

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

Newspaper articles are a series of writings that contain the latest information about events or things that are happening around the reader and aim to convey ideas and facts. According to Leon (1997), newspaper articles include an outline, introduction, or summary containing the basic aspects of the overall information and the answers to the usual questions asked about any kind of event. Newspaper articles contain interesting information for the public because newspaper articles aim to educate, entertain, influence, provide information to readers, and, crucially, make a profit (McClune & Jarman, 2010). Therefore, the content or topic of the newspaper article must be interesting to the public so that they want to read it.

In news, there is a structure that is connected to each other that makes a text into a whole. The structure of the news consists of the headline, lead, body, and ending. The research conducted by Fikri and Ramli (2021), the structure includes the news title, lead, body, and ending. One of the most important parts of a news story is the lead because it contains the most important facts of a news (Ekeanyawu, 2012). Lead usually appears in the first paragraph of the news or article, and sometimes in the second paragraph too. The lead itself has the function of presenting and summarizing the entire content of the news and also serves to make readers read the news. The lead

also summarizes the facts of a news story, and it must be interesting and readable (Ekeanyawu, 2012). In writing news leads, it is common for a journalist to use a different style of language with the aim of making the information conveyed more interesting and livening up the atmosphere. Not all information is presented in a straightforward and emphatic manner, but information can be presented in a journalistic style that can liven up the atmosphere (Yusandra & Helda, 2020).

Figurative language is a style of language with a meaning that deviates from the original meaning. Figurative language is a form of language use whose meaning deviates from ordinary language usage for the purpose of obtaining a certain effect (Dewi et al., 2021). Figurative language is in the form of meanings that are not real and parables. Therefore, figurative language cannot be interpreted directly. Many of the expressions need special imagination and conceptualization to interpret their meanings, so the figurative language expressions, whether written or spoken, should not be taken literally or interpreted directly (Rohani et al., 2018). Generally, figurative language is very commonly used in a written work, whether it's news, poetry, articles, news headlines, a news lead, or others. The use of figurative language in writing aims to make a written work more interesting and attract the reader's attention. Figurative language has an important role to play in making every written form look more attractive and, of course, in attracting the reader's attention (Kasma et al., 2021).

The use of figurative language in writing, such as the lead in a newspaper, is intended to make a news lead more attractive and appealing to the public. According to Ramadhanti et al. (2021), in newspapers, many journalists usually use figurative language, especially metaphor, to make their writing get more attention because it gives an attractive impression and can also provide new explanations about concepts and ideas by colorfully linking the unknown with the known, the abstract with the concrete, and the incomprehensible with the intelligible. Figurative language plays a big role in giving effect to language expressions and making them more attractive, both written and spoken.

In addition, figurative language plays a big role in representing someone's writing, such as in a newspaper's content, news lead, and news headline (Rohani et al., 2018). Although it is intended for the public, not all readers can understand the meaning of figurative language in news leads or news content. The newspapers itself are designed to be released to the public, and the language used is customized for the mass audience. In other words, it is not made to fit each individual, so sometimes there are things that are difficult for certain readers to comprehend easily (Chaerunnisah, 2020). Furthermore, figurative language is very commonly used in written work, especially in news leads, headlines, or news content. The use of figurative language in written work, e.g., news, aims to make the written work look more attractive and to attract the reader's attention (Kasma et al., 2021). Figurative language is very commonly used in journalism, whether

in the news or in magazines. Figurative language is not only used in poetry, where its use can create the image and imagination of the reader but is also used in other fields such as journalism (Ekoyanantiasih, 2015). Choosing the right word is very important in determining the meaning of a sentence or making the content of the information conveyed more interesting, as in the news, magazines, or sports magazines.

Sports magazine is a magazine that contains articles or information about matches, tournaments, transfer markets, or reports related to sports. According to Wheaton (2003), the content of sports magazines also revolves around sporting lifestyles and forms of consumption of the activity, predominantly equipment reviews and tests, subcultural fashion, and style. Sports magazines have differences or characteristics that distinguish them from other magazines; in other words, sports magazines have their own 'style', especially in content. Bright and colorful action photos dominate the content of sports magazines and tend to be more dramatic (Wheaton, 2003). From various rubrics of news, sport news or sport magazines is one of the rubrics that often uses figurative language to make the writing more interesting; also, sport news or sport magazines are often used as research material.

Research about figurative language in sport news was conducted by Ramadhanti et al. (2021) in an article entitled '*An analysis of metaphor in sport news of thejakartapost.com*'. This research aims to describe and analyze the types and meanings of metaphors used in sports news in the

Jakarta Post. The use of metaphor in sports news or articles is to inform the action of a match. Metaphor in sports news also makes the news more interesting by giving life to every sentence that uses it. Furthermore, the use of metaphor is also to explain the excitement of the matches that have been played.

Similar research has also been conducted by Chaerunnisah (2020), entitled '*An analysis of metonymy and metaphor in selected news articles related to sports in The Jakarta Post*'. Since newspapers are one-way communications where they provide information and people receive it, the readers have to be able to understand the whole message without having the chance to clarify. In addition, newspapers are designed to be released to the public, so in other words, they are not made to fit each individual, so sometimes there are words that are difficult for certain readers to comprehend, especially metaphor and metonymy.

Furthermore, this research aims to describe why metonymy and metaphor are used in the news articles and reveal the type of metonymy and metaphor used in five selected news articles related to sports in The Jakarta Post. The result of this research is that there are only two types of metonymy found in news articles: *represented entity for representative* and *whole for part*. Furthermore, all types of metaphor can be found in the data, but the most dominant type is *structural metaphor*. The use of figurative language in sports news or articles usually represents entities, e.g., teams, athletes, or nations. The type of figurative language that represents an entity is

metonymy, and that's why metonymy is frequently used or found in sports news or articles. In addition, the use of figurative language in sports news or articles tends to define something as a concrete object, e.g., an athlete's skills, potential, or position. So, it makes the reader understand more about the athlete's skills, potential, or position.

Besides figurative language in sports news research, there is also research about lead that conducted by Fikri & Ramli (2021) who states that the result of this research is that summary lead is used in most articles to give a brief detail of the news. Other types of lead that were found are immediate identification leads, direct appeal leads, and suspended interest leads. The rest of the lead applies a combination of leads. The use of immediate identification lead is to emphasize the structure of the content. In addition, for focusing on the content like giving more information in detailed way, the kinds of lead that used are direct appeal leads, suspended interest leads and question and suspended interest leads. Furthermore, the lead is written by describing the event, people related to the news, tips and tricks, or providing interesting information that are discussed in the news.

## **1.2 Statement of Problem**

1. What kinds of lead are used in sports news article in Sports Illustrated magazine?
2. What kinds of figurative language are found in sports news article leads in Sports Illustrated magazine?

### **1.3 Research Objectives**

This research is aimed to:

1. To find out what kinds of lead are used in sports news article in Sports Illustrated magazine.
2. To find out the types of figurative language in sports news article leads in Sports Illustrated magazine.

### **1.4 Scope and Limitation**

The scope of this research is study of figurative language and news lead. The researcher will focus on determining and finding out the figurative language based on its type and on the news lead that is used in sports news article. The limitation of this research will be focused on football news.

### **1.5 Research Methodology**

This research used descriptive method to analyzes the lead of the sports news article. The research analyzes the news lead to find out the figurative language and elements / types of news lead. The data in this research is analyzed by identify and classifying the lead based on its elements or types and identify and classifying the figurative language based on its type.

#### **1.5.1 Data**

The data is from sports news article in Sport Illustrated magazine.

#### **1.5.2 Data Source**

The source of data in this research is from Sport Illustrated magazine website / *www.si.com*, in sport section from October 2022 – July 2023.

### **1.5.3 Data Collection Methods**

1. Selecting the sports news article randomly
2. Read and observe the sports news carefully

### **1.5.4 Data Analysis Methods**

The data in this research is analyzed by applying some methods such as:

1. Read and observe the paragraph one and two of the sports news article carefully
2. Paying attention to the context and choice of words
3. Identify and classifying the lead based on its type
4. Identify and classifying the figurative language based on its type

### **1.6 Organization of Writing**

The organization of writing is given to make the readers understand the content of the research. This research consists of four chapters. Chapter I consist of background of the research, statement of problem, the research objective, the scope and limitations, and the research methodology. Chapter II consist of the theories and a framework that is used as a guidance in this research proposal. Chapter III is the analysis of the data using theory from Greg Johnson and Thomas R. Arp and using theory from Nnamdi Tobechukwu Ekeanyanwu. Chapter IV consist of conclusions of the research.