

CHAPTER I

INTRODUCTION

1.1 Background of Research

Mass media has become a part of human life. Mass media is the media used to convey the information to the public. Almost all of the needs of human activities from the need of daily important information to entertainment to fulfill human's need can be obtained from the mass media. According to Biagi (2013), mass media serves as tools that can affect our culture, habits and politics in our society.

Mass media is divided into three types. They are broadcast media such as television and radio, print media such as newspaper and magazine, and online media such as internet. Charles Dana said, "News is anything which interests a large part of the community and which has never been brought to their attention" (as cited in Anna McKane, 2006, p.1). The first element of news writing is, of course, to

deliver news. According to its content, there are two kinds of news, namely, hard news and soft news. Besides the types of news, news can be distinguished by the news writing style.

News writing style is the way that is used in writing news as a guide to help the writer in writing the news. The style consists of the news structure that is used to organize the information in order to make the news more understandable to the readers. The structure consists of head, lead, body, and ending. Head is title of the article that is located on the top of the article. Lead is an opening paragraph that can provide the main idea of the news or give early illustration that relates to the news. Body and ending provide supporting facts, additional information, or less important information of the news. There are two types of news writing styles used in an article, the news writing style for soft news and the news writing style for hard news. There are some theories of the news writing style for hard news such as Inverted Pyramid, Hourglass Structure, List Technique and for soft news such as The Wall Street Journal Formula, Question/Answer Format, and Section Technique (Rich, 2010, p. 183—194).

Every piece of news has its own structure. It might have a different form with one another or it might have the same structure. For example, the news structure on hard news might be different from the news structure on soft news. However, there might be a new combination structure that appears on both news types. In a recent study of previous thesis about writing style of hard news article by Achmad Rozali (2017), there is one article which applied The Combination of Hourglass Structure and Circle Kicker of Wall Street Journal Formula (which mostly appears on soft news article).

The feature stories are often described as soft news. A feature article is focusing on a topic of interest in the news. News features combine a softer writing style with hard-news reporting. These articles are people stories, which tend to focus on individuals more than deadline news, and they often seek to humanize a set of statistics. According to Doug Newsom & James a. Wollert (1985), feature stories can be news stories, investigative, in-depth, and can be for fun. The subject can be anything: *places* – a person, a community, a farm, a business; *topics* – education, science, the economy, religion, philosophy; *events* – parades, programs, concerts; *people* – well-known or unknown; *animals* – unusual or ordinary; *objects* – art or products. In the other words, features can be about anything you want to write about.

Feature is generally associated with magazines. Human interest stories, reportage, celebrity profiles, colorful background stories, lifestyle stories, personal columns – these are among the kinds of stories we call “feature journalism” or “soft news”, as it is most commonly referred to in broadcast journalism (Boyd 2001). One of the types of feature story is personality sketch or profile. It usually focuses on a person and what is important or interesting about that person at the moment. A profile seeks to give readers a behind-the-scenes look at what a person really likes, wants and all, away from their public persona. Profile articles generally provide background about the individual—his or her education, life experience, challenge he or she faced in getting to where he or she is now, as well as basic information such as his or her age, marital status, and family details (such as the number of siblings and children he or she has). Although profile usually focuses on people, like celebrities, it can also be profile entities like sport teams or companies.

It is not necessary for subjects of profiles to be public figures. Profiles are popular in magazines, but there are also profiles in newspapers and other publication. Writing a compelling profile involves a few different components. Research and preparation are always the most important parts of writing, and for feature profiles, the interview is often the most important step in putting together a strong story.

As an example, celebrity profile is one kind of profile article that mostly comes up on fashion magazine. Fashion is a fast paced industry which contributes to the business world as one of the largest industries. Fashion itself is a reflection of social, economical, political and cultural changes. It expresses modernity and symbolises the spirit of the times. With high competition, it is important to change the styles, trends and brands. Fashion magazines are one of the ways to influence trends as they show pictures of designers, celebrities and models wearing the latest fashions.

On the other hand, Celebrity and news are related. Celebrity has always formed an important part of the news but it has ‘expanded and multiplied in recent years’ (Turner, 2004, p. 4). In doing so as part of the formation of mediated social identity it has begun to play an even fuller part in the construction of an imagined Britain for a national audience. The tabloids have been particularly astute in harnessing and even directing this trend:

... the British tabloids have almost categorically redefined what qualifies for them as news, so that tabloid news is now utterly personalized and dominated by the actions of well-known people – politicians, public officials, sportsmen and women, celebrities, soon-to-be celebrities and want-to-be celebrities. (Turner, 2004, p. 75).

At the same time, however, celebrity news deserves its place in media content and in journalism knowledge. From a sociological point of view, celebrity news is, in part, journalism's response to fundamental changes taking place within modern societies. The extensive coverage of celebrities is journalism's answer to the challenges posed by social value change as the major shift in modern society. Besides that, people love gossiping. According to Feinberg, Willer, Stellar, Keltner (2012), gossip can play the role of protecting others from being exploited by passing on information about bad behavior to warn others. People also seem to get the satisfaction of knowing that even famous people can have problems or bad days, just like normal people. It can make them feel better by knowing that even the 'more fortunate' can have problems just as big as or even worse than them. People use the media to satisfy their own emotional needs.

Therefore, social value change is the major process that contributes to the rise of celebrity in the news. Global research points to a remarkable shift in general social orientations from survival values to self-expression values, with self-expression values being especially emphasized in wealthier societies. Inglehart and Welzel (2005) also postulate an ongoing 'emancipative value change' that goes along with an emphasis on freedom of choice and equality of opportunities, priorities for lifestyle liberty, gender equality, and personal autonomy. As the material resources for survival are generally secured in post-industrial societies, people need orientation to navigate a multi-optional space of lifestyles and to articulate their identities because the media has the power to grab the audience's mind. It is more likely to make them feel connected with the characters and the situation emotionally. People feel connected with celebrities if they read about them

on the magazine frequently. Reading about others, especially celebrities as they are typically more well-known is a means to escape from the real world, as it relieves stress and tension from their own lives.

Today, celebrities are huge focus on our media content. They feed the news with gossip, scandals and sensation. According to Deuze (2012), people do not live, any more, with the media – but increasingly in the media. In mediatized societies, identity work and the expression of lifestyles are unthinkable without the media – and here especially without social media where distinctions between the public arena and the private realm become increasingly fuzzy.

Hence, individuals in modern societies are confronted with weakening social institutions, eroding collective norms, and increasing multi-optionality. These major shifts create a need for orientation – to be satisfied by the media. With journalists exposing the private lives of famous people, celebrities may serve as carriers of identity markers, as exemplars for particular ways of life and expressing oneself, and as models whose stories are subject to public conversation. Celebrity news may also provide a set of standardized lifestyles, thereby reducing social complexity to a manageable array of options that are ‘ready to apply’. The obvious advantage is that individuals do not have to construct their lifestyles and identities from scratch, but they can rely on existing role models covered by the media – for the better or worse. According to Giles and Maltby (2004) also Wicks PG, Nairn A and Griffin C (2007), there is ample evidence for the growing relevance of celebrity role models.

Due to the exposition above, the topic of this research is taken because it is the kinds of celebrity profile and it is the types of soft news article published in some fashion magazines. The celebrity profile might have its own structure. The structure is one of the basics of news writing process to organize the information of the news in order to help the readers understand how one item leads to others, which is important to attract the readers to read the article depending on the writer of the article. Meanwhile, the celebrity profile is chosen because it is interesting for readers and also to recognize what kind of writing structure that is mostly used in fashion magazines about celebrity profile. The chosen article is about Kendall Jenner articles because she is one of the most famous models nowadays and she has a big influence in fashion world. According to *Forbes*, Kendall Jenner is the 2017 highest-paid model in the world. The time period to collect the data is between 2017 to June 2019 because Kendall Jenner is one of the models that has a big influence in fashion world at this time.

Previously, there are already theses about writing styles of hard news about football matches by David Afero (2014), entitled “The news writing styles of hard news about football matches at www.jakartapost.com” and about the race results of Moto GP by Achmad Rozali (2017), entitled “The writing style of hard news articles about the race results of motogp 2016 at the printed newspaper of *The Jakarta Post*”. They both used theory by Carole Rich (2010). The conclusion of David Afero’s thesis is *The Jakarta Post* website used three types of writing style for hard news about football matches; inverted pyramid, hourglass structure, and list technique. Meanwhile, the conclusion of Achmad Rozali’s thesis is *The Jakarta Post* newspaper applies the inverted pyramid style and there are three articles that

apply the combination of Hourglass structure and Inverted Pyramid style, one article applies the combination of Hourglass Structure and Circle Kicker of Wall Street Journal Formula. However, Rozali found that there is one article which cannot be categorized to any writing style based on the theory used. It can be seen that there are some articles that do not have structure as Rich said in her theory.

1.2 Research Problem

Based on the number of styles used in writing news, the researcher asks the question: What kinds of news writing styles are used for celebrity profile feature articles about Kendall Jenner in fashion magazines, published from May 2017 to June 2019?

1.3 Research Objective

Based on the research problems, this research intends to find out the kinds of news writing styles which are used for celebrity profile feature articles about Kendall Jenner in fashion magazines, published from May 2017 to June 2019.

1.4 Scope and Limitation

The data in this research are taken from some Kendall Jenner's articles in the top ten famous and prominent fashion magazines in the world. They are *Vogue*, *Harper's Bazaar*, *Elle*, *Allure*, and *Cleo* magazine. All

these fashion magazines were published in the period of May 2017 to June 2019.

1.5 Research Methodology

This research uses the descriptive method to describe the character of sorts of news structure for celebrity profile feature articles about Kendall Jenner in some fashion magazine. According to Kountour (2004), descriptive research is a type of research that provides an overview or descriptive of a situation as clear as possible without any treatment to the object studied.

1.5.1 Data

The researcher will use seven articles about Kendall Jenner in various fashion magazines, published from May 2017 to June 2019. The seven articles are chosen because those are the only articles found about Kendall Jenner during that period. The following data sources are:

1. “Kendall comes of age” by Dan Peres on *Harper’s Bazaar (USA)* magazine, May 2017 (p.260 – 268).
2. “Naked Truth: Kendall Jenner Like You’ve Never Seen Her Before” By Cara Delevigne on *Harper’s Bazaar (USA)* magazine, February 2018 (p. 114 – 116).

3. “Flights of Fancy” By Jonathan Van Meter on *Vogue (USA)* magazine, April 2018 (p. 164 – 169 and p. 226).
4. “Kendall Jenner opens up to Lana Del Rey about her family, anxiety and never reading the comments” By Katie L. Connor on *Elle (USA)* magazine, June 2018 (p. 128 – 134).
5. “Kendall Jenner is tackling anxiety head-on, and making some major career moves” on *Cleo (Singapore)* magazine, June 2018 (p. 25 – 27).
6. “Kendall’s Day at The Beach” on *Allure (USA)* magazine, March 2019 (p. 93 – 99).
7. “Sweet Dream Are Made of This” By Jessica Montague on *Vogue (Australia)* magazine, June 2019 (p. 134 – 139).

1.5.2 Data Collection

The researcher combines two steps in collecting data:

1. Browsing on the internet which magazines that Kendall Jenner appears as their cover or have article about Kendall Jenner in English
2. Collecting the fashion magazines that have Kendall Jenner articles in English from May 2017 to June 2019.

1.5.3 Data Analysis

The researcher analyzes the structures of the articles about Kendall Jenner in fashion magazines by using the theory of story forms in *Writing and Reporting News (6th Edition) book: A Coaching Method* by Carole Rich.

1.5.4 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 functions 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.