

CHAPTER IV

CONCLUSION, LIMITATION, AND SUGGESTION

4.1. Conclusion

This research aims to identify the move structure from the introductions sections of Football News Programs (FNP). It also focuses on analyzing the communicative purposes and also the keywords from FNP. FNP consists of three programs, which are *The Lowdown*, *The Transfer Show*, and *Numbers Don't Lie*. The data for this research are 45 video transcripts (15 from each program), which is analyzed using theories from Bhatia (2013) for genre analysis, Swales (1990) for communicative purposes, and the framework for analyzing the move structure of sports news programs from Amoakohene (2017).

After analyzing the data using the framework from Amoakohene (2017), it is concluded that Football News Programs (FNP) is structured by three moves. These three moves are M1. Opening, M2. Outline of Presentation, and M3. Advertising. M1. Opening consists of four steps which are Greetings, Welcoming, Announcing the Identity of Presenters and Purpose of Presentation. M2 does not have any steps, while M3. Advertising consists of two step which are Advertising the Sponsors of the Program and Announcing the Program.

M1. Opening appeared in all of the data and is classified as an obligatory move. M1.S1. Greetings have a frequency of 87% which makes it a core step. M1.S2. Welcoming and M1.S3. Announcing the Identity of the presenter both classified as obligatory steps with M1.S2 having a 96% occurrence and M1.S3 100%. M1.S4 Purpose of Presentation have a frequency of 33% which classifies it as ambiguous according to

Huttner's (2010). M2. Outline of Presentation appeared in all of the data, thus classified as an obligatory move. M3. Advertising has a frequency of 27% which makes the move classified as an optional move. M3.S1. Advertising the Sponsors of the Program, acquired a frequency of 24% which is classified as optional, same with M3.S2 Announcing the Program which has a frequency of 9%.

The analysis of communicative purposes resulted in finding two communicative purposes of the introduction sections of FNP. The first communicative purpose is to provide an engaging opening to the viewers and the second is to inform the viewers the order of Football News Programs.

After analyzing the transcript of the introduction sections of FNP using the keyword tool from the AntConc 4.3.1. software, it is found that there are ten keywords. The ten keywords according on their keyness level from highest to lowest is Welcome, League, Lowdown, Premier, Transfer, Chelsea, United, Season, Show, and signing.

4.2. Limitation

This research only focuses on analyzing the move structure, communicative purposes, and keywords from the introduction sections of Football News Programs (FNP). This research does not analyze the whole program due to the limitation of this research being an undergraduate thesis and follows previous studies that will be utilized as a framework. At the time of writing this thesis, research about the move structure of the entirety of a program or show about sports have not been conducted.

4.3. Suggestion

There are a lot of aspects that can be developed after going through the experience of conducting this research, which can be suggestions for future studies. Given the current

research, multiple suggestions for future studies are to analyze the entirety of the move structure of a program discussing sports/football news; to compare the language features used in programs of geographical differences.

