

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Reading newspaper is a nice thing to do in the morning. People can get many informations from newspaper which normally has a wide range of information. There will be sports, economy, politics, health, and otomotive pages. Through reading newspaper, people can get not only information but also entertainment, too. To make the readers interested, the reporters will try to make interesting titles. The titles always express the content of the articles. However, due to their limited space, the title must be written in a shortened phrases. This sometimes leads to ambiguity.

Ambiguity happens when a certain utterance or text may have more than one meanings. Gillon said that an expression is ambiguous if the expression has more than one meanings(Gillon, 1990). The examples are the words school and pupil. School is the educational institution where the teachers teach the students. However, it can also mean group. It is used to refer to the group fish. Rather than saying, a group of fish, it is a common thing to say a school of fish.

Pupil is another example of ambiguous word. It actually has two meanings. The first one is a part of the eye. It is the circular black area in the centre of the eye. While, pupil can also mean students.

Ambiguity does not only come because a word has more than one meanings. It can also come as a sentence. Ambiguity occurs also because a longer linguistic forms has a literal sense and a figurative sense (Kreidler, 1998). The example is the sentence *It rains cats and dogs*. In literal sense, the sentence states that the rain does not drop any water like it should be, but it drops cats and dogs. It sounds funny and not possible. However, the sentence can also have figurative sense which means that the rain is pouring down heavily.

In this study, the writer will analyse the ambiguity which presents on *The Jakarta Post* online. It is the online version of The Jakarta Post newspaper. It is a daily English newspaper in Indonesia which is owned by PT. Bina Media Tenggara and founded on April 25, 1983. The writer chose the online version as the source of data for her research. She took some titles which she thought contain the ambiguity.

The topic of ambiguity is interesting to be discussed. Therefore, some researchers have tried to make some studies about it. One of the analysis is from Marianne (Marianne, 2011). She noticed that the advertisements needed the ambiguity for their tag line. It was because the ambiguity had the ability to creates more than one meanings. That thing makes the advertisement tagline interesting and able to attract the customers' attention. In her study, she found out that from the 18 advertisements she had got, most of the advertisements contain the lexical ambiguities because of the homonymous and the polysemous words.

Besides the ambiguity on the advertisement, there was a study about the ambiguity from the news title as well. Kinanti (2014) wrote a study about the lexical and structural ambiguities in the local newspaper, *Suara Merdeka*. From her research, she found out that from 34 ambiguous titles she found, there were 29 titles which could be grouped into lexical ambiguity category and there were 5 titles which could be grouped into structural ambiguity category.

Another study was conducted to see the presence of ambiguity on the newspaper headlines by Bucaria (2004). He analysed the ambiguity in humorous newspaper headlines. From his study, he found out that the most frequent ambiguous headlines which contain jokes were the lexical ambiguity.

## **1.2 Field of the Study**

This study belongs to the field of Semantics.

## **1.3 Scope of the Study**

In this study, the writer will focus on the classification of the ambiguous headlines in *The Jakarta Post* online. The writer will use the ambiguous theory which was proposed by Kreidler in (Kreidler, 1998).

## **1.4 Problem Formulation**

In this study, the writer formulates one main problem as follow:

What are the classifications of the ambiguous headline used in the Jakarta Post online?

### **1.5 Objectives of the Study**

Based on the problem which the writer has formulated, there is one main goal in her research as follows.

To find out the classification of the ambiguous headline used in the Jakarta Post online.

### **1.6 Significance of the Study**

The writer hopes that her study will be useful and can give a deeper understanding about understanding the headlines of a newspaper, particularly *The Jakarta Post*. Furthermore, this study will be able to give a reference to its readers about what kinds of ambiguity that are applied in the Jakarta Post online.

### **1.7 Definition of Term**

#### **1. Headline**

A heading at the top of an article or page in a newspaper or magazine (Oxford English Dictionary, 2015)

2. Ambiguity

The condition whereby any linguistic form has two or more interpretations (Kreidler, 1998).

3. Newspaper

A printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence (Oxford English Dictionary, 2015).

