

CHAPTER I

INTRODUCTIONS

1.1. Background of Research

News is one of the elements that brings information. The information which news brought is about something that has just happened or will happen soon. This is the reason why news is something important in the world, especially for human life. There are two general definition of news. “News is information about a break from the normal flow of events, an interruption in the expected and a deviation from the norm. News is information people can use to help them make sound decisions about their lives.” (Mencer, 2011, p.56).

Every piece of news must have structures which are named headline, lead, nut graph, body, and ending (Barus, 2011). The primary parts of news like headline, lead and nut graph are the keys to attract the

readers. Good headline can catch the readers' attention and build the curiosity. Moreover, good lead is an important part in giving brief story of the news. It should be interesting, so that the readers would like to read the news to the end. Furthermore, the other one is nut graph, it is also the important part that explains the point of the news article. Lead is the most important part of news, it usually appears in the first paragraph or the following paragraphs depend on the length of the news and lead contains 5Ws and H. Lead should brief the whole news story that can entice the readers to continue the rest of the articles.

Some experts also show that lead is important for the writing. According to Zinsser (2006) "The most important sentence in any article is the first one. If it doesn't induce the reader to proceed to the second sentence, your article is dead." (p. 9). "The lead is the first paragraph of a news story and contains the 5Ws and H. In fact, the lead is the most important part of a news story due to the fact that it contains the most important facts of such a news story. The lead also summarizes the facts of a news story and it must be attractive, interesting and readable." (Ekeanyanwu, 2012, p.54).

The main function of lead is to give an introduction or summary of an article. On the other hand, lead is used by the writer to attract and keep the readers for reading the article from the beginning to end. With a good lead, the readers will decide to read the article. The readers scan one or two paragraphs and they decide that the article is what they would like

reading or not. The readers do not want to waste their time reading something that does not attract and lure them.

Writing the good lead is not easy, the writers have to consider some aspects of good lead and some of the news articles do not qualify the aspects of good lead. Donald M. Murray (2000) in his book reported that the good lead entices; it promises clarity, grace, and delight, something more than the reader expects. A good lead should have colorful words and dramatic phrases, they can help the writer to attract the reader. Then, the basic pattern of good lead is S-V-O structure. The verb of the lead should be an active verb that can make reader think about it. Furthermore, the length of the lead does not more than 25 words. When the writer writes lead more than 25 words, it should be cut. In addition, the good lead considers the readability components. As for ideas, the lead should contain an idea and the idea should be easy understood. In term of sentence order, the easy way to make readers understand is using the subject-verb-object pattern, whereas in the word choice, the choice of nouns and verbs is important for readability. The subject should be a concrete noun, the verb should be a colorful action verb. (Mencer, 2011). The good lead must be applied in all mass media including magazine.

Magazine informs the readers in deep and in detail especially the periodic magazine. The time release of periodic magazine is long enough, so that the information of magazine is usually given clearly and the writing is attractive. Then, the lead of the magazine is more than two or three paragraphs. It makes this study has various leads to analyze.

Research about leads has been conducted before, one of them is written by Denyar Laras Pinatih. She uses Marvin Olasky's theory for her research and she analyzes kinds of leads used by *The New York Time Style* magazine in their articles. In her research, she analyzes 13 articles and finds *The New York Time Style* magazine that five of 13 articles apply summary lead. One article uses question lead and descriptive lead for another article. The rest of the leads apply a combination of types of leads. Two of the articles combine anecdotal lead and descriptive lead to write the news. The others use the combination of quotation lead & summary lead, summary lead & descriptive lead, figurative & staccato lead, summary lead & situational lead. She concludes the mostly used type of the lead by *The New York Time Style* magazine in their articles is summary lead and she also concludes the possibility for combining types of the lead to write news.

The other previous research was conducted by Lidya Rahayu. She uses Carole Rich's theory and she analyzes feature news in thejakartapost.com. She finds out that the 10 articles that she has analyzed apply anecdotal and descriptive lead technique. Then, she concludes that the descriptive lead technique is the mostly used in thejakartapost.com.

1.2. Statement of Problem

1. What qualities of effective leads are used by *World Soccer* magazine in their articles?
2. What forms of effective leads are used by *World Soccer* magazine in their articles?

3. What aspects of good lead are found in the leads on *World Soccer* magazine in their articles?

1.3. Research Objectives

1. To identify the qualities of effective lead on *World Soccer* magazine.
2. To analyze the form of effective lead on *World Soccer* magazine.
3. To find the aspects of a good lead on *World Soccer* magazine.

1.4. Scope and Limitation

The research focuses on the lead of the feature articles about famous football players, former players, and coaches published in October, November, December 2018, January and March 2019 at *World Soccer* magazine. To analyze the articles, the study applies the theories of the qualities and forms of an effective lead by Donald M. Murray and the good lead by Melvin Mencher.

1.5. Research Methodology

1.5.1. Method

This research uses a descriptive method to analyze the lead of the news. It aims to describe the characteristics about the qualities of an effective lead, the forms of lead and the aspects of the good lead which is used by *World Soccer* magazine in their articles

1.5.2. Data Collection

The data are collected from *World Soccer* magazine published in October 2018, November 2018, December 2018, January 2019 and March 2019 at magazinelib.com. Headliners part from the magazine is chosen to be analyzed, the Headliners that are collected are 27 articles. After collecting the articles, the next step is selecting some articles in the magazines. Five articles about the famous football player, former player, and coach are chosen to be analyzed. Then, the context of each article is read.

1.5.3. Data Analysis

There are three steps that the researcher takes to collect data. The first step is reading the articles completely. After that, the next step is finding the lead of the articles. The last step is analyzing the lead of the articles based on the theory by Donald M. Murray and Melvin Mencer.

1.6. Organization of Writing

This research consists of four chapters. The first chapter is Introduction which aims at telling the readers the background of research, research problem, objectives, and research methodology. The second chapter contains the theory used in this research, which function as the theoretical framework. The third chapter is entitled analysis and discussion. This is the place where the process of data analysis to answer the research problem is shown. The fourth chapter is the final chapter which gives the conclusion of the research.

CHAPTER II

THEORETICAL FRAMEWORK

This chapter presents the definition of lead, qualities and forms of an effective and aspects of good lead. The study analyzes the qualites and forms of effective lead and the good lead on *World Soccer* magazine. In analyzing leads, the theory on concept of Donald M. Murray and Melvin Mencher are used as the main theory.

2.1. Definition of Lead

There are some various definitions of lead by the expert. “The lead (originally spelled lede to differentiate it from “lead” type) tells the reader what the story is about. Think of the lead as a teaser or foreshadowing of what will come in the story.” (Rich, 2009, p.132).