

CHAPTER I

INTRODUCTION

1.1 Background of Study

Mass media is one of the tools that is often or generally used in the process of mass communication, because mass media can reach a wider and relatively wider audience, heterogeneous, anonymous, abstract and scattered. Mass media is one of the important things nowadays because people can communicate and get any information from that. Mass media also opens everything about news that is currently happening today. News is very important because it gives much information which can convey small items up to larger content. News is defined as information reported in a newspaper or news magazine.

Potter (2006) said, there are two types of journalistic writing styles, namely hard news and soft news. Both types have their respective characteristics. The following are the characteristics of each type of writing that distinguishes the two. Hard news is stories which deal with topical events or issues that have an immediate, catastrophic or life changing effect on the individuals concerned. (Pape & Featherstone, 2005). Hard news is important news that must be delivered directly to the public. News of this type cannot be postponed because news will quickly become stale. Sometimes this kind of news writing is also called breaking news, spot news, or straight news.

Soft news is “typically more sensational, more personality centered, less time bound, more practical, and more incident-based than other news” (Patterson, 2000). Soft news in terms of writing structure is relatively more flexible, and in terms of content is not too heavy. Soft news is generally not too straightforward, not rigid, or tight, especially in terms of time. For example, writing to describe the soft news is often defined as human interest pieces of journalism, stories that encompass, but are not limited to, entertainment, the arts and culture, sport and celebrity. It usually raises more aspects of humanity (human interest). Soft news is usually contained in outlets that primarily serve as sources of entertainment, such as television programs, magazines, or print articles. News also has important parts, which are headline, lead, body and ending.

Lead is a very important part of the news because lead is the point paragraph of the whole news. Lead is brief information of the whole article. The reason why

lead is considered brief information is because lead gives the reader the sense of the story to follow. “There are two basic types of leads, Direct: This lead tells the reader or listener the most important aspect of the story at once. It is usually used on breaking news events. Delayed: This lead entices the reader or listener into the story by hinting at its contents. It often is used with feature stories. The lead sentence usually contains one idea and follows the subject - verb - object sentence structure for clarity”. (Mencher,2011). According to Mencher (2011) It should not exceed 35 words. This is considered just long enough to provide, in most cases, the vital details in a succinct manner. “The effective story lead meets two requirements. It captures the essence of the event, and it cajoles the reader or listener into staying awhile”. (Mencher,2011). According to Donald M. Murray (2000) in his book the good lead entices, it promises clarity, grace delight, something more than the reader expects. “A good lead should have colorful words and dramatic phrase”. (Mencher,2011, p.121). The colorful words and dramatic phrase would be attracting the readers to read the lead. The good lead must be applied in all mass media including magazines.

Magazines can influence the public in various ways. Like the newspaper industry, magazines not only determine which stories are told but also how the stories are presented. Although there is significant difference between the newspaper and magazine industries on how they influence the public readership, there are also some important differences in the respective industries that are worth exploring. Some would argue that these differences must be explored. In general, magazines are content centric; whereby the magazine specializes in a certain topic

or field. As a result, newspapers are able to cover a much broader range of topics than that of magazines due to the format newspapers are produced for. The lead of the magazine is not only captured in the first paragraph but it can be followed by several paragraphs thereafter.

Murray compares the writer's voice in language with music and regards its meaning as a key factor in capturing an audience. In addressing the complexity of sound in writing, Murray notes the following elements as important for developing the author's voice: expressing specifics; words; phrases; rhythms; and, points of view. Murray encouraged writers to write for their readers when new stories were compiled. To demonstrate this, he gives an example of his own writing and together with it, writes what the reader might think or say in response. Murray then discusses briefly, researching certain topics to reinforce the author's ethos. Murray encourages writers to embrace and not be afraid of self-exposure. "In effective writing and, especially in personal essay writing, the writer exposes himself, expressing thoughts and feelings that the reader also experiences but may have denied and that is the power of many essays. However, this is a problem for writers who normally do not feel comfortable with this exposure"

The above makes this researcher consciously understand that this study has various leads to analyze. Vogue magazines concentrate on the female readership, covering stories in the field of fashion, culture and beauty amongst others. The magazine projects individuality and grace and has, over several generations, demonstrated the power to influence. It is a known fact that women enjoy saving

these magazines well after the month of publishing to re-read its content or to pass the magazine on to family and friends as a token of friendship or gift. Although now classified as a magazine, it is of note that Vogue began its humble existence in the United States in 1892 as a weekly newspaper. Vogue is now published in over 23 countries throughout the world. In Australia, Vogue has brought the fashion world to down-under, providing its readership stories of fashion, culture and style from the northern hemisphere. The magazine has the ability to influence the Australian fashion market considerable and likely generates millions of dollars yearly in fashion sales, particularly those from European and American fashion-houses.

There is a thesis written by Lydia Rahayu, in 2014 titled “An Analysis on Kinds of Writing Techniques of Soft News Leads Used in Articles about Indonesian Cultural Festival at www.thejakartapost.com”. Rahayu’s research talks about the leads in feature articles in online media, and draws on Carol Rich’s Theory as her benchmark. The conclusion of Rahayu’s research is that the descriptive lead technique becomes the most commonly used technique in writing soft news leads in that articles.

Another researcher, Denyar Laras Pinatih is reported to have used Marvin Olaskay’s Theory in her analysis of “An Analysis of Leads used in the New York Times Style Magazine”. In Pinatih’s research of 13 articles, it was found five articles drew on summary leads with the remaining seven articles using numerous other styles of writing leads. It is concluded that the New York Times Style

Magazine favored the use of summary leads in its writing likely due to the powerful format summary leads. It is assessed summary leads are more likely to attract the continued reading of the article than those of other lead styles.

1.2 Statement of Problem

1. What kinds of leads are used in Vogue Australia Magazine articles?
2. What are the qualities and forms of effective leads used by Vogue Australia Magazine in their articles?

1.3 Research Objective

1. To find out what kinds of writing techniques of leads are used in Vogue Magazine.
2. To identify the qualities of the effective leads of Vogue Australia Magazine.
3. To analyze the form of the effective leads in Vogue Australia Magazine.

1.4 Scope and Limitation

The research focuses on the lead of the articles about fashion, beauty, arts, culture and lifestyle published in September 2019, November 2019, December 2019, January 2020, and May 2020 in Australia Vogue Magazine. To analyze the articles, the study applies the theories and forms of kinds of leads by Melvin Mencher and qualities and forms of an effective leads by Donald M. Murray.

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 in each paragraph to find the element of the lead. It aims to describe the characteristics of the kind of leads and the qualities and effective leads which are used by Vogue Australia Magazine.

1.5.2 Data Collection Procedure

The researcher conducts several steps in collecting data:

1. Collecting all of the leads from the article in the Vogue Australia Magazine which are: the September 2019 edition; the November 2019 edition; the December 2019 edition; the January 2020 edition; and, the May 2020 edition.
2. Choosing randomly 5 leads in Vogue Australia Magazine.
3. Reading each article completely.

1.5.3 Data Analysis Procedure

After collecting the data, the researcher analyzes the data. There are several steps in analyzing the data:

1. Analyzing the lead of the article based on the theory by Melvin Mencher for the kind of the leads.
2. Analyzing the qualities and effective leads of the article based on the theory by Donald M. Murray.
3. Drawing conclusion

1.6. Organization of Writing

This research consists of four chapters. The first chapter is the introduction which aims at telling the reader the background of research, research problem, objectives of the research and the research methodology. The second chapter contains the theory used in this research which functions as a theoretical framework. The third chapter shows the process of data analysis to answer the research problem. The fourth chapter is the final chapter which gives the conclusion of the research.