

CHAPTER I

INTRODUCTION

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1.1 Background of the Study

Every English Department students of Widya Mandala University must have read announcements issued by either the English Department of the Teaching Training Faculty or the Student Senate. They may hardly notice or examine the difference of those announcements since they only need to get information stated on those announcements. However, the writer feels that there are some significant differences on the announcements' form that make the students attracted or interested to read them. The writer also found that there are several different reasons of why the students do the instruction or value in the information obtained from those announcements.

Announcements that were observed are in a form of written discourse. In writing there is a going back and changing or restructuring the words. Written texts can make possible for the writer to plan of what should be written. Cook (1989:115) states that there are also many discourse types which are intermediate cases between writing and speech: Spoken language which is read or learnt from scripts (like *news bulletins* and *plays*) or based on written notes (like *talks* and *lectures*).

A further weakness in the traditional division of language into the two major categories of speech and writing is that it disguises an even more important division *within* the category of spoken language, between 'one-way' speech and

'two-way' speech (Cook, 1989:116). Cook believes that writing is more like 'one-way' speech. He does not state about the opposite of the statement in the same book, however, that in writing, there are many discourse types, which are intermediate cases between writing and speech: written discourse which submits spoken language in it, usually the informal ones.

The writer notices some language errors occurred in the announcements issued by both organizations. The amount of the errors is different, and the style of the language used in the two announcements also differs quite significantly. Errors made in university environment may be very surprising for some people since they use to think that university or college members always use a better and more intellectual language in life. But Martin, Mustakim, and Martha Lena Adriana (1995) proved it wrong. They stated that university or college members, either the lecturers or the students, appeared not to use the result of language development efficiently. The statement was proved by the data analysis got from the research that they conducted to see how wide the language error occurred or done by university members.

There are sometimes errors made without being realized by the language user that he or she makes a mistake in using language (Badudu, 1995). The writer of the announcements in this paper may imitate someone's language style because of the person he imitates probably has a great power in a country or state or region. In fact, according to the language experts, the language used by the famous people is not right. This makes people who admire him or her or his followers have a wrong usage of language, too.

The styles used in both kinds of announcements are also different based on the difference of age, generation, and authority. Cook (1989: 114) believes that there is no neutral stylistic choice; it is not an optional extra in communication, but one of its most important features. The social functions of language can outweigh its function in conveying information and when the function *is* to convey information, an inappropriate style can impede it. When style is inappropriate, communication breaks down.

Sociolinguists distinguish three factors in social relationship: a) office, b) status and c) role (Cook, 1989: 89). These factors influence quite significantly in the style used in announcements made by the Senate and the English Department of Widya Mandala University. It is quite clear that the English Department of the Teaching Training Faculty of Widya Mandala University always issues a formal kind of announcements while the Student Senate of the Teaching Training Faculty often issues a more informal announcement to the students. Why it happens this way will be explained later on the next chapter of this thesis.

1.2 Statements of the Problems

This research is expected to find answers for the following problems:

1. What are the linguistic features of Indonesian Language used in the announcements issued by the Student Senate and the English Department of Teaching Training Faculty in Widya Mandala University Surabaya?
2. How does the language use in both kinds of announcement interest the students' attention?

3. How do the announcements have the power over the students to follow the instruction stated on the announcements?

1.3 The Objectives of the Study

It can be easily seen from the problems raised above that this study in general aims to find the difference between announcements issued by the Student Senate and the English Department of Teaching Training Faculty, both in form and its influence toward the readers, who, in this case, are Widya Mandala University students. The more objectives are to find out:

1. The linguistic features of the announcements issued by the Student Senate and the English Department of Teaching Training Faculty in Widya Mandala University Surabaya.
2. How the language used in both kinds of announcement interests the students' attention.
3. How both announcements have the power over the students to follow the instructions or information.

1.4 The Assumptions

The assumptions exist in the society concerning the announcements made by the Student Senate and the English Department of Teaching Training Faculty of Widya Mandala University Surabaya are:

1. The linguistic features used in announcements issued by the English Department of Teaching Training Faculty must be in the formal way and have

a tendency to push its readers to do the instructions or take the information there into a serious account.

2. Written announcements made by the Student Senate seem to be friendlier and more informal than the ones issued by the English Department of Teaching Training Faculty.
3. Announcements issued by the Student Senate of Teaching Training Faculty tend to have less power over the students to follow what is written or to value the information stated than the English Department's.
4. The language used in the English Department of Teaching Training Faculty's announcements is more standard than the language used in the Student Senate's.

1.5 Scope and Limitation of the Study

The study examined the linguistic features of Indonesian Language used in announcements issued by the Student Senate and the English Department of Teaching Training faculty in Widya Mandala University from January 2000 to July 2001 and its influence in attracting the students' attention to follow what is written there. The investigation is on the linguistic features, which contains its style, format and appearance (face validity).

1.6 The Significance of the Study

The research is expected to give a valuable consideration in making a good and attractive announcement. By knowing how the students react toward the

different kinds of announcements, the announcers are hoped to be able to make a better announcement based on its situation, status or authority, and the kind of the announcement. The writer expects this study can help the students understand and easier to interpret the information contained in the announcements.

1.7 Definition of Key Terms

To avoid ambiguity and misunderstanding in reading the study, the writer feels it is very crucial to explain the meaning of key terms used in this research.

1. Standard language

The term standard, according to Holmes (1992) is even more slippery than vernacular because it too is used in many different ways by linguists. A standard variety is a written language, which has undergone some degree of regularization or codification; it is recognized as H function alongside a diversity of L varieties. Standard language of Indonesian Language discussed in this thesis, however, is the use of Indonesian Language according to Ejaan Yang Disempurnakan (EYD).

2. Style

A style is a particular design of using the language, which shows the characteristics of the language user.

3. Feature

A feature is a distinctive characteristic of language

4. Format

Format is the general arrangement of the language used in the announcements.

5. Office

Office is a relatively permanent position within social structure to which someone is appointed or qualified, for example, electrician, nurse, pilot.

6. Status

Status is a general term for social importance influenced by facts like age, wealth, education (and office), and varying relative to other individuals.

7. Role

Role is a temporary interactional stance, involving the performance of certain types of perlocutionary and illocutionary acts often dependent upon having a certain status and office.

8. Coherence

Coherence is the quality of meaning, writing and purpose perceived in discourse.

9. Cohesion

Cohesion is formal links between sentences and between clauses.