

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Language is the most important thing for communication. According to The New International Webster's Comprehensive Dictionary of The English Language (2003:716), language is a system of communication with other people using sound, symbols, and words in expressing a meaning, idea, or what is thought. Everyone needs language to transfer message from one to another. It is included in verbal communication, where the communication occurs between two people or more in doing their activities in listening, speaking, writing, and reading.

Language makes human easier to exchange information and to express their ideas. Moreover people need language to transfer message and information with other people, where the communication occur between two people or more in doing the activities in listening, speaking, writing, and reading to convey information and idea. Surely that those activities need language to be done. There is no human activity without language. Sapir in Bassnet-Mc Guine (1980:13) claims that "language is a guide to social reality and that human beings are at the mercy of the language that has become the medium of expression for their society". Language can be studied in detail and the study that discusses the language is linguistics.

Linguistics is the study of the nature, structure, and variation of sound, structure, meaning, vocabulary, and development of language, including fields of

phonetics, phonology, morphology, syntax, semantics, pragmatics, comparative, historical, linguistics, and discourse analysis ([http:// www.answers.com/ topic/ linguistics](http://www.answers.com/topic/linguistics)).

Discourse is used for communication: people use utterance to convey information and to lead each other toward an interpretation of meaning and intentions. This role greatly increases the scope of discourse analysis, simply because one has to address how the language of utterances is related to aspect of the communication process (such as knowledge or intentions) that bears an indirect (and controversial) relationship to language. Therefore, Communication is process interaction between two people or more to convey an information using language. There are two types of communication: spoken and written. People need communication to do the activities because communication is very important thing in their life, especially in daily activities. Without communication people cannot live individually, because language unities every people. For example, people can use spoken communication by telephone, internet, and chat. Also people can use book, send a message and letters as a communication media, it is called a written communication. Spoken and written communication are important especially communication which is used in society, school, and office. One of the branches of linguistics is called ethnography.

Studying ethnography can give more knowledge of other aspect of culture, communicative situation and even of an organization. One of methods of discourse analysis in linguistics is the ethnography of writing, which draws on the

anthropological field of ethnography. Fiske and John (1990:83) What are the means of writing used by people when they conduct their everyday life; and what meanings this has for them. These are central questions guiding the ethnography of writing.

The background of ethnography is wide and it draws on many disciplines. That is why there is no explicit definition of ethnography. According to Grape and Kaplan (1996:64) ethnography is defined as a systematic process, through which models of culture or subculture are observed, described, documented and analyzed.

Ethnography is interesting because it is not limited. It is interesting to observe the hobby or skill of other people. Ethnography is a form or method of studying a way of life. By studying ethnography we can get more knowledge of other aspect of culture and communicative situations. Beside that can also used to analyze and observed the data.

In the school or university, surely the students know how the way to analyze a written text. Written text can be approached from a variety of disciplinary perspective and purpose. Written text provides a method for systematically describing texts that students read as well as those they write. As an English student, students have to know how to read and how to write the English text well. It is because in writing process, there are some features that students have to know to make our works readable, easy to understand, and the message of the text can be accepted by the readers. There are so many things of media employed the use of English, such as computer, books, magazines, newspapers, and internet. One of them is magazine.

Magazine is a collection of articles, stories, pictures, or other features in a book. Many kind of magazine, for the example, magazine for children, adult, man or women magazine and cook magazine. One of magazines that is chosen by the researcher is a *Hello* magazine. It is an English magazine to teenagers that can help them to learn more about English because all stories used English. *Hello* magazine consists of question about English, kind of short story, lyric of English song. Short story is a story about anything that simple to read and understand the reader because the story is not too long. There are five short stories in that magazine, but the researcher chose one short story to analyze. Therefore, the researcher chose the short story entitled *Crossed Paths*. It is a love story of two people that they finally found their true love after they found many obstacles in their life. The reason of researcher choosing the short story of *Hello* magazine because all of the contents are used English where it can help English student to improve their grammar as well as vocabulary. Beside that, the reader can find many experiences about English, because this magazine is specially presented for us as English students. It contains tag line and motto. However, the reader can take the value of the social purpose of the story.

Based on the reason above, people know that writing should be effective. So, the effectiveness of writing can be analyzed by using the ethnography of writing. Ethnography of writing is one of writing techniques which its genre of writing uses field work to provide a human descriptive and extensive study based on human societies. It also contains of many questions as the features like, writing what to

whom, for what purpose, why, when, where, and how and then moving to a detailed discussion of the context of the production and interpretation of the students texts. Moreover, the researcher is interested in analyzing the short story using the ethnography of writing technique.

1.2. Statement of The Problem

Based on the background of study, the statement of the problem is stated as follow:

“What are the elements of ethnography of writing found in a short story *Crossed Paths* in *Hello* magazine edition June, 2009?”

1.3. Objective of the Study

The researcher focuses this study based on statement of the problem, the objective of the study is to explain and to know the ethnography of writing features that the researcher find out on the short story entitled *Crossed Paths* of the *Hello English Magazine* edition June, 2009.

1.4. Scope of the Study

This research analyzed on this thesis limited on the features of ethnography of writing. They are the setting of the text, the purpose of the text, the content of the text, the writer of the text, his/her role and purpose in writing the text, the intended audience for the particular text, the relationship between reader and writer of the text, general academic expectations and convention for the particular text, text type

requirements for the particular genre and how this is signaled (or not) in any interactions that are given to the writer, the background knowledge, values, and understandings it is assumed the writer the particular text, and the relationship the text has with other genre (e.g. lectures, set texts, journal articles, research report). The researcher find out on the short story entitled *Crossed Paths* of the Hello English Magazine edition June, 2009.

1.5. Significances of the Study

The result of the research is conducted to give a great contribution to:

1. Dian Nuswantoro University, especially for unit, students and researcher. It is also expected that by reading this proposal, the students will be encouraged to learn more about what are the features of ethnography of writing on the short story entitled *Crossed Paths* of the Hello English Magazine edition June, 2009.
2. The next researcher, to get more knowledge and additional theory, especially about ethnography of writing.
3. Everyone, who reads and is interested in studying ethnography of writing in order to enrich their knowledge of ethnography of writing..
4. The writer to add the writer's knowledge about ethnography of writing.

1.6 Thesis organization

Thesis organization is a summary of each chapter. It is to create a systematic writing. The thesis organization is arranged as follows:

Chapter I presents the introduction that covers background of the study, of background of the study, statement of the problem, objective of the study, scope of the study, significance of the study and thesis organization.

Chapter II in this chapter the researcher only includes one part that is review of related literature. It is contain of some theories to support this study. The theories used in this study are language and communication, patterns of communication, speech community, communicative competence, levels of formality, discourse analysis, ethnography of writing, aspect of the ethnography of communication.

Chapter III presents research method. This chapter consists of research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

Chapter IV presents data analysis. This chapter covers the analysis of the data. It presents the research findings and discussion.

Chapter V presents conclusion and suggestion. It contains the conclusion of the study and suggestions related to the subject, which is analyzed.