

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The society consists of many different individuals who live under the same institution. In order to manage the interaction with the other members of a society, cultural expectations are needed so that one knows what to be expected from and for others; these expectations are expressed through norms or the so-called social conventions. The society makes conventions to govern the time, space and posture, also to indicate the relative power, prestige and status among individual in the interaction. The conventions ensure the order in society (Karp & Yoels, 1986:9).

Values also develop in a given society. They give an indication what a society considers as important and morally right or wrong. Values have an influence on the behaviors of people, and they serve as the criteria to judge the behaviors of others (Schaefer, 1986: 67).

The magazine, one of the forms of mass media, consists also of a variety of people from different societies. However, the place where they work binds them together under the assumed common norms and values. The way one magazine views a single event is expressed through the writing, and the writing itself reflects the

ideological perspective of the magazine in general. It is significant to note that two magazines can make reports on a same thing, but they will present the information according to their principles.

The writer then attempts to seek into this phenomenon to describe the ideological perspectives through norms and values used in the writings of two magazines, Time and Newsweek. These two magazines are competitors in presenting the information to the public. Both of them may cover a certain story and present it according to their own uniqueness; each magazine has a concept or formula that will act as a guidance through the editorial processes to represent the personality of the magazine (Gamble & Gamble, 1986:134, 136).

1.2 Statement of the Problems

Diction or the choice of words can reflect what one wants to convey through his or her writing. His or her choices of words reflect the process of the mind inside which is affected by the ideological perspective, including norms and values. The questions surrounding the phenomenon that need to be answered are in the order below.

1) How far does the ideological perspective affect the presentation of information on Time and Newsweek?

- 2) Do those magazines have different ideological perspectives due to the different ways of presenting the information?
- 3) If there are differences in ideological perspectives of both magazines, can they be applied to the different subjects?
- 4) Do these magazines use American Values or News values more in their articles?
- 5) Due to the different ideological perspectives of both magazines, if any, can they be categorized as the Republican-party or Democratic-party supporters?

1.3 Objectives

Regarding to the questions above, the writer attempts to determine how far the ideological perspective affect the presentation of information in magazines. From that point, the writer also tries to find out the existence of differences on the presentation of information of both magazines due to the different ideological perspectives. Then, the writer tries to establish the constancy of the different ideological perspectives on various subjects of the departments on the magazines. Moreover, the writer will decide whether those magazines use American Values or News Values more in their articles. After that, the writer attempts to determine whether these two respective

magazines are in favor of the Republican or Democratic party.

1.4 Scope and Limitation

The study will include five subjects according to the departments or sections in *Newsweek* which are the U.S. affairs, the World Affairs, the Business, Society and the Arts and Special Report. However, if the division of the departments of *Time* is used, the order would be the United States, the World, the Business, Olympics 1998 and Special Report.

The range of the published years of these magazines will be two years, from 1997 until 1998 in order to give as latest news as possible. The editions of *Time* and *Newsweek* used are those that are being published for Asian countries.

1.5 Significance of the Study

The study would give a general insight of the mass media, especially through the journalism perspective. The study then shows the uniqueness carried by each magazine through the analysis of the diction in the writings of those magazines.

This study will give a contribution to the Indonesian readers as the example of how to analyze article through the diction used in newspapers or

magazines to be able to make a judgment upon the issues in the views of the writers through their perspectives. In other words, the readers are enabled to see the position of the writers on certain issues. From this judgment, the readers can decide carefully for themselves of how to act and how to give responses to certain issues brought by the writers.

After reading this study, the writer hopes that the students of the language education are able to apply the knowledge of applying their perspectives in the argumentative writing. Also, this study can advise the students to be more careful in using the diction in their writings if writing a report is concerned; in this case, the report would not contain any biased points as expressed in the choices of words employed.

1.6 Assumptions

There are several assumptions that are important to be noted here.

1) The writer assumes that the same magazines will show the same shared ideology even though the magazines are published as the regional editions. Publisher will leave the editorial decision onto the hands of the editor-in-chief. Thus, the responsibility of the editor-in-chief is to the non advertising content of

magazine (Gamble & Gamble, 1986:132); every magazine has only one editor-in-chief.

2) The content reflects the American perspective, instead of others, since each magazine is published under its own publisher with the main office in America. *Time* is published by Time, Inc., and *Newsweek* is published under Newsweek, Inc.

1.7 Clarification of Key Terms

To clarify the meanings of the terms concerning with the study, the writer adopted the meanings from a dictionary and from her own knowledge, then adjusted the meanings to fit with the meanings that the writer intends to convey.

Comparative Study

The comparative study used here means the process of applying the mind in order to gain the understanding of visions on *Time* and *Newsweek* using comparison as a method.

Presentation of Information

The presentation of information in this study conveys that the information is arranged or written as such so that it exists in a specific way.

Vision

Information can be presented from different perspectives or point of view. One of the perspective is the ideological perspective or vision which depends on the sociologically-inspired research (Renkema, 1993:144).

Ideological perspective or vision is a system of norms and values pertaining to social relations (Renkema, 1993:145).

Norms

According to Karp and Yoels (1986:31), the definition of norms is the range of rules, both written and unwritten which dictate appropriate ways of acting in different social situations.

Values

Schaefer (1986:67) gives a distinction of values as the collective conceptions of what is considered good or bad, desirable or undesirable and proper or improper in a culture, in this case, American culture.

Magazine

According to Frank Luther Mott (Biagi, 1988:64), magazine is defined as ''a bound pamphlet issued more or less regularly and containing a variety of reading matter.'' However, the U.S. Postal Service defines

magazines concerning with special mailing rates which have to meet five criteria:

- 1. published regularly, at least four times a year
- issued and mailed at a known address of publication
- 3. formed of printed sheets
- 4. published to disseminate information of a public character or devoted to literature, science, arts, or some specific industry
- 5. have a legitimate list of subscribers who have or will pay at a rate above nominal for copies to be received during a stated time; or a list of persons who have specifically agreed to accept copies sent to them at no cost (Biagi, 1988:65).

1.8. Organization of the Study

The writer divides the study into five chapters; the first acts as Introduction, the second as Review of Literature, the third as Research Methodology, the fourth as Data Analysis, Findings and Triangulation and the fifth as Conclusion and Suggestion. On the first chapter, there are eight parts which are Background of the Study, Statement of the Problems, Objectives, Scope and Limitation, Significance of the Study, Assumptions, Clarification of Key Terms and Organization of the Study. The second chapter is divided into seven parts: Types of

Norms, American Values, News Values, Republican and Democratic Parties, Functions of Media, Characteristics of American Mass Communication and Characteristics of Magazine. The divisions of the third chapter are Research Design, Source of Data, Instruments, Data Analysis Procedure, Data Analysis Technique and Triangulation. Concerning with the fourth chapter, the writer breaks up the section into four main parts: Data Analysis, Findings, Triangulation and Other Findings. On Data Analysis part, the themes of the articles become the sub parts which are Profile on Kenneth Starr, Scandals on Japanese Finance Ministry, Russian Economic Crisis, Profile of Masahiko Harada and Press Freedom Due to Di's Death. The second part, Findings, is presented into the Degree of Perspective Influence, Different Ideological Perspectives (which has three sections: Norms, American Values and News Values), Different Subjects, American Values and News Values and Democratic and Republican Parties. The last chapter consists of two parts which are Conclusion and Suggestion.