

CHAPTER I

INTRODUCTION

1.1 Background of Research

In this era, many people can communicate and share information through various ways. One example is mass media. One of the important functions of mass media is to maintain the identification of the members of the society with values and symbols of their concerned community. We have to keep track of what is going on around us – sociologists call this surveillance. We have to correlate and interpret those events and what they mean–this is the process of interpretation. We have to transmit values from one generation to another in order to maintain society. We need to be entertained and amused (cited in Media Now, 4th edition, 2004, p. 52).

One of popular mass media is magazine. There are currently at least 18.000 different magazine titles and over 350 new titles every year, with over half of those targeted to consumers (cited in Media Now, 4th edition, 2004, p. 84). Generally, magazines have several advantages as segmented media. The number

of magazines is not constrained by technical restrictions, such as limited number of radio frequencies or cable channels, so magazines can continue expanding into more specialized topics and treatments until they can no longer find audiences large enough to be worthwhile. They can offer high-quality imagery for artwork, photos, and advertisements, which remains crucial for industries and readers in areas such as lifestyle. They can offer greater depth than radio, TV, or even newspaper.

Magazine is one of mass media that contain many kinds of news, such as politics, economy, sports, entertainment, and other topics. According to Mitchell V. Charnley, news is defined as the timely report or facts or opinions that hold interest or importance or both for a considerable number of people. News has a body structure that consists of intro, the body of the story, and ending—and they are all important (Grundy, 2006, p. 79). This kind of news has a spine, or at least a thread, that runs through it from beginning to end. The beginning makes sense because of the end. The end makes sense because of the beginning. Evan Whitton says, “They may be all anyone reads.” (cited in Grundy, 2006, p. 79) and that is often what happens. The beginning should get the readers in.

A good beginning—lead, is one that will get the readers in. That is the key. They have to capture the readers. With so many sources of information—newspapers, magazines, TV, radio and the Internet—audiences simply are not willing to read beyond the first paragraph (and even sentence) of a story unless it grabs their interest. A good lead does just that. It gives readers the most important information in a clear, concise and interesting manner. It also establishes the voice and direction of an article. Lead is the point of statement, and it can refer to the

first paragraph and contains 5Ws and H. The lead of the news is not only in the first paragraph, but it can be followed by the second paragraph.

In this thesis, the researcher wants to find out what kind of lead the New York Times Style magazine use to write the lead of news in their articles by using Marvin Olasky's theory. There are two sections of lead of the news based on this theory. Olasky divides leads into 2 sections, and each section has 4 kinds of lead. The first section is superior leads that consist of anecdotal lead, descriptive lead, situation lead, and multivignette lead. The last section is a handle-with-care lead that contains the summary lead, quotation lead, book-excerpt lead, and essay lead.

There is a previous research conducted by Lidya Rahayu about leads. She uses Carole Rich's theory for her research and she analyzes feature news in online media (www.thejakartapost.com). In her research, she finds out that the 10 articles that she has analyzed apply anecdotal and descriptive lead technique. From the analysis she comes up with a conclusion that the descriptive lead technique is the mostly used technique in writing feature articles on www.jakartapost.com.

1.2 Statement of Problems

What kinds of leads does the New York Time Style magazine use in their articles?

1.3 Research Objectives

From the statement of problem above, the researcher wants to find out what kinds of leads the New York Times style magazine uses to write its articles.

1.4 Scope and Limitation

The analysis focuses on the lead of the lifestyle articles which are written in New York Times Style magazine. The data are taken from New York Times Style magazines which are published on October 19th 2014 and April 12th 2015. The researcher uses Marvin Olasky's theory and supported by Nnamdi Ekeanyanwu's theory.

1.5 Research Methodology

1.5.1 Method

This research uses a descriptive method to analyze the lead of the news. The researcher analyzes the sentences on each paragraph to find the element of the lead. It aims at describing the characteristics of the kind of lead which is used by New York Times Style magazine. In this analysis, the data are collected from New York Times Style magazine and then classified. The data are analyzed based on the lead of news theory proposed by Marvin Olasky and supported by another theory by Nnamdi Tobechukwu Ekeanyanwu.

1.5.2 Data Source

The data are taken from New York Times Style magazines published on October 19th, 2014 and April 12th, 2015. The data collected consists of 10 articles.

The articles are:

Publications	
April 12 th 2015	October 19 th 2014

Kanye Wants to Dress the World (p. 82-86)	Good Old Neon (p. 74-76)
The Surreal World (p. 59-60)	The Shoemaker's Shoes (p. 102-104)
Remembrance of Things Lost (p. 33-34)	Brutalism, Family Style (p. 140-144)
A Rosy Glow (p. 38)	The Strength of Simplicity (p. 163-164)
Amuse-Bouche (p. 52)	Cutest Family Ever (p. 174)
The Enigma of Haute Couture (p. 48)	
Inside the House (p. 97-99)	
Intelligent Design (p. 108-113)	

1.5.3 Data Collection

The researcher finds New York Times Style magazine publications in the period of January to December 2014-2015. Then, the researcher chooses 2 magazine publications and collects all of the articles of the magazines. After collecting the articles, the next step is choosing 13 articles in the magazines and then reading the content of each article.

1.5.4 Data Analysis

There are several steps taken to analyze the data. First, the researcher finds the lead of the news. Second, the researcher identifies and classifies the lead of the news in articles based on the theories which are used. Finally, the researcher writes the conclusion that is gained from the analysis based on the theory by Marvin Olasky which is supported by Nnamdi Ekeanyanwu.

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 of the research, and research methodology. The second chapter contains the theory used in this research, which functions as the theoretical framework. The third chapter is the part where the researcher shows the process of data analysis and the outcome of the research, which is entitled analysis and discussion. The fourth chapter is the final chapter which shows the conclusion of the research.