

TABLE OF CONTENTS

APPROVAL FORM	i
ABSTRACT	ii
ABSTRAK	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDIXES	viii
CHAPTER I INTRODUCTION.....	1
1.1. The Background of the Study	1
1.2. The Problems of the Study	7
1.3. The Objectives of the Study	7
1.4. The Scope of the Study	7
1.5. The Significances of the Study	8
CHAPTER II REVIEW OF LITERATURE	9
2.1. Theoretical Framework	9
2.1.1. Critical Discourse Analysis	9
2.1.2. Rhetoric	15
2.1.2.1. Alliteration	17
2.1.2.2. Rhyme	17
2.1.2.3. Parallelism.....	18
2.1.2.4. Hyperbole	18
2.1.2.5. Understatement	19
2.1.2.6. Metaphor	20
2.1.2.7. Metonymy	21
2.1.3. Formal Structures of Discourse	22
2.1.4. Context	24
2.1.5. Headlines	26
2.1.6. Market Issue	27
2.1.7. Discourse	28

2.1.8. Discourse Analysis	29
2.1.9. CNBC Indonesia	30
2.2. Relevant Studies.....	30
2.3. Conceptual Framework	36
CHAPTER III RESEARCH METHODOLOGY	39
3.1. Research Method.....	39
3.2. Data and Source of Data	39
3.3. Instrument of Data Collection	40
3.4. The Technique of Data Collection	41
3.5. Trustworthiness of the Data	41
3.6. The Technique of Data Analysis.....	43
CHAPTER IV DATA ANALYSIS, FINDINGS, AND DISCUSSION	45
4.1. Data Analysis	45
4.1.1. Types of Rhetoric in Headline of CNBC Indonesia on Market Issues	46
4.1.2. The Realization of Rhetoric in Formal Structures of Discourse in Headline News of CNBC Indonesia	79
4.1.3. The Reason of Rhetoric Realized in Headline News of CNBC Indonesia.....	84
4.2. Findings.....	90
4.3. Discussion	92
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	98
5.1. Conclusions	98
5.2. Suggestions	100
REFERENCES.....	102
APPENDIX	107