are the variation of informing language users' intention through language. These variation can be available in spoken and in written media. Newspaper is one of the media used for informing political information. However to find out whether these discourse stylistic devices really available in political texts of newspaper. The research is conducted due to many number of newspaper circulated in the grand, the focus will be given only to *Analisa* newspaper.

1.2 The Problems of the Study

In relation to the background, the problems are formulated as the following.

1) What types of discourse stylistic devices are used in the political text of   the daily *Analisa*?

2) How are those types used in the political text of the daily *Analisa*?

3) Why is the dominant type used the way it is?

1.3 The Objectives of the Study

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

1) to describe the types of discourse stylistic devices used in political text of   the daily *Analisa.*

2) to describe how are the dominant types used in the daily *Analisa*, and

3) to elaborate the reason of why the dominant type is used the way it is.
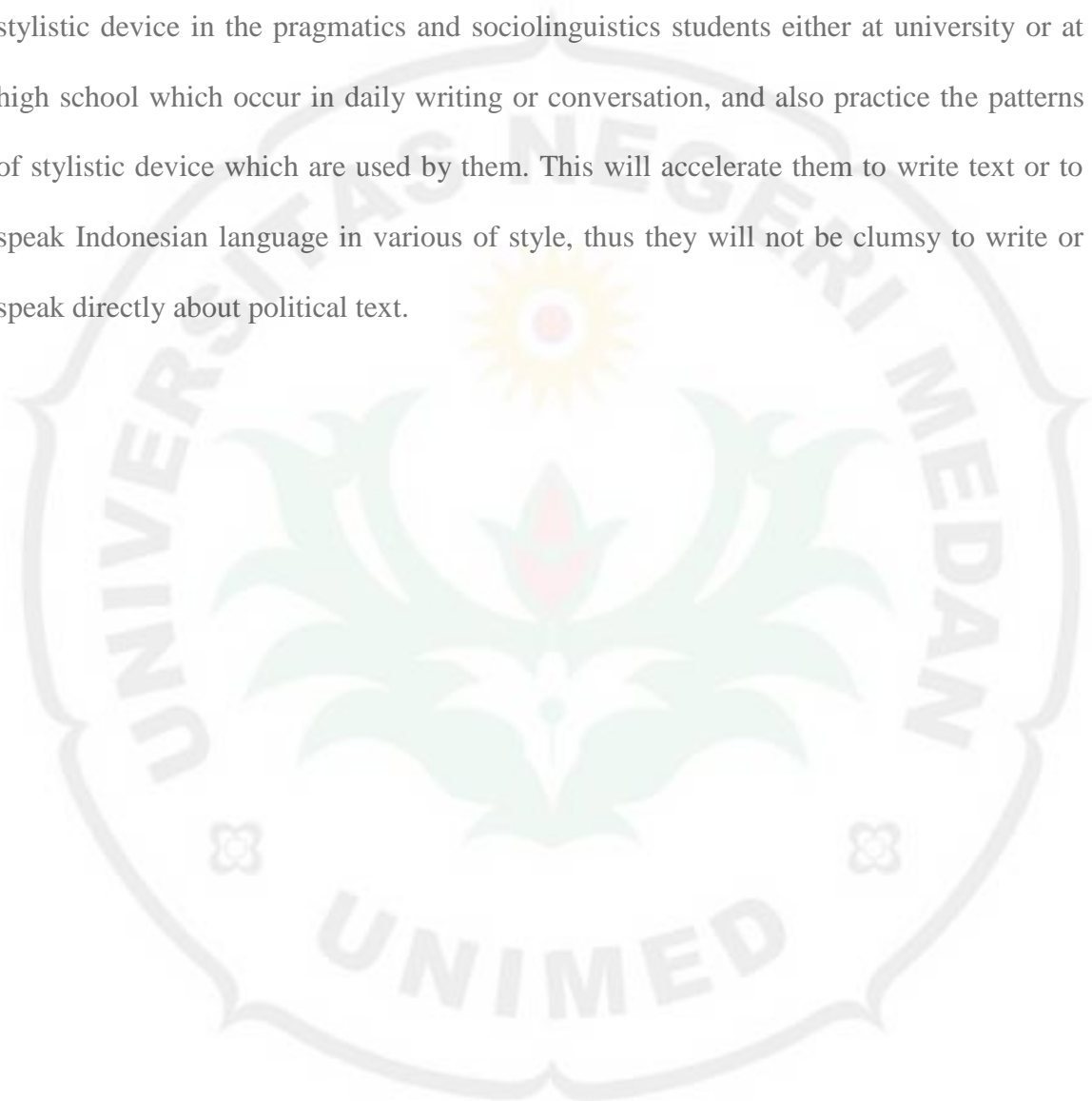

1.4 The Scope of the Study

This study attempts to investigate the discourse stylistic device used in political text taken from *Analisa* Newspaper, where this study is only focused on describing the types of the stylistic device and the dominant types of the stylistic device use in the political text. Then it will be elaborated to find the reason why it is so.The data that will be taken from the *Analisa* Newspaper.The data are also limited according to the date of publishing, namely the *Analisa* Newspapers which are published on October 1, 2012 Until October 31, 2012, it is done because of the time limitation and also to avoid data redundant in the *Analysis*.

1.5 The Significances of the Study

The findings of the study are expected to be theoretically and significantly relevant in the some respects. Theoretically, the findings are expected to enrich the theories of stylistic device such specifically in the written language which is written by certain community and certain purpose, mainly the political text which is written for political purposes. This study considers being useful initially to provide the information of what kind of stylistic device used by the writer in writing the political text. Consequently, it will give better understanding and new insight on how stylistics device are related to the aspect of pragmatic study. This contribution will in turn give tentative framework for a comprehensive analysis of stylistic device.

Practically, since this study focuses on stylistic device, so hopefully it is useful

for teachers and lectures of pragmatics and sociolinguistics to apply the analysis of stylistic device in the pragmatics and sociolinguistics students either at university or at high school which occur in daily writing or conversation, and also practice the patterns of stylistic device which are used by them. This will accelerate them to write text or to speak Indonesian language in various of style, thus they will not be clumsy to write or speak directly about political text.