

CHAPTER I

INTRODUCTION

A. Background of study

Language is the important key of human life on this earth, because with language people can interact with each other and it is a source for social life. The language can be used if mutual understanding happens. Mutual understanding closely related to the use of resources of language that we have. People interact with the other people to express their feelings, ideas, and emotions by using a language. As Jakobson cited in Tambunan (2012, p.1) states that there are six elements of language, those are: (1) context, (2) addresser (sender), (3) addressee (receiver), (4) contact, (5) common code and (6) message. From the elements, the context determines what the addresser means.

Language has a meaning whether it is an oral language or a written language. The study of meaning is known by semantics. As Kearns cited in Tambunan(2012, p.1), “semantics deals with the literal meaning of words and the meaning of the way they are combined”. In communication with the other people either in oral or written forms they use language as a media. Written language in some case can make the readers confused in determining the actual meaning of the sentence that the writers write since they do not share the same opinions. Written language also has more complex grammars and does not use pauses, stress, hesitations, tone of voices, slides and intonations rather than spoken language. That is why

people sometimes find themselves difficult in understanding the message in written language because it can be interpreted into more than one meaning. In Semantic, this phenomenon is known as ambiguity.

According to Leech cited in Tirangga (2014, p.1), “An expression is said to be ambiguous when more than one meaning can be assigned to it”. It means, if there is a sentence that has two (or more) paraphrases which are not paraphrases each other. In line with Kreidler, ambiguity is the condition whereby any linguistic form has two or more interpretations (as cited in Tambunan, 2012). For example, the word of club has two meanings. First is as a heavy stick, and second is as a social group.

Tirangga (2014) Ambiguity occurs everywhere, either spoken or written sources. There are many sentences in written texts such as letters, novels, books, newspapers, and news video that are potentially ambiguous and cause the readers confused in determining the message. Even there are some of the readers who interpret in the wrong message of those ambiguous sentences. It is important for the readers to know the way to resolve the ambiguous sentences because it can help them in determining the actual meaning of the sentences.

Ulmann (as cited in Tambunan, 2012, p.16) divides ambiguity into three kinds; phonetic, grammatical, and lexical. Misbakhudinmunir (2010) explains more, “lexical ambiguity is a word or phrase that has more than one meaning while it stands in a sentence”. For example: “However, let’s be clear.” The word of clear has two possible meanings. The first, the

word of clear can be obvious or clean. Second, it can be empty. Therefore, the meaning of clear can be obvious or empty.

In analyzing lexical ambiguity, the writer wants to find the ambiguous words and also classifies the words based on the class of word. This classification is known as part of speech. Yule (2006, p.74) suggests, “part of speech is divided into 8 types; they are noun, article, adjective, verb, adverb, preposition, pronoun, and also conjunction”.

Another type of ambiguity is grammatical, also known as structural. Structural ambiguity occurs when a headline may have more than one alternative structure and ambivalent structure (Misbakhudinmunir, 2010). For example: “There were a tall man and woman come to my house yesterday.” The sentence above has two alternative syntactic representations that make it structurally ambivalent. First, there were two tall people, they are the tall man and the tall woman, or second, someone who is tall, only the man.

To solve the problem Yule (2006, p.80) suggests “an alternative type of diagram is designed to show how the constituents in sentence structure can be marked off by using labeled brackets”. The writer uses this diagram to be more effective in describing the constituents in sentence structure clearly.

The third type of ambiguity is phonological (Ulmann cited in Tirangga 2014). However, the writer is not using phonological ambiguity because the object is not oral language. This study is only focusing on the

occurrence of lexical and structural ambiguity within video news headlines in written forms.

News is packaged information about current events happening somewhere else; or, alternatively, news is that which the news industry sells. News moves through many different media, based on word of mouth, printing, postal systems, broadcasting, and electronic communication (Webster, 2016).

News headline is the text at the top of the newspaper or news video; generally written by the news writer, or the editors; indicating the nature of the article below it. As Dijk (n.d., p.1) states that headline has really thematic function. Its purpose is to quickly and briefly draw attention to the story. Dijk (n.d., p.1) says that headline usually expresses the most important topic of the news item.

In terms of interest, people tend to choose the news they want to know based on the headlines. The more interesting headlines displayed in the news video, the more it will attract people's attention to know it. This is in line with Dijk which says that people assume that headlines express the most important topic of the news (n.d., p.1). Dijk (n.d., p.1) call it as 'relevance structure' which indicates to the reader which information in the text is most prominent. Thus, headline plays a vital role as the front line in delivering information quickly to the readers.

People tend to skim headlines to have rapid comprehension of the news if they do not have much time to pay attention the whole news. In

fact, no one can read all stories that are processed each day (Gilmore and Root cited in Turangga, 2014). It raises the possibility that the spectator would get the wrong information about the news when the headlines are ambiguous. Some news video editors who work on strict deadlines or any other pressure situation may create ambiguous headlines, a confusing or misleading headlines with often humorous connotations. These ambiguous headlines will make the readers confused in comprehending the actual message behind the headlines. This is in line with the Holy Qur'an An-Nisa verse 95 that God said :

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا ضَرَبْتُمْ فِي سَبِيلِ اللَّهِ فَتَبَيَّنُوا وَلَا تَقُولُوا لِمَنْ أَلْقَى إِلَيْكُمُ السَّلَامَ لَسْتَ مُؤْمِنًا تَبْتَغُونَ عَرَضَ الْحَيَاةِ الدُّنْيَا فَعِنْدَ اللَّهِ مَغَانِمٌ كَثِيرَةٌ كَذَلِكَ كُنْتُمْ مِّن قَبْلُ فَمَنَّ اللَّهُ عَلَيْكُمْ فَتَبَيَّنُوا إِنَّ اللَّهَ كَانَ بِمَا تَعْمَلُونَ خَبِيرًا

In accordance with The Holy Qur'an An-Nisa verse 95 as cited above that we need to investigate things, especially words. The misinterpretation and misunderstanding will mislead the way. Moreover, the news headline often uses ambiguity. The words and sentences in the headlines may have more than one meaning. Investigating deeper scientifically will bring more good.

Sean Coughlan (BBC, 2014), BBC News education correspondent, states that young people are now much more likely to prefer to read on a computer screen rather than a printed book or magazine, according to a UK survey. The National Literary Trust studied almost 35,000 eight to

sixteen years old. Its findings suggest a picture of young people who are now immersed in a screen-based culture. As well as social networking and browsing websites, the study indicates almost a third of youngsters read fiction on online devices as well as watching streaming media.

Rouse (2009) explains that streaming media is one multimedia in the internet that is constantly received by and presented to a user while being delivered by a provider. Furthermore, she says that streaming media is also a video or audio content sent in compressed form over the Internet and played immediately, rather than being saved in the hard drive. The verb "streaming" refers to the process of delivering media in this manner; the term refers to the delivery method of the medium, and is an alternative to file downloading.

A client media player can begin to play the data such as a video before the entire file has been transmitted. Distinguishing delivery method from the media distributed applies specifically to telecommunications networks, as most of the delivery systems are either inherently streaming e.g. radio, television or inherently non-streaming (e.g. books, video cassettes, audio CDs). The term "streaming media" can apply to media other than video and audio.

From much online video news the writer prefers CNN as object of the research. CNN standing for Cable News Network is television channel to provide 24-hour news coverage. It is an American basic cable and satellite television channel that owned by the Turner Broadcasting System

division of Time Warner. The writer choose CNN as a research object because it is very easy to access and has entered into Indonesia via television channel of Transvision corporation, besides CNN also delivers the latest news for 24-hour access. In this paper, the writer only takes the headlines of CNN video news as the object of the study, as in the headline or title of the video often appear potentially ambiguous sentences.

This kind of research had previously been done by Hartono and Kusumawati but with different objects. They examined the magazine of and the Jakarta Post newspaper Hello Magazine. Therefore, that inspired author to examine the video news headlines on CNN due to the generation of internet (Coughlan, BBC, 2014).

From the case above, this research will study about ambiguous words, phrases, and sentences of the chosen headlines of video news. The lexical and structural ambiguity that found in the headline of CNN streaming video will be analyzed to disambiguate.

B. Statement of the Problem

According to the background of the study in the preceding discussions the following research problem is formulated:

1. How many headlines are ambiguous of streaming video news in Cable News Network (CNN) on April-May 2016?
2. How many words, phrases, and sentences are lexically and structurally ambiguous in the Cable News Network (CNN) streaming video news headlines?

3. Which is the most dominant type of ambiguity in the Cable News Network (CNN) streaming video news headlines?

C. Objective of the Study

Based on the statement of problem above, the purposes of this research is:

- a. To find out the numbers of headlines are ambiguous in Cable News Network (CNN) streaming video news on April-May 2016.
- b. To find out the words, phrases, and sentences that lexically and structurally ambiguous in the Cable News Network (CNN) streaming video news headlines.
- c. To determine the most dominant type of ambiguity found in the Cable News Network (CNN) streaming video news headlines.

D. Significance of Study

The result of this research is expected to have advantages, such as:

- a. Students

The writer hopes that this research paper will be useful for the English students of IAIN Antasari Banjarmasin as linguistic reference which will assist them to understand and appreciate works of linguistics, especially in lexical and structural ambiguity.

- b. Lecturer

The result of the research hopefully can be useful input for the lecturers to give example to the students in teaching linguistics especially in the lexical and structural ambiguity.

c. Other Researcher

This research hopefully will be useful for the other researchers who are interested in investigating other things which have relation to this research.

E. Definition of the Key Terms

In order to avoid misinterpretation about the title of this research, it will be responsible to explain some terms in the title, as follows:

1. The Analysis of ambiguity is a study conducted on a language, which the structure of the language is examined in depth. In this study, the structure of the ambiguity will be analyzed from the pattern, meaning, and function in depth. The word, phrase, or sentence from headlines that found has more than one meaning or can be understood in two or more possible sense or ways. If the ambiguity is in a single word, it is called lexical ambiguity. In a sentence, phrase, or clause, called structural ambiguity. So, the analysis of ambiguity means here in this research is analyzed the words, phrase, or sentences in the headline of that has more than one meaning or can be understood in more possible way which only focused of lexical and structural ambiguity.
2. CNN Streaming Video News means the chosen news videos of CNN, that were accessed online through computers in April-May, 2016.
3. News Headline is a line of words as the title or the main points of the news video. In this study the news headlines were from Cable News

Network streaming video accessed online through computers from
April-May 2016.