

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Society nowadays cannot be separated from mass media. It has special value as well as plays an important role in human life. One of the well known mass media is magazine. As a mass media communication, an effective and successful communication happens only when the readers can understand the language by using the background knowledge and their collection of experience and meaning. Concerning with the explanation above, people use language as a mean or identity to be members of a society. They use it in order to communicate among each other, to express many things, and to deliver meanings. Studying language system refers to the study of meaning. Therefore, studying language cannot be separated from the study of meanings.

The study of meanings of words, phrases, and sentences is called semantics (Fromkin 1978 : 164). Each word, phrase, and sentence conveys its own meaning. It is important to know the sound and meaning of words because sometimes words have the same sounds but also have different meanings. Listeners may get confused to catch the meanings of word without knowing the context. Therefore, sounds and meanings cannot be separated.

According to Fromkin (1978 : 164) semantics covers semantics properties, ambiguity, paraphrase, idiom, and so on. One of the elements is ambiguity. Ambiguity is one of the scopes of semantics which discusses the meaning of word

and sentence. Words and sentences are ambiguous when they can be interpreted in more than one way. Kempson (1992:123), states that ambiguity is words or sentences which have more than one meaning. It means that the term of ambiguity refers to the multiple meaning of a given utterance. Such an utterance, ambiguity occurs when the utterance can be understood in two or more distinct senses, for example, in simply way the phrases "*old men and women*" can be interpreted as ambiguity "*bold old men and old women*" or "*both old men and just women*".

Dealing with the ambiguity, some medias that are supposed to have significant influence to the receiver is a magazine. In this case, a receiver belongs to a reader in which at the subject of this study, the research employs "Hello English Magazine" as regard of representing the ambiguity analysis. Hello English magazine is a monthly magazine published in Semarang by Widya Niti Bahasa Foundation to provide English learners of any background study (especially youth) with good reading material (Hello English magazine). The magazine is also the best friend in learning English because the target market of the magazine is 14 – 35 years old. It consists of fifty two pages and divided up into some sections such as Short Story, Jokes, Readers' Forum, Bookwatch, Poems, Music and so forth. This thesis is focused on the articles of readers' forum in Hello English magazine as the subject of the study. The consideration is that readers' forum column consists of reader's opinion, in which they can deliver their opinion in this column.

As the purpose of this study, the researcher intends to employ magazine due to its documental magazine. The researcher chooses Hello English magazine

because it contains of English language which is published in Indonesian, so that the language is not too difficult to understand so it has a large number of readers in Indonesia since its establishment in 1987.

Supporting to the explanation above, people are not aware of the ambiguous sentences. They generally assume with only one interpretation. Thus, they do not realize the ambiguity existence. Because sometimes the readers do not realize these ambiguities, and they may interpret the sentence differently, so by those purpose the researcher is interested in doing the study of it.

1.2 Statement of The Problems

Based on the background of the study that has been discussed above, the research problems can be formulated as follows;

1. How are ambiguity used at readers' forum column in Hello English magazine published in January – June 2007?
2. What type of ambiguity is used at readers' forum column in Hello English magazine published in January – June 2007?

1.3 Purpose of The Study

Purpose must relate closely to the problems, which are formulated in the previous section. In such condition, this study is intended to have the purposes to identify the ambiguity found at readers' forum column in Hello English magazine.

1.4 Significance of The Study

This study is expected to give good and useful information to the study of semantics, especially ambiguity. The researcher also hopes that this study will be useful for the student of English especially in linguistics and other learners who are interested in ambiguity. Finally through the result of this study, the researcher expects that the readers will be able to increase their knowledge of ambiguity more profoundly, so that they would not get the wrong interpretations in reading.

1.5 Scope and Limitation

This study is limited to the analysis of ambiguity at readers' forum column in Hello English magazine in January – June 2007, which is published monthly by Widya Niti Bahasa Foundation Semarang. This year is considered as the up-to-date publishment in which the research conducted. Since all there are a lot of edition columns and articles in Hello English, the researcher only takes the readers forum columns because the contains of the column are written by reader not redactor magazine.

1.6 Definition of The Key Terms

To guide this study easily to investigate, it's necessary to explain the key term of the study. The key terms are ambiguity, lexical ambiguity, structural ambiguity, readers' forum column and Hello English magazine.

- 1. Ambiguity** : A word or sentences which have more than one meaning (Kempson, 1997:123).

2. **Lexical ambiguity** : Double or multiple meaning which come from the meaning of the words themselves (Katamba, 1989:174).
3. **Structural ambiguity** : Double or multiple meaning which is cause by arrangement of word in to phrases or sentences themselves (Katamba, 1989:174).
4. **Readers Forum** : Part of column in Hello English magazine consisting by opinions or suggestion from the readers.
5. **Hello English Magazine** : Is published monthly by Widya Niti Bahasa Foundation to provide English learners of any background study (especially youth) with good reading materials (Hello English magazine).