THE INFLUENCE OF GENERIC STRUCTURE TO THE NEWS CONTENT

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ABSTRACT

This research is aimed at analyzing the news structure. This paper will compared two articles issued by *Tempo* and *Kompas* online newspaper. Analyzing news structure will be related to discourse studies. This research tries to prove that different news structure will express particular meaning. Newspaper is interesting to analyze since it is published to persuade economically and ideologically. Economically, newspaper is a market commodity which needs to sell. Ideologically, newspaper is a domination of institution or others. Those aspects influence different sentence patterns which lead to the different generic structure.

As it is absolute that all news are recoqnized as having particular generic structure, this research attempts in extracting generic structure in two different news articles. This paper is conducted with descriptive qualitative research. The researcher compiles the data from the newspaper, then observe the difference of news structure.

This paper resulted in the comparison of the structure of the (conventional) news and *infografis,* the news with graphical layout. They have different news structure in delivering the information. The news' structure are: headline ^ lead ^ main event ^ verbal reaction ^ main event ^ comment; while *infografis*' structure are: headline ^ main event ^ sub headline ^ main event ^ sub headline ^ main event. The difference brings the consequence in the news content although they report the same topic dealing with bomb terror in Turkey.

Key words: *discourse analysis, generic structure, news structure, online newspaper, infografis*

I. Background of the Study

News is a specific type of discourse which transfers the message and information to the people life. The news production can be analyzed theoretically into two components (Van Dijk, 1988:176): textual and contextual components. The textual component systematically analyzes the various structures of news discourse at different levels. While contextual component analyses the cognitive and social factors, condition, constraint, or consequences of such textual structures and their economic, cultural, and historical embedding. Without those textual structures and cognitive processing, how news is actually made and why it has particular characteristic are unable to explain.

News is reported in mass media, one of them is in online newspaper. It is a product shaped by political, economic, and cultural forces (Fowler in van Dijk, 2001: 359). Every sentence written in newspaper is aimed at persuading the readers. Thus, linguistic features give the important notions of topic which represent the overall content of news reports. Newspaper is one of the media which plays important role in delivering news. To continue its existence, newspaper needs a large number of readers to support it economically and ideologically. In achieving this aim, newspaper utilized by particular news style and structure to catch the readers' attention. It encourages the journalist to report the news in an interesting composition.

This paper attempts to explain the difference of two types of news structure: the conventional news and graphic news. The first type is the standard news which is written in a series of sentences in paragraphs while the second type, which is called as *infografis,* is the newspaper column which reports the news in a graphical layout. *Infografis* has a unique structure, which is different from other news. It is made up with a simple sentences structure but in a logical sequence, graphical but talks more than text, and looks superficial but easy to keep in mind. While the conventional news is written only in sequence of sentences, *infografis* is arranged in creative structure as well as its content accuracy. It combines sentence and picture in

unity. It uses simple sentence construction, and the rest, the graphic explains. The graphic is colorful, interesting and followed by required explanation.

II. Theoretical review
2.1 Discourse Analysis

Discourse analysis is the analysis of spoken and written language as it is used to shape social and cultural perspectives and identities. It concerns with analyzing features of language that extend beyond the limits of a sentence. Nunan (1993:5-6) defined it as an analysis of a stretch of language consisting of several sentences which are perceived as being related in some ways. Those sentences related in terms of ideas they shares to perform certain functions.

Discourse analysis investigates the language in action, not in a written record of interaction. It brings together language, participants producing language, and context within the language used. In sort, discourse analysis involves the study of language in use. It is supported by Bhatia (2014: 81) that discourse analysis examines how stretches of language, considered in textual, social, and psychological context, become meaningful and unified for their users. It focuses on standardized and conventionalized generic form.

Moreover, Dijk (1998:2) states that discourse analysis is an interdisciplinary study. It is also interested in the analysis of the various contexts of discourse in the cognitive processes of production and reception as well as in the socio-cultural dimensions of language use and communication. Discourse analysis allows the researcher to investigate processes involved in the news production, the understanding and the use of news in the context of mass-mediated communication.

2.2 Structure of the News

Each text has a different structure: recipe text begins with the name of food, ingredient, cooking method, and serving method; horoscope text begins with the name of zodiac, general characteristic of person, predictions, and advice; news always begins with the headline, sub headline, and news content. Those patterns will define the genre or text type. The structure of the text is staged because the writer usually cannot make all the intended meaning at once. Each stage in particular genre contributes a part of the overall meaning that must be made for the genre to be accomplished successfully. Generally, as Dijk stated (1998:53-56), news is structured as: summary (headline and lead), main events, consequences, verbal reaction, and comments. Each move will be explained as follows:

2.2.1 Summary: Headline and Lead

Headline is the essential part of the news for each news article has a headline. Usually it is marked by special printing type such as written in large bold type with different font. It functions to arouse the readers' interest and make them read the whole text. Headline is the first thing that people will read, it usually printed in the first sequence of the text. Therefore, it must express the whole topic in an attractive even hyperbolic sentence.

Generally, headline followed by *lead*, which function to formulate the important point of news. Together they express the major topics of the text, thus they considered as the *summary* that represent the whole text, news, or story. Leads may be expressed in separately and boldly printed leads or may coincide with the first sentence of the text.

2.2.2. Main Events

Main event is an obligatory constituent in a news structure. It exists to explain the main information of the news. It also contains backgrounds or an evaluation of the news events. Usually, Backgrounds follow later in a news discourse, after the actual or main news events. The information given in the main events may be embedded in context. Thus, context information must illustrate the actual situation as well as concrete news events, not a general structural situation. Context has a more comprehensive, structural, or historical nature while backgrounds may include the history of the actual events and their context.

2.2.3.Consequences

Consequence is a category that occurs in news discourse. The newsworthiness of particular events is also determined by the seriousness of their consequences. By discussing the possible consequences, a news discourse will give causal coherence to news events. Sometimes, consequences are more important than the main news events. In that case, topics in the consequences category may have the same hierarchical position as the main events topics, or they may even become the highest level topic and be expressed in the headline.

2.2.4. Verbal Reactions

Verbal Reactions is a specific news schema category that may be seen as the response of the news. It allows journalists to formulate opinions that are not necessarily their own. Of course, the selection of speakers and of quotations need not be objective. The verbal reactions category is signaled by names and roles of news participants and by direct or indirect quotes of verbal utterances. This category usually follows after the main Events, context, and background categories, towards the end of the news discourse.

2.2.5. Comment

Finally, a news discourse is ended by the features to express the comments, opinions, and evaluations of the journalist or newspaper itself. The part is called by *comment.* It allows the newsmakers to share the ideological view that fact and opinion should not be mixed. The comments category consists of two major subcategories: evaluation and expectations. Evaluation features evaluative opinions about the actual news events whereas expectations formulate possible political or other consequences of the actual events and situation. It may for instance predict future events.

It is possible that many news texts only have some of these categories, only *headline* and *main events* are obligatory in a minimally well-formed news discourse. Categories such as *consequence, verbal reactions,* and *comments* are optional. Some categories may be repeated several times and same text sequences may have several functions simultaneously.

III. Research Method

The data of this research were taken from *infografis* in *Tempo* online newspaper and the (conventional) news is taken from *Kompas* online newspaper. Those newspapers are two of the famous newspaper in Indonesia. For enormous news written in this newspaper, the researcher chose the newest topic read. This research used observation method with note-taking. Researcher observed the data by reading them thoroughly then recorded the data by note-taking to get the accurate result. After collecting the data, the researcher compared the structure of two types of news and displayed the result in a table to ease the explanation. The result is presented in a description-qualitative research, which were interpretative. It means, description, explanation, and interpretation were explained from researcher's view which is based on language theories, particularly dealing with textual analysis or discourse analysis. The composition of the research is mostly presented in wording composition rather than numbering. This is the common method of qualitative research (Creswell, 2003:182).

IV. Finding and discussion

Text is organized according to the contextual structure which is in functional linguistic known as generic structure or schematic structure. This structure guides the development of the text. Schematic structure refers to the staged, step-by-step organization of the genre. Martin in Eggins (2004:59) states that schematic structure represents the positive contribution genre makes to a text: the way of getting from A to B in a way a given culture accomplishes whatever the genre in question in functioning to do in that culture.

Each text has its own schematic structure. News as usual begins with the headline, sub headline, and news content. Those patterns are habitually constructed and define the genre or

text type. This paper tries to compare the structure of the (conventional) news and *infografis,* the news with graphical layout. They have different news structure in delivering the information. Based on the data, news' structure are: headline ^ lead ^ main event ^ verbal reaction ^ main event^ comment; while *infografis*' structure are: headline ^ main event ^ sub headline ^ main event^ sub headline^ main event. The illustration displays in the following explanation.
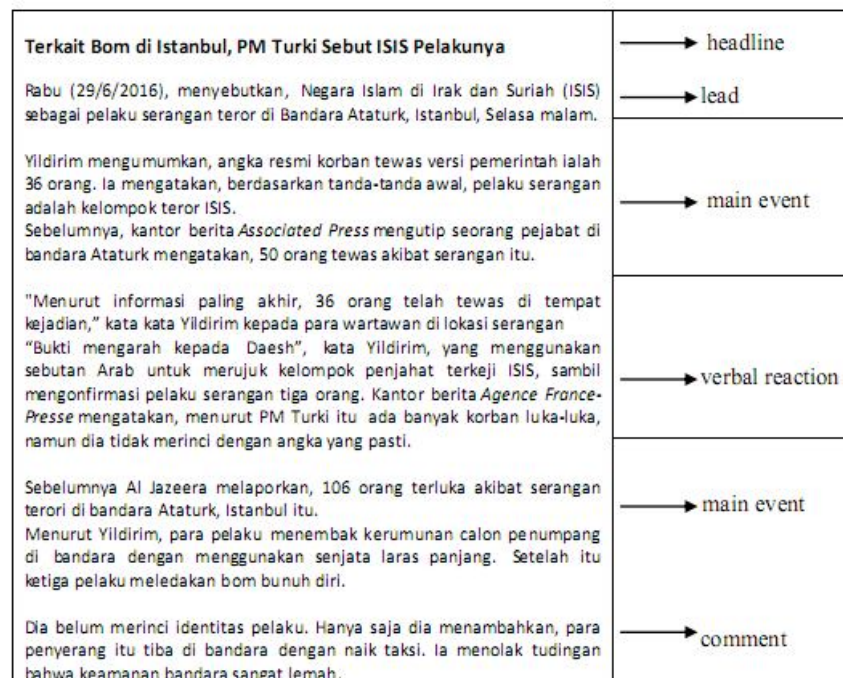

Figure 1: Structure of the News

Headline of the news is realized by compound sentence and followed by the lead paragraph which represents the whole story of the news. Main event comes after headline and lead explains the victims of bomb terror. It is followed by verbal reaction from Prime Minister of Turkey. Most important news events follow a standard procedure for asking the comments of important participants or prominent political leaders. The second main event gives more explanation about the victims of bomb terror. This news is closed by explaining the comment dealing with the security system in the airport during the terror.

The news structure is different from *infografis* structure although they report the same topic. This type of news not only focuses on the news content but also emphasizes the layout and colorful picture to arouse readers' attention. The structure is initialized by headline that realized in a phrase then followed by main event, explaining the context, chronology of bomb terror, and also the victims. The next structure is sub-headline that realized in a phrase and followed by main event. Main event explains the context and history of bomb terror around Turkey and Suriah. *Rentetan Teror* is the second sub headline produced by this *infografis.* This sub headline is supported by detail information about several bomb terrors happened in Turkey from 2015 to 2016. The context and the bomb terror history from 2015-2016 are illustrated in simple sentences with a colorful graphical layout in main event. The generic structure of *infografis* can be seen in a figure in the end of this section.

From the illustration given, it can be wrapped up that those two types of news have the different news structure in reporting the news. The first type, news, is written in sequence of sentences which form several paragraphs. Otherwise, *infografis* always avoids paragraph layout. It prefers explaining only the main points of the news and describe them in short sentences. Therefore, the readers will get several information. From the news, readers only get the information about the victims but from *infografis* readers can extract the information dealing with the chronology, setting, and history of several bomb terrors in Turkey and Suriah, and

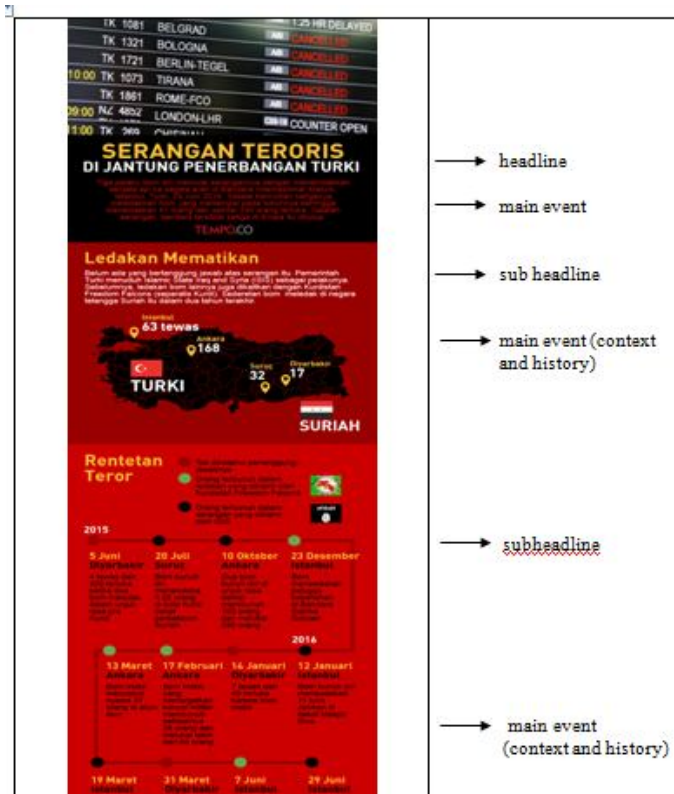information about the victims as well.

Figure 2: Structure of *Infografis*

V. Conclusion

Text is organized according to the generic structure or schematic structure. This structure guides the development of the text. In discourse studies, structure of the text is considered as an important category which functions to deliver particular meaning. This paper compares the structure of the (conventional) news and *infografis,* the news with graphical layout. It resulted in a finding that those two types of news have the different generic structure. The difference brings the consequence in the news content although they report the same topic dealing with bomb terror in Turkey.

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