

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Misunderstandings can arise due to a variety of reasons, including differences in experiences, knowledge, and perspectives among individuals, as well as unclear or disrupted communication. One common background for misunderstandings is the diverse backgrounds people come from. Cultural, educational, and personal experiences shape how individuals perceive and interpret information. What might seem clear and straightforward to one person could be confusing or misinterpreted by another due to these differing backgrounds. Another factor is cognitive biases. Our brains often make shortcuts in processing information, leading us to jump to conclusions or interpret things in a way that confirms our existing beliefs or expectations.

These biases can lead to misunderstandings, as people may not fully consider alternative perspectives or possibilities. Communication barriers also contribute to misunderstandings. This could include language barriers, differences in communication styles, or simply miscommunication due to distractions or lack of clarity in the message being conveyed.

Furthermore, misunderstandings can occur when there are gaps in knowledge or information. If someone lacks context or background information about a topic, they may misinterpret or misjudge the situation

based on incomplete information. To address and reduce misunderstandings, it is important to promote open and clear communication, actively listen to others' perspectives, be aware of our own biases, and seek clarification when needed. Additionally, fostering empathy and understanding for others experiences can help bridge the gap in perception and reduce the probability of misunderstandings. Most of the misunderstandings causes by the lack of information for example, references.

Reference functions as the principles of effective communication and writing clarity. It is essential for achieving grammatical cohesion by establishing clear connections between different elements of a text. Whether through pronouns, demonstratives, articles, or other grammatical devices, reference help maintain continuity, clarify relationships, avoid ambiguity, provide structure, and enhance readability, ultimately ensuring that the text is coherent and understandable to the reader. To build an understandable and coherent text, grammatical cohesion is needed to ensure the unity within a text.

Cohesion relates to the grammatical and lexical devices used to create unity and coherence within a text or discourse. The concept of cohesion emerged from the field of discourse analysis, particularly in the study of how texts are structured and organized to convey meaning effectively. Cohesion involves analyzing the relationships between linguistic elements, such as pronouns, conjunctions, and lexical repetition, to understand how they contribute to the overall coherence of a text. A coherence text can be built if we understand the meaning of a text or what we want to convey as a writer.

Therefore, there is a study about meaning called Semantic.

The study of meaning communicated through language, called as semantic according to Saeed (1997, p. 3). It means that, semantics is the branch of linguistics that deals with the study of meaning in language. It investigates how words, phrases, sentences, and discourse convey meaning, and how meaning is interpreted and understood by speakers and listeners. Semantics examines the relationships between linguistic expressions and the concepts they represent, as well as the rules and principles governing meaning in language.

Humans use language, a complex system of communication to express thoughts, ideas, emotions, and experiences through a structured set of symbols, sounds, and rules. Language encompasses spoken, written, and signed forms of communication and serves various functions, including expressing identity, conveying information, negotiating meaning, and facilitating social interaction. It is a fundamental aspect of human cognition, culture, and society. and to allow that, BBC news or the information that the researcher got from the object is the text provides in a form of social media post caption as a way of conveying information.

The scientific study of language is known as linguistics, encompassing various subfields such as phonetics, phonology, morphology, syntax, semantics, pragmatics, sociolinguistics, and psycholinguistics. Linguistics investigates the structure, use, and evolution of language systems across different languages and cultures. It seeks to understand the cognitive, social, and cultural aspects of language and communication.



A caption known as a brief explanatory or descriptive text that accompanies a visual element, such as a photograph, illustration, diagram, or chart. Quoted from the Oxford Dictionary, the meaning of caption is a title or short explanation added to an article, illustration, cartoon or poster. So, captions provide additional context, information, or interpretation about the visual content, enhancing the viewer's understanding and engagement. They remain an essential tool for enhancing the impact and effectiveness of visual content in today's multimedia landscape. The social media platform of the researcher object is Instagram, where people can post a visual content such as photos or videos and they will provides explanation with a caption.

Users of Instagram may interact with material from other users by like, commenting, and direct messaging, in addition to sharing their own images and videos. The Explore tab on Instagram allows users to discover new content and accounts based on their interests and browsing behavior. It features personalized recommendations, trending hashtags, curated collections, and content from accounts similar to those users already follow.

The Instagram is a versatile platform that combines visual storytelling, social networking, and content discovery, making it popular among individuals, brands, influencers, and creators worldwide. It continues to evolve with new features and updates to meet the changing needs and references of its diverse user base. In this era, public information can be found not only on Television, radio or newspaper. Many Televisions news program or newspaper company already has their social media account to provide news or public information. Such as BBC News.

BBC News is rooted in the history and evolution of the British Broadcasting Corporation (BBC) as a global news organization. The BBC was established in 1922 as a public service broadcaster in the United Kingdom. Initially, it focused on radio broadcasting, providing news, entertainment, and educational programming to the British public. BBC News emerged as a dedicated division within the BBC, responsible for gathering, producing, and broadcasting news content across various media platforms. It started with radio news bulletins and expanded into television news broadcasts with the launch of BBC Television in the 1930s.

Over the years, BBC News expanded its reach beyond the UK, becoming one of the world's largest and most respected news organizations. It established international bureaus and correspondents in key locations around the globe, allowing it to report on global events and issues from multiple perspectives. BBC News has been at the forefront of broadcasting innovations, pioneering techniques such as live reporting, outside broadcasting, satellite news gathering, and digital journalism. It has adapted to technological advancements and changing media consumption habits to deliver news across various platforms, including television, radio, online, and mobile devices.

BBC News is known for its commitment to editorial independence, impartiality, and accuracy in reporting. It operates under a Royal Charter and is funded by a license fee paid by UK households. This funding model aims to ensure the BBC's independence from commercial and political influence. BBC News has received numerous awards and accolades for its journalism,

including Peabody Awards, Emmy Awards, and Royal Television Society Awards. It is recognized for its in-depth reporting, investigative journalism, and coverage of major global events.

In recent years, BBC News has undergone a digital transformation, expanded its online presence and invested in digital platforms and services. It operates a comprehensive website, mobile apps, social media channels, and on-demand video services to reach audiences around the world. BBC News has a significant global impact, reaching millions of viewers, listeners, and readers across multiple countries and languages. It serves as a trusted source of news and information for audiences worldwide, shaping public opinion, influencing policy debates, and promoting understanding between cultures and societies.

For the reason above the researcher conduct research on the topic of “Grammatical Cohesion of Reference in the BBC News Instagram Post Caption from September 2023 to February 2024”

## **B. Question and Scopes of the Research**

### **1. Question of the Research**

Based on the background above, the problem discusses in this research are:

- a. What are the captions consisting of reference in official BBC News Instagram?
- b. What types and functions of reference are the caption of BBC News

Instagram?

## **2. Scopes of the Research**

In this research, the researcher focused specifically on the types and functions of reference within Instagram captions from the official BBC News account. The study aimed to categorize various reference types—such as personal, demonstrative, and comparative references—and analyze their functions in conveying meaning and maintaining coherence in the captions. The analytical framework employed was grounded in the theory of grammatical cohesion proposed by Halliday and Hasan (1976), which emphasizes how references contribute to the textual cohesion of language.

To ensure a thorough examination, the research limited its scope to captions posted between September 2023 and February 2024, providing a defined temporal context for the analysis. By systematically analyzing and classifying the "Grammatical Cohesion of Reference in the BBC News Instagram Post Captions" during this period, the study seeks to illuminate how different types of references function to enhance clarity, connect ideas, and engage the audience in news reporting. This focused approach allows for a nuanced understanding of the interplay between reference types and their cohesive roles in the context of news on social media.

## **C. Objective and Significance of the Research**

### **1. The Objective of the Research**

Based on the statement of the problem above, the objective study of



this analysis can be formulated as follows:

- a. To identify and analyze the captions that contain references in the official BBC News Instagram.
- b. To classify the types of references used in these captions and examine their functions in conveying meaning and coherence within the context of caption of BBC News Instagram.

## **2. Significance of the Research**

Theoretically, the researcher hopes that this research will be useful to readers and future researchers. This study aims to provide an introduction and knowledge, as well as to assist in identifying functions of reference for news, particularly in the social media platform. This research may serve as a model for future works, revisions, and references.

Practically, this research is expected to assist future readers and researchers in identifying references in news material. Readers may assist with texts by having a comprehensive understanding of reference to promote clear, coherent, and engaging communication.

## **D. Operational Definition**

The main terms or phrases utilized in this research that may be crucial for identifying a keyword will be defined or explained by the researcher. These are listed below:



## **1. Discourse Analysis**

Discourse analysis is a method of studying language that focuses on how language is used in social contexts. It examines both the structure of language (grammar, syntax, etc.) and the way language functions in communication to reveal underlying patterns and meanings.

## **2. Cohesion**

In linguistics, the concept of cohesion describes the relationship between the structure and substance of a sentence or text to produce meaning. For a text to make sense, there must be cohesion between sentences, within paragraphs, and across paragraphs.

## **3. Grammatical Cohesion**

The term "grammatical cohesion" refers to the many grammatical constructions that can be employed to clarify the relationships between sentences. Text fragments are linked together in a particular way using cohesive devices.

## **4. Reference**

References denote the specific kind of data that is identified as available for retrieval. They can be categorized as either endophoric (textual), relating to information within the same text, or exophoric (situational), referring to information outside the text.

## **5. Caption**

A caption typically refers to a brief explanation or description

accompanying an illustration, photograph, diagram, or similar visual content. It provides context or additional information to help the viewer understand the image better. Captions are often used in social media posts, articles, presentations, and other forms of visual communication.

### **E. Systematization of the Research**

Chapter I, introduction consists of background of the research, question and scopes of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II, theoretical Descriptions consists of the theory semantic, the theory of cohesion, the theory of grammatical cohesion, the theory of reference, the description of caption, the theory of BBC News, and research of the relevance.

Chapter III, methodology of the research consists of method of the research: time and place of the research; kind of the research, procedure of the research, technique of the data collection, technique of the data analysis, and data source.

Chapter IV, data analysis consists of data description, data analysis, and interpretation of the research findings.

Chapter V, conclusion and suggestion consist of conclusion and suggestion.