

CHAPTER I

INTRODUCTION

1.1 Background of the Study

When we talk, one of the most important is our consideration of our relation with our interlocutor. We are negotiating our stance with person (s) with whom we talk. Richards (1926: 267) in Sarangi conceptualized the two functions of language under the labels “scientific” and “emotive”:

[...A statement may be used for the sake of the reference, true or false, which it causes. This is the scientific use of language. But it may also be used for the sake of the effects in emotion and attitude produced by the reference it occasions. This is the emotive use of language...]

Both these functions have an evaluative orientation: the scientific signals a factual status while the emotive indexes an intersubjective stance. Richards ([1929] 1964) elaborates these two functions in terms of four kinds of meaning—sense, feeling, tone, and intention—which coincidentally have underpinned much of pragmatic, sociolinguistic and discourse analytic work in recent years.

Sense: We speak to say something, and when we listen we expect something to be said. We use words to direct our hearer’s attention upon some state of affairs, to present to them some items for consideration and to excite in them some thoughts about these items.

Feeling: we also, as a rule, have some feelings about these items, about the state of affairs we are referring to. We have an attitude towards it, some special direction, bias, or accentuation of interest towards it, some personal flavour or colouring of feeling; and we use language to express these feelings, this nature of interest. Equally, when we listen we pick it up, rightly or wrongly; it seems inextricably part of what we receive . . .

Tone: Furthermore, the speaker has ordinarily an attitude to his listener. He chooses or arranges his words differently as his audience varies, in automatic or deliberate recognition of his relation to them. The tone of his utterance reflects his awareness of this relation, his sense of how he stands towards those he is addressing . . .

Intention: Finally, there is the speaker's intention, his aim, conscious or unconscious, the effect he is endeavoring to promote. Ordinarily he speaks for a purpose, and his purpose modifies his speech. The understanding of it is part of the whole business of apprehending his meaning. Unless we know what he is trying to do, we can hardly estimate the measure of his success . . .

Language can be used to evaluate and gives appraisals to others. Using language to convey the evaluation about something is an interesting linguistic phenomenon to be discussed. In addition, knowing writer's or speaker's stance or attitude and how he presents his stance towards the subject he is writing will give us additional information, not only the information at the surface of the text, but it will bring us to get more comprehensive understanding particularly from the writer perspective.

In media text, when the journalist writes, he uses the words to direct the readers' attention upon some state of affairs present some items for consideration and excites some thoughts about those items. The writer also has some feelings about these items, he has an attitude towards them, some special directions, or accentuation of interest, some personal flavor or coloring of feeling. Again the writer use language to share it, the writer uses language to share his appraisals.

Moreover, the writer has to choose words differently as his audience varies. He has to have strategies of how to stand towards those he is addressing. The writer also has intention, aim, the effect he is endeavoring to promote. He writes for a purpose, and his purpose modifies his writings.

It is worth reading to analyze how the journalist responds to the matter(s) discussed in the text (viz. his subjective opinion about it) and the person(s) he speaks with. It is certainly interesting to study whether the newspaper convey the message subjective or objective. Does the journalist present the objective facts without flavor of the journalist or he presents the editorials text which are consist of additional information according to the journalist's interpretation of the event. How the writer negotiates his appraisal or stance in his writing? It is of great importance to understand the news not only in the surface level, but also the deeper one. It is an interesting point to explore how the writer of daily *KOMPAS*' editorial negotiates his appraisals through his writings, because the way he wants to give his appraisals, it will influence his way of writing the editorials.

White (1998) says good news doesn't sell the newspaper. That is, if the article was written without an attractive design, it is guaranteed that the newspaper will not be sold, therefore it is not surprising that every daily newspapers has journalist rhetorical skills to make a simple news turned into a spectacular news. Author skillfully shaping public opinion,. It depends on the journalist ideological tendencies, in this case the editorial board, who is in charge in approving published news.

A question about what is the voice of *KOMPAS* deals with the education in Indonesia, do they indicate positive or negative assessment, and do they give the assessment objectively or subjectively? It can be seen from the realization of appraisal in the writings. As for the concept of evaluation; it is itself an interesting phenomenon. However, the function of evaluation is not only to determine whether each of these aspects is good or bad, positive or negative, approved or disapproved, etc, but also to construe the overall value of a given message which eventually leads to the construction of the perspective of the writer behind the message.

The egalitarian era makes people easy to get the news. In this era, people are feel free to give opinions through something happened in their lives. It makes many medias occur year by year. The news are everywhere, whether it is truthful or just a propaganda is actually become an interesting topic to be discussed.

There are various ways in telling the truth, and the way of the writer in telling it show something about the writer or the newspaper political writings. People like to debate or share the opinions in talking about the things happened in their sorroundings. Media gives their needs. It needs a critical thinking to identify whether the news are really objective or subjective, so the reader will be more wise in giving their views dealing with the topic discussed. In line with that it is a worth thing to do in finding whether the daily *Kompas* especially in the editorials convey the news objectively or subjectively. If it is subjective or objective, how does the writer display their evaluation or appraisal through the writings? There are many newspapers that occur nowadays with different costs; within this condition *Kompas* still leads the readership. It makes the researcher attracted to make a research of *Kompas* especially in the way the writer negotiates his appraisal to the readers.

In negotiating his stance the researcher also found that the writer used the metaphor, actually we will get used to see the use of metaphor in novel or other literary works. But nowadays, metaphor occurs many times in modern newspaper, and it is happened in *Kompas* too. Why does the writer choose that kind of way in giving his appraisal? *Kompas* is a national leading newspaper, it means Indonesian language should be the language that is used to convey all the messages, however, the researcher found that there was a time that the writer used the word from or rooted from vernacular especially came from Javanese language, and again it is a worth thing to be discussed.

1.2 The Problems of the Study

This study focuses on the Appraisals that are shown in the editorial. The editorials within the topic of Education in Indonesia will be taken for analysis by means of the appraisal theory, in order to respond to the three research questions:

1. What is the appraisal network system used in the editorials?
2. How are the appraisals realized in the editorials of *KOMPAS*?
3. In what contexts are the appraisals used in the editorial of daily *KOMPAS*?

1.3 The Objectives of the Study

In line with the research problem, the objectives of the study are:

- 1) to describe types of appraisals in the editorials
- 2) to elaborate the manner of use of appraisal in the editorials
- 3) to elaborate the context of the use of appraisals

1.4 The Scope of the study

The researcher took the editorials within the topic are about Education in Indonesia. The research started April 2013 until June 2013. The Subject of the study is *KOMPAS* Daily Newspaper; the object of the study is the editorials. The data is the clause containing appraisal. The focus of this study is Appraisal, and sub focuses of the study are:

- 1) the type of appraisals
- 2) realization of the appraisals
- 3) the context of the use of appraisals

1.5 The Significances of the Study

Findings of the study are expected to be useful and relevant theoretically and practically in some respects.

Theoritically the findings are expected:

- 1) to justify the truthfulness of the theories of Systemic Functional Linguistics (SFL)
- 2) to add more horizons to the theory and
- 3) to be references for further studies.

Practically the findings are relevant and useful for:

- 1) the learners who need them as reference
- 2) the learners who want to have a good analysis in case of appraisal in language
- 3) the learners who learn English and
- 4) The teachers who want to be successful in their job, particularly in teaching reading comprehension

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