

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Discourse and genre analysis are the branches of applied linguistics. Discourse and genre analysis have a lot of impact on our surroundings. That is used in analyzing mass communication and in the teaching and learning process. Discourse analysis, an approach to the analysis of language that looks at patterns of the language across texts and the social and cultural contexts in which the texts occur (Paltridge, 2012, p. 1). Discourse analysis also considers how the use of language presents different views of the world and different understandings. It examines how the use of language is influenced by relationships between participants and the effects the use of language has upon social identities and relations. It also considers how views of the world and identities are constructed through the use of discourse.

Genre analysis is a branch of discourse analysis that focuses on analyzing text based on the structure. Genres are ways people ‘get things done’ through their use of spoken and written discourse. (Paltridge, 2012, p. 62). Genres are activities that people engage in through the use of language. Academic lectures and casual conversations are examples of spoken genres. Newspaper reports and academic essays are examples of written genres.

Genre analysis is essentially based on two central assumptions. Firstly, the features of a similar group of texts depend on the social context of their creation

and use. Secondly, those features can be described in a way that relates a text to other texts like it (Hyland, 2002, p. 114).

Editorial is one of the genres in discourse analysis. Editorial can be considered as one of the most important sub-genres as it tends to represent the views and opinions of a particular newspaper. In the broadest meaning, editorial is a compass that which guide the public opinion. According to Passante, editorial board evaluates issues for which it believes it is important for readers to know the newspaper's opinion (2007, p.28).

As an example:

“The logic offered by the director of national intelligence for restricting in-person briefings for Congress on foreign meddling in the election campaign doesn't pass the smell test.” (American Intelligence Knows What Russia Is Doing, By The Editorial Board: Aug. 31, 2020, New York Times).

In this example, the common move found by the writer is presenting case. The marker of this move is statement sentence. The function of this common move is presents the background of the situation that occurred on that day.

Based on the description, the writer chose to analyze the genre analysis in *New York Times* newspaper editorials. This research will conduct with the consideration that *New York Times* newspaper is one of the best English newspaper and a newspaper that if of great interest to the public. New York Times provides a special editorials board. The writer takes fifteen editorials in this newspaper as a sample for analysis. *New York Times* is currently by *The New York Times Company*. *New York Times* can be accessed through print and online media, but the writer can only be accessed online.

The objective the study raised is new problems encouraged in discourse analysis. The writer has not been able to find a thesis majoring in English Department at Andalas University that discusses the focus on the genre analysis. It is difficult to find related studies, moreover using Bhatia's (1993). The writer only found one related studies that discusses the move analysis using Bhatia theory but with different object. Regarding the second and third objective studies, namely genre markers and genre functions, there has not single issue that has discussed these problems. So the writer decided to examine this objective the study.

1.2 Identification of the Problem

This research focused on the analysis of editorial genre based on theory Bhatia (1993). Therefore, this study aims to answer the following questions:

1. What are the common move categories of editorials in New York Times newspaper?
2. What are the genre markers of each text segment of editorials?
3. What are the genre functions of each text segment of editorials?

1.3 The Objective of the Study

Based on the problem statements above, the objectives of this research can be formulated as follows:

1. To find out the common move categories used in New York Times newspaper editorials.
2. To find out the genre markers used of each text segment in editorials.
3. To describes the genre functions of each text segment of editorials.

1.4 Scope of the Study

This research is limited to the theory of genre analysis by Bhatia (1993) and supporting theory by Swales (1990). The writer aims to find out the common move categories used in New York Times newspaper editorials, and then the writer analyzes it. After that, the writer describes the genre function of each text segment in New York Times newspaper editorials. The writer also aims to find out the genre marker used in New York Times newspaper editorials. Newspaper editorials in this study were taken from August 1, 2020 edition up to August 31, 2020 edition. With the limitations of this study, it is easy for the writer to conduct the analysis. The time of data collection were taken during August because the writer started the research in that month and data can only be accessed one editorial per day.

1.5 Methods of the Study

Every research needs a method as the step to do the research. In conducting this research, the writer uses several steps. The first step, the writer finds editorial texts in the newspaper. The next step is the writer marks each paragraph in the text based on the structure of the text. Then, the writer sorts the genre of the text. After that, the writer describes the genre function of each text segment of editorials. The writer uses qualitative research method since it describes the writer's perception, observation, and experience in collecting data and analyzing data. Qualitative approach is approach used to investigate, discover, describe, and explain the quality or features of social influence that cannot be explained through a quantitative approach.

1.5.1 Source of the Data

The data in this study are qualitative. Qualitative data are data in the form of words, not in the form of numbers. Sources of the data in this study were taken from *New York Times* online newspapers. The writer chooses fifteen editorials from this newspaper. Newspaper editorials in this study were taken from August 1, 2020 edition up to August 31, 2020 edition. This was during the period in which the writer started to collect the data. The writer chose that period because the data must be retrieved per day.

1.5.2 Collecting of the Data

In conducting data collection, the writer follows several steps. First, the writer searches for and sort editorials in the newspaper. Then, the writer determines the amount of the data required. After that, the writer determines the editorial period of publication.

This study aimed to analyze that concerned editorial newspapers. The data of this research consists of 15 English editorial newspapers. The sample of this study published during August 2020 edition and published by New York Times website. These editorials were selected randomly, downloaded and adjusted to the required amount.

1.5.3 Analyzing the Data

Data analysis is the process of classifying and organizing data that aims to find something produced and learned. In analyzing the data, the writer uses Bhatia's (1993) theory to examine aspects of genre analysis in New York Times newspaper editorials. After being classified, the writer gives explain in each data.

There were several steps to analyze the data. The first step was classifying the move categories based on the theory and answer the question 1) What are the common move categories of editorials in New York Times newspaper? Then, the next step was to find the genre marker to answer the research question 2: What are the genre markers of each text segment of editorials? After the analysis, the writer found the answer to research question 3 and describes each text segment of editorials' genre function.

1.5.4 Presenting the Data

The results of the data analysis are the results of exposure to the data that have been analyzed. For this study, the results of the analysis are descriptive explanations relating to the move categories used in New York Times newspaper editorials.

