

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

A language is a communication tool used by people in their daily lives involving at least two participants. It can help humans to socialize and understand each other and convey information and arguments to others. The attitude and behavior of a speaker can be represented through the use of both spoken and written language. The subfield of linguistics that focused on studying the style of written language is called Stylistic. Stylistic is a branch of applied linguistics that is concerned with the study of style in texts. It discusses written and spoken texts to define linguistic importance, structure, and patterns influencing the perception of the text. Stylistic is generally defined as the linguistic study of style, and it aims at explaining the relation between language and artistic function (Leech and Short, 2007, p. 11).

One of the most encompassing theories that has been developed within a stylistic framework is foregrounding. The term foregrounding was firstly introduced by the Czech theorist Jan Mukarovsky in 1964. He points out that foregrounding may occur in normal languages, such as spoken discourse or journalistic prose, but it occurs at random with no systematic design (p. 20). The theory of foregrounding focuses on the distraction of everyday communication, and enables literary and non-literary texts to present new understandings and meanings wrapped in complexity.

The magazine is one of the mass media that provides not only news but also comments, analysis, advertisements, and entertainment. Nowadays, most people tend to access the internet to get many information instead of reading a magazine. National Geographic is one of the most successful magazines that could sustain a long terms reader from all over the world for its reliable information. Since 1888, the National Geographic Society has driven impact by

identifying and investing in an international community of explorers: leading scientists, educators, storytellers, conservationists, technologists, and many other changemakers who help the readers define some of the critical challenges through time, drive new knowledge, advance new solutions, and inspire positive transformative change. This magazine contains several categories of news such as science and technology, social, culture, environment, travel, etc.

The reason why the writer is interested to analyze the stylistic analysis of foregrounding in this magazine is that foregrounding is one of the linguistic tools that have an important role in helping the readers to understand the significance of the text. Furthermore, since National Geographic is one of the most famous international magazines in this world, of course, many articles containing foregrounding exist in this magazine so the writer could easily find the object of the research.

1.2 Research Questions

From the background of the research above, this research focuses on analyzing stylistic foregrounding in articles published by National Geographic Magazine. In conducting this research, the writer focuses on the research question below:

1. What types of foregrounding are found in articles in National Geographic magazine?
2. What are the functions of foregrounding for the readers?

1.3 Objective of the Research

The objectives of this research are to identify the types of foregrounding in a text of an English magazine and to explain the functions of foregrounding for the readers. In relation to this, there are two related objectives in conducting this research. Those are:

1. To identify the types of foregrounding found on articles in National Geographic magazine as the principle of the text organization aimed at attracting the reader's attention to the pragmatically significant parts of the message.
2. To identify the functions of foregrounding found in articles in National Geographic magazine and also to point out the existing information in the text.

1.4 Scope of the Research

This research uses foregrounding theory by Leech (2008). The limitation of this research is focused on the types of foregrounding and the functions of foregrounding for the readers. The data in this research are taken from National Geographic Magazine from September 2019 until February 2022. The scope of this study would make it much easier for the writer to carry out the analysis.

1.5 Methods of the Research

In this research, the writer uses the descriptive method. In collecting the data, an observational method is used. In doing the observational method, non-participant observational techniques and note-taking techniques are used. The non-participant observational technique is observing the use of language without involving the researcher in the conversation. The detailed information of each step is described as follows:

1.5.1 Collecting the Data

National Geographic magazine is used for this research. Firstly, the articles are searched on the National Geographic website. Secondly, the writer read several articles and download them. Thirdly, articles are typed into a transcription. Fourthly, the writer selected 35 articles to be analyzed. Then, the stylistic analysis of foregrounding is classified based on the theory by Douthwaite (2014) regarding types of foregrounding and Fowler's (1996) functions of

foregrounding. The collection of this study was from the editions published from September 2019 through February 2022. Lastly, each of the foregrounding is analyzed based on the two research questions above.

1.5.2 Analysing the Data

In analyzing the data, the writer first interpreted the meaning of foregrounding. Second, the writer classified the foregrounding based on the types of foregrounding using the theory by Douthwaite (2004). Third, the writer analyzed foregrounding functions using the theory of Fowler (1996). Last, the data analysis was discussed based on the data found.

1.5.3 Presenting the Result of Analysis

After analyzing the data, the writer presents the result of the analysis descriptively. The writer described the result of the analysis according to the most dominant type and function found in 35 foregrounding.

