

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In social life, communication is an important and meaningful thing for everybody in the world. Communication is transfer of information from one person to another. It has some functions, as information function, command or instructive function, influence or persuasive function and interrogative function. When somebody wants to share information to other people, they use language as a media to connect the information to others.

Communication is defined by de Valenzuela (Wikipedia:1992) as “any act by which one person gives to or receives from another person’ information about that person's need, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through spoken or other modes.” In communication there are three aspects that must be fulfilled. The first is sender, the second is message and the third is receiver. Message can be form as information, news, ideas, feelings thoughts, and knowledge.

Gumperz in Wardhaugh (1992: 15) stated the definition of communication as follows:

Communication is a social activity which requires coordinated efforts of two or more individuals. Communication deals with social activity which

involves more than one person. It usually occurs between the speaker and the hearer (receiver).

Based on the theory, communication process happens between two or more parties. It is two-way process of reaching mutual understanding. Communication involves mutuality of understanding between Sender and Receiver. The communication process is complete when the receiver has understood about message from the sender.

There are two types of communication, verbal communication and non-verbal communication. Verbal communication is further divided in Oral Communication and Written Communication. In oral communication spoken words are used, it includes face-to-face conversations, speech, telephonic conversation, video, radio, television, and others. Although in written communication signs or symbols are used to communicate. In written communication message can be transmitted via email, letter, report, memo, and others. Communication other than oral and written, such as gesture, body language, posture, tone of voice or facial expressions, is called nonverbal communication. Written communication used written language to express. Usually people know written language as a text. Study about text means study about context of the text usually called as genre.

Genre is a word used in functional grammar and is also often called Text Type. Text Types may be fictional or factual (information reports). According to Gerot and Wignell (1995:192) there are thirteen kinds of genre: Spoof/Recount, Recounts, Reports, Analytical Exposition, News Item, Anecdote, Narrative, Procedure, Description, Hortatory Exposition, Explanation, Discussion, Reviews.

Genre is used to refer to particular text-types. It is not only talk about kinds of the text but also talk about social function, schematic structure and linguistic features. Each of text types are used for different purposes and follow a different style or structure.

Genre essentially refers to language use in a conventionalized communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which give rise to stable structural forms by imposing constrains on the use of lexico-grammatical as well as discoursal resources (Bhatia, 2004:23)

Genre is a media of communication which has purpose when it is made. According to Swales (1981, 1985, 1990) and Bhatia, “a genre is a recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs” (Bhatia, 1993:13).

One kind of genre is brochure. Brochure used as the medium of communication to attract people to know the message from the brochure. Brochures are advertising pieces used to introduce a company or organization, and inform about products or services to a target audience. There are many kinds of brochure, like tourism brochure which informs a popular vacation destination and other kinds of brochure is school or university brochure that give information about that school or university.

In this research, the researcher chooses Stanford University Brochure as the data because the researcher is interested in analyzing the genre on university brochures. Brochure as a media of communication has function to deliver a message from university to people who want to get information. The researcher

chooses the study about genre because it becomes important to know what social function, schematic structure, and linguistic features are from the university brochures.

In this analysis, the researcher is challenged to analyze Genre of Stanford University Brochure, because the data is eligible to analyze in genre, aspects in genre such as social function, schematic structure and linguistic features possibility to be found in this data. The researcher takes two brochures from two programs in Stanford Graduate School of Business. The first is Advanced Leadership Program for Asian-American Executives, and the second Executive Program for Women Leaders,

1.2 Statement of the Problem

The statement of the problems in this study are:

1. What is the social function of the Stanford University Brochures?
2. What are the schematic structures of Stanford University Brochures?
3. What are the linguistic features of the Stanford University Brochures?

1.3 Objective of the Study

In the correlation of the statement of the problems, the objectives of the study are:

1. To find out the social function of the Stanford University Brochures?
2. To find out the schematic structure of the Stanford University Brochures?
3. To find out the linguistic features of the Stanford University Brochures?

1.4 Scope of the Study

The scope of this study is genre analysis in the university brochures made by Stanford University. The researcher take two brochures from two programs in Stanford Graduate School of Business. Because there are nineteen programs in Standford Graduate School of Business and the researcher just take two brochures to represent this program. The researcher focus on three statements: Social function, schematic structure, and linguistic features. The researcher use a theory which is proposed by Gerot and Wignell (1994:192).

1.5 Significance of the Study

The results of the study are expected to be a useful research for:

1. The researcher

To get more knowledge about discourse study especially on genre analysis

2. The readers

As an additional reference for the readers to understand more about genre analysis

3. Dian Nuswantoro University especially the English Department students. It is expected by reading this thesis, they can add the knowledge of linguistics especially about genre analysis.

1.6 Thesis Organization

This thesis is arranged in five chapters. The first chapter is Introduction. It consists of Background of the Study, Statement of the Problem, Objective

of the Study, Scope of the Study, Significance of the Study, and Thesis Organization.

Review of Related Literature, exposed in the second chapter. This chapter is arranged to support and direct the researcher in analyzing the data of the problem. The theories used in this chapter are: text, text and context, context of culture (Genre), text type.

The third chapter is Research Method that begins with the method used in this research. This chapter contains five sub-chapters: Research Design, Unit of Analysis, Source of Data, Method of Data Collection, Method of Data Analysis.

The next chapter is the fourth chapter. This chapter covers the Data Analysis. It presents research finding and discussion.

The last chapter is the conclusion. It also presents suggestions from the researcher related to the subject being analyzed.