

CHAPTER I

INTRODUCTION

1.1 Title of The Study

“The Analysis of Language styles in SEA Today News”

1.2 Background of The Study

The stylistic approach to language played an important role in the dissemination of news, serving as a conduit between the content and the audience. The shaping of the manner in which information was presented and perceived by the stylistic approach to language was a multifaceted process of linguistic preparation that can imbued aspects of beauty with the intention of evoking specific effects and thereby infused language with greater vitality. The stylistic choices made by journalists and editors influenced the tone, clarity, and impact of news stories, as demonstrated by Arman, A., & Mariani, M. et al. (2023). Understanding these elements was essential for comprehending how news media shaped public discourse. In an era where information was abundant, language style in news reporting was a key factor in differentiating one news outlet from another.

The term “language style” was also known as “Beautiful language,” which was used to create a specific effect by introducing or comparing objects or other things that were more specific or more general. The stylistic approach employed in news media was characterised by a range of elements, including tone, register, diction and the use of rhetorical devices. The term “tone” was used to describe the attitude conveyed through the writing, which could range from formal to informal or serious to humorous. Register pertained to the level of formality and the selection of language appropriate to the audience and context. The selection of words, or diction, could affect the clarity and emotional impact of the news. Rhetorical devices, such as metaphors, similes, and hyperbole, were used to enhance the persuasive power of the narrative. Collectively, these stylistic elements shaped public perception and opinion by framing the news in specific ways, influencing how stories were understood and remembered. It was therefore crucial to

understand the stylistic nuances of language in news reporting in order to recognize the subtle ways in which the media could shape public discourse.

SEA Today News was a significant news portal catering to a broad audience in Southeast Asia. Its target audience was diverse, making it a valuable case study for language style analysis. The platform was significant in the digital news landscape due to its rapid growth and popularity among readers seeking reliable news. Analyzing SEA Today News.com presented unique opportunities to explore how a relatively new and diverse news platform utilized language style to engage its audience and convey information effectively.

The digital platform SEA Today News.com targeted a diverse audience across Southeast Asia, offering news that catered to a wide variety of interests and cultural backgrounds. As a relatively new and diverse news outlet, the site occupied a unique position in the modern news landscape, where online news consumption was becoming increasingly common. An analysis of SEA Today News.com provided a valuable opportunity to explore how language styles were used in this context, offering insight into the evolving dynamics of digital journalism.

The main objective of this study was to examine the language style used by SEA Today News.com with a view to elucidating its constituent elements and classifications. This research employed Seyler and Joos's writing style theory to examine the data under study. This entailed identifying patterns, strategies, and potential biases in the news reporting. By examining the stylistic choices, This study aimed to ascertain how these elements contributed to the overall effectiveness and influence of the news. In particular, the objectives were to determine what elements of style and classification of style were utilized in the news.

1.3 Formulation of The Problem

Based on the background stated above, the problems that arise in this study are as follows:

1. How are elements of language styles used in SEA Today News?
2. How are classifications of language styles used in SEA Today news?

1.4 Limitation of the study

This research was limited to analyzing the language style used in the captions uploaded by the SEA Today News official Facebook account during the period May 1-30, 2024. The researcher stated that a one-month period was chosen to keep the research focused, well-managed, and allow for in-depth analysis. The captions analyzed covered a variety of topics, such as business, sports, education, beauty, transportation, entertainment, movies, and other general information. The researcher selected 20 posts as samples based on the diversity of themes and the feasibility of the content to be analyzed linguistically. This research did not focus on the content/topic of the news in depth, but only analyzed the stylistic elements contained in it, based on theories from Seyler (stylistic elements) and Joos (stylistic classification).

1.5 Objective of The Study

Based on the problem formulation above, the objectives of this study are as follows:

1. To analyze the elements of language styles that are used in SEA Today News
2. To analyze the classifications of language styles that are used in SEA Today News

1.6 Significance of Research

In this section, the researcher discussed the benefits of this research.

1. For the researcher, this research can obtain and provide information and knowledge about language style.
2. For readers, this research can be used as learning material news language styles.
3. For future research, this research can be used as a reference for further related research.