

RHETORIC IN NEWS ARTICLES OF TVRI BROADCAST OF 'KALTIM THIS WEEK'

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Abstract

This study reported rhetorical style used in a news article to broadcast in TV RI of Kaltim This Week, specifying three kinds of styles: climax, cause, and effect. This study used content analysis, identifying 10 articles available in the broadcast services. The study revealed that three parts of rhetorical organization of news writing for broadcasting: climax part, cause part, and effect part were present in the news articles of Kaltim This Week. Climax parts appeared at the beginning of the writing. Irrelevant climax part happened as the editor put his/her subjective conclusion toward the story. The cause parts giving reasons and supporting facts were found in the middle of news articles. The absence of cause part was because the editor explained detailed information so he/she became unfocused to the reason. The effect parts were well presented in the news articles.

Keywords: broadcast, news, cause, effect, climax.

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1. INTRODUCTION

Students of English Department are trained to be teachers. However, in the application, not all students work in educational fields. Some of them work in a company, as secretary, manager, officer, diplomat; and some others work in non-governmental-organization and become freelancer such as translator, interpreter, and guide. Others work as radio announcer, off-air presenter, editor, reporter, journalist, musician, and many more different fields.

The entire examples above are only some exceptions and deviations to the purpose of English Department under the Teacher Training and Education Faculty. However, giving the material that can carry illustration about what happens in the real life is really needed to encourage students learning. Authentic material is one way to help students see meaning in the academic material they are studying by connecting academic subjects with the context of their daily lives (Johnson, 2002 in Budiharso, 2006b:4).

Writing for journalistic in this context is one that students of English department require to master. When a writer is producing a piece of writing, it means conveying a written message for a particular purpose to a particular audience. Writing is a process through which a writer discovers, organizes, and writes one's thoughts to communicate with readers. The writing process gives the writer a chance to compose, draft, rethink, and redraft to control the outcome of her or his writing (Wingersky, Boerner, and Holguin-Balogh, in Budiharso 2006b:99). A good writer is someone who is able to deliver the message to one's readers in order to easy to understand just like making communication between the writer and the readers directly. To achieve the goal, a good writer must understand completely in applying rhetoric and linguistic features.

2. REVIEW OF LITERATURE

2.1. Rhetoric

Rhetoric refers to the art of writing, including the practical skill of delivering a well-constructed theoretical science of formulating rules and condition for good and balanced exposition (Wahab, 1986 in Budiharso, 2006a). It refers to how a writer produces ideas in an essay by logic, analytic wording, and sentences. It has some features including general pattern of thought, development of ideas, and coherence in essays (Budiharso, 2006a:41).

Rhetoric as the art of good writing is the standard of a straightforward and clear style of writing. To achieve good rhetoric, a writer should know the proper subject, interest in one's writing, and acceptable modes of packaging what one wants to say. This packaging is rhetoric. The right wrapping can usually compensate the poor content; in contrast, even solid content can be weakened by inappropriate style (Connor, 1996) in Budiharso (2006:45). Briefly, the rhetorical rules include theories on paragraph and process of writing in academic writing. Theories of paragraph are required since they provide basic knowledge on how to develop ideas in standard English writing (Budiharso, 2005).

Oshima and Hogue (1991) in Budiharso (2005) argue that paragraph is a group of sentences that develops one main idea. A paragraph develops a topic that is the basic subject of the paragraph. It contains series of sentences that are related to one another and dealing with one topic or unit of thought. Typographically, paragraph is known from its indentation, a space at the beginning of line of writing. The topic sentence can be placed at the beginning, at the end of a paragraph, or in the middle of a paragraph.

There are three major structural parts in a paragraph: a topic sentence, supporting sentences, and a concluding sentence. Topic sentence states the main idea. It provides directly about what is going to discuss. It is limited in one or two areas that can be elaborated completely in a single space of paragraph. This specific area is called controlling idea (Oshima and Hogue, 1999) in Budiharso (2006). Topic sentence introduces the topic and the controlling idea of a paragraph. In regards to its function, topic sentence is usually positioned at the beginning. It can also take place near the

middle or at the end of paragraph depends on the kind of paragraph (Smalley and Reutten, 1982) in Budiharso (2006).

The second part is supporting sentences. These sentences explain the topic sentence by giving example, facts, statistics, details, and quotation. Last, concluding sentence refers to the last sentence that let the readers with the most important points gotten from the paragraph (Arnaudet and Barret, 1982 and , Oshima and Hogue, 1999) in Budiharso (2006).

In addition to the three structural parts, there are two more elements to make a good paragraph: unity and coherence (Hairston, 1986; Oshima and Hogue, 1999; Smalley and Reutten, 1982) in Budiharso (2006). Unity means a paragraph starting from topic sentence, supporting sentences until concluding sentence only discusses about one topic. The main idea is stated in the topic sentence, and then each supporting sentence develops the idea. Meanwhile, coherence means all sentences must be logically arranged and flows smoothly. There are four ways to achieve coherence. They are repeating key nouns, using pronoun, transitional signs, and logical order (Oshima and Hogue, 1991 in Budiharso, 2005).

Rhetorical aspect of academic writing refers to knowing how to write a paragraph is as the basic knowledge to develop ideas in writing based on the above explanation. A good paragraph must develop the idea in three parts: (1) topic sentence, (2) supporting sentences, and (3) concluding sentence. These three parts must be supported by unity and coherence. Hairston (1986:76) argues that whenever someone writes in order to communicate something to other people, one is involved in rhetorical situation. It means that a writer is writing under a complex circumstance having several elements; elements that one has to think about as writing the ideas in order to make the writing effectively succeed with readers. The elements of any rhetorical situation are audience, persona, argument, and purpose.

First, audience refers to who reads the writing. Knowing the audience will help a writer to achieve the intended effect or goal of communicating clearly an effectively (Oshima and Hogue (1991) in Budiharso (2006)). *Second*, persona is also called as voice or tone that is the way in which a writer uses language to express relationship to both audience and material (Flemming, 1986:210). *Third*, argument means the content of writing that needs to be developed through logical technique: deduction, induction, cause and effect, definition, comparison, and the use of evidence and testimony or through non-logical methods: connotation, figurative language and diction. *The last*, purpose refers to why a writer writes a particular topic, what the need is for and what one wants to accomplish through writing the topic. The purpose of writing defines the rhetorical form of writing that is the organizational form and style selected for (Oshima and Hogue, 1991 in Budiharso, 2006).

In addition, writing is a process in which the writer discovers, organizes, and writes his or her thought to communicate with readers. The writing process gives the writer time to compose, draft, rethink, and redraft to control the outcome of his or her writing. There are five steps in writing process: (1) prewriting, (2) organizing, (3)

drafting, (4) revising, and (5) editing (Wingersky, Boerner, and Holguin-Balogh, 1992 in Budiharso, 2005). Prewriting is the stage of gathering ideas. Organizing refers to stage of grouping and ordering details. Drafting is writing the first copy of a paragraph. Revising is changing words and organization. The last step is editing in which the mechanical changes are made. Moreover, linguistic feature refers to the use of sentence construction, grammar, and mechanical aspects of writing. The use of proper sentence structure and precise vocabulary help reader identify preposition in the text more readily (Richards, 1992 in Budiharso, 2005). Linguistics features are identified using sentence complexity, that is, simple sentences, complex sentences, and compound sentences; the use of grammar and mechanics (Budiharso, 2005:13).

The proficiency of the linguistics features in writing is also obvious and it indicates how well a writer is able to develop good ideas and good grammar. Conversely, immature demonstration of linguistics in the writing will produce awkward sentences and poor writing. The linguistics features in writing include four types: syntax, grammar, vocabulary and mechanics (Budiharso, 2005:44).

In terms of language, the writer should have her or his own style, a set of characteristics generally found in an author's writing. The style is manifested in the use of three most important elements of formal writing: tone, sentence structure, and diction (Budiharso, 2005). Tone reveals the writer's attitude towards her or his subject by the choice of words, choice of grammatical structure, and even by the length of sentence. Sentence structure indicates the preference of the writer in using certain types of sentence. Diction refers to the kinds of words used.

2.2. Writing for Broadcast

In regards to the news writing, there is standard style in writing news for broadcasting. The news article from *Kaltim This Week News Program* of TVRI East Kalimantan complies with the rule. No matter what kind of writing is, specific and clear purpose should appear (Oshima and Hogue, 1991 in Budiharso, 2006a).

After seeing the news article from *Kaltim This Week News Program* of TVRI East Kalimantan and based on the explanation above, the researcher focuses in analyzing the style in writing the news including the rhetoric and linguistics features. First, there is specific part in bold letters that has function as introduction and then the rest sentences as the explanation of the introduction. Second, there is tendency to use complex and long sentences that is not always shown affectivity in meaning. Third, the article shows special punctuation that is slash (/) for ending the sentence. These examples of characteristics draw the interest of the researcher to have deepened analysis.

Kaltim This Week News Program is a new program from TVRI of East Kalimantan that relays on air completely in English. It was first on air in 2005. As a local product, *Kaltim This Week* has purpose to disseminate using English on daily basis in this province. Besides, news articles of *Kaltim This Week* are written by Indonesian native reporters. This condition will cause another reason to conduct this study in

attempts to translate words, phrase, and organization into English, where patterns of language and stylistic conventions are inserted (Connor, 1996 in Budiharso, 2006a).

Journalistic writing, according to Tebba (2005:9) is an activity of collecting, writing and informing news story to public. In collecting the new information, there are some values that make information becomes news story. The values are impact, timeliness, prominence, proximity, conflict, bizarre or unusual, and currency (Stovall, 1994:84). Impact refers to the event's effects to people's lives. Timeliness refers to the review of an event. Prominence is the quality having by prominent figures that even when they do trivial things they still make news. Proximity means an event has more value when it happens close to the reader or audience. Conflict refers to fight, argument, or disagreement people having. Bizarre or unusual is a rare event creating news as illustrated as "when a man bites a dog". Finally, currency is issues that have current interest and events surrounding those issues.

When writing news, a journalist tries to answer the six basic questions: who, what, when, where, why and how. Who regards to anyone involved in a story. What refers to the event, and when is the time of the event takes place. Next, where regards to the place of the events. Last, why and how explain about the reason and the way the event happened.

In sum, writing for journalistic is telling a news story to public that must fulfill the news values: impact, timeliness, prominence, proximity, conflict, bizarre or unusual, and currency. To write down the information, a journalist must answer the 5W-H questions. Journalistic writing covers two areas: writing for print and writing for broadcasting.

Print journalistic writing means to write the news story for newspaper. The news story must cover at least one criterion of the news values: impact, timeliness, prominence, proximity, conflict, bizarre or unusual, and currency. In regards to inform the news quickly and clearly, there is specific structure developed for writing news called inverted pyramid. Inverted pyramid is news writing style in which information is developed from the most important to the least one. The most important is written at the top of structure often called the lead. Lead is the first paragraph that has the focal point of the basic news story. It is a simple statement of the point from the entire story.

Lead is followed by the body. The body of the inverted pyramid style adds details to the lead. It should provide more information, supporting evidence, context, and illumination in the form of more details, direct and direct quotes, and other description (Stovall, 1994:106).

The checklist below describes how an inverted pyramid should be written for print journalistic (Stovall, 2008).

1) Leads

- one sentence



- 30-35 words maximum
- lead tells the most important information in the story and gives specific facts

Figure 1 Inverted Pyramid Style (Stovall, 2008)

2) Second paragraph

- expand or develop some idea introduced in the lead
- should not drop the story into a chronological narrative

3) Attribution

- All major information should be attributed unless it is commonly known or unless the information itself strongly implies the source.
- Do not dump a string of direct quotations on the reader.
- Direct quotations should be no more than two sentences long.
- Direct quotations and their attribution should be punctuated properly. Here is an example: “John did not go with her,” he said.
- Elements of a direct quotation should be in the proper sequence, as in the example above: direct quote, speaker, and verb.

4) Associated Press style

Always Check numbers, dates, locations, titles, etc.

5) Check the following

- pronoun-antecedent agreement
- it, its, it’s
- “It is . . .”, “there is . . .”, “there are . . .” structures; avoid these. They are passive and vague.
- Use the past tense, not the present.
- Comma splice or run-on sentence, such as He picked up the ball, he ran down the field. Sally does not know where he is he is not here. These are grammatically incorrect.
- Plurals -- do not make them by using an “apostrophe s”.

6) Short paragraphs -- any paragraph more than three sentences is definitely too long, any paragraph that is three sentences is probably too long.

- 7) Wordiness -- check for too much verbiage, redundancies, unnecessary repetitions, etc.
- 8) Name, title -- When put the title before a name, do not separate them with commas, such as
(WRONG): Game warden, Brad Fisher, arrested the trespassers.
(RIGHT): Brad Fisher, the game warden, arrested the trespassers.
- 9) Transitions -- use them to tie your paragraphs together. Do not jump from one subject to another in a new paragraph without giving the reader some warning.
- 10) Do not copy the wording of the information sheet.
- 11) Names -- check them once more to make sure they are spelled correctly.

2.3. Journalistic Writing

Journalistic writing for broadcasting refers to writing news for television's audience. Writing news for television is not significantly different from writing for newspaper, in spite of the existence of audio-visual. The news text still has to cover the six basic questions, 5W and 1H (Tebba, 2005:72).

Nonetheless, broadcast writing style differs somewhat from the style of print journalism. Here are some major differences in form and style (Stovall, 1994):

- 1) Titles usually come before names. Consequently, while a print story might have "Winston Churchill, the former prime minister," the broadcast journalist would say, "former Prime Minister Winston Churchill."
- 2) Avoid abbreviations, even on second reference. Only the most commonly known abbreviations should be used in broadcast writing. UN—for United Nations—is an example.
- 3) Avoid direct quotations if possible. A paraphrasing is preferred. Direct quotes are hard to handle in broadcast because it is awkward to signal the listener that what the broadcaster is saying is a direct quote.
- 4) Attributions should come before a quotation. The listener should know where the quotation is coming from before hearing the quote.
- 5) Use as little punctuation as possible. Excessive use of commas, dashes and semicolons will not help the newscaster.
- 6) Numbers and statistics should be rounded off. A print journalist will want to use a figure as exact as possible, but in broadcast, the \$4,101,696 in print becomes "more than four million dollars."
- 7) Personalize the news when possible and appropriate.
One of the story examples above might have begun, "Gas is going to cost you five cents more a gallon..."

- 8) Avoid using symbols when you write. The dollar, percent signs, for example, should never be used.
- 9) Use phonetic spelling for unfamiliar and hard to pronounce names and words. “A car bomb exploded in downtown Caracas (ka-RAH-kus) today...” Note that the syllable emphasized in pronunciation is capitalized. Pronunciation to the broadcast writer is like spelling to the print journalist.
- 10) Avoid pronouns, and when you have to use them, make it clear to whom you are referring. Putting too many pronouns in a story can be an obstacle to clarity.
- 11) Avoid apposition. An apposition is a word or set of words that renames a noun. In “Tom Smith, mayor of Midville, said today...”, “mayor of Midville” is an appositional phrase. Listener may hear “Midville said.” Broadcast writers should keep subjects and verbs as close together as possible.
- 12) Use the present tense when it is appropriate. Using the present tense “the president says” rather than “the president said” brings immediacy to broadcast writing.
- 13) Avoid dependent clauses at the beginning of sentences. The simple sentence—subject, verb, object—is the best format.

When writing news for print, a journalist uses inverted pyramid structure. Writing news for broadcasting applies structure called dramatic unity. It consists of three parts: climax, cause, an effect (Stovall, 1994:147). Climax gives the audience the point of the story in the same way as a lead in inverted pyramid does. Cause part of the story tells why it happened - the circumstances surrounding the event. The effect portion gives the audience the context of the story and possibly some insight about what the story means. For example:

Climax

Taxpayers in the state will be paying an average of 15 dollars more in income taxes next year.

Cause

The state senate defeated several delaying amendments this afternoon and passed the governor’s controversial revenue-raising bill by a 15-to-4 vote. The bill has been the subject of intense debate for more than a week.

Effect

The bill now goes to the governor for his signature. Estimates are that the measure will raise about 40 million dollars in new revenue for the state next year. Most of the money has been earmarked for elementary and secondary education. Passage of the bill is seen as a major victory for the governor and his education program.

Broadcast journalists should think of their stories as completed circle rather than inverted pyramids. While the pyramid may be cut without losing the essential facts, the broadcast story, if written in this unified fashion, cannot be cut from the bottom or anywhere else. It stands as a unit. In regards to the purpose and structure of journalistic writing above, the researcher assumes that this kind of writing has close similarity with the same aspect in academic writing. *First*, journalistic writing can be classified as expository writing since it aims in expounding information. *Second*, it has structural parts, lead and body, in developing the topic.

News review or news summary is usually relayed on air once in a week particularly at the weekend. It re-runs the chosen news that has been broadcasted and considered as important. The decision of what news presented is based on the editor decision and therefore is solely based on the priority of the editor him/herself (Idris, 1987:156). The objectives are to refresh the viewers mind about what happened during a week and to give another chance for viewers who have missed the news to catch up the news.

One thing that must be taken as consideration for picking the re-run news is that there must be a balance of contents (Idris, 1987:157). It means the review cannot be emphasized mainly on political news meanwhile the social, sport, economic, and other field are ignored. It must be carefully balanced in any aspect of life. This program becomes the subject study because, at this time being, Kaltim This Week is the only local program in East Kalimantan that relays on air news in English. The news articles are written by native Indonesian editors and presented by Indonesian newscaster as well. This study focused in analyzing style of news article from Kaltim This Week of TVRI East Kalimantan. The research problems of this study are as follows: “How is the rhetoric organization presented in news article of Kaltim this Week of TVRI East Kalimantan?”

3. METHODS

3.1 Research Design

This study applied content analysis design with qualitative approach. This study focused on analyzing news articles from *Kaltim This Week* news program TVRI of East Kalimantan. Specifically, this study attempted to elaborate the rhetoric organization of Kaltim This Week news program.

3.2 Data and Source of Data

Source of data for this study was ten news articles from Kaltim This Week news program of TVRI East Kalimantan. Data were classified into organization of news articles that included lead paragraph, climax paragraph, cause paragraph, and effect paragraph. To collect the required data, the researcher primarily chose 10 articles and read each news text thoroughly to identify the organization of the news articles. Using a checklist, the researcher identified the climax paragraph, cause paragraph, and effect paragraph of the ten news articles.

3.3. Data Analysis Techniques

To analyze the data, this study used a flow model of analysis from Miles and Huberman (1994). The flow model analysis consisted of three concurrent flows of activity: data reduction, data display, and conclusion drawing.

Data reduction was the stage where data were simplified into some categories needed: (1) data of organization of news articles, (2) data of sentence variation of news articles, (3) data of grammar of news articles, (4) data of mechanics used of writing. The researcher used a checklist in uncovering style of news articles from *Kaltim This Week* news program of TVRI East Kalimantan. Data display was the second stage where data that had been categorized in the first stage were presented. The last stage was conclusion drawing to form final statement about the data.

The researcher conducted a crosscheck to verify the trustworthiness of data. Data were checked through relevant theories and journalist of *Kaltim Post* and thesis advisors for triangulation. Triangulation was conducted since collecting of data, where checklist was made based on theory of Stovall (1994).

4. FINDINGS

Rhetoric organization or development of ideas in this study is evaluated in parts of news articles structure. Stovall (1994:147) states that there are three parts of dramatic unity, a common structure for writing news for broadcasting. They are climax part, cause part and effect part.

4.1. Climax of the News Article

Characteristics of a good climax part of a news article refer to criteria given by Stovall (1997:147). Climax part gave the audience point of the story. It was the first paragraph that has the focal point of the basic news story. It was a simple statement of the point from the entire story. It was the most important thing that happened or the most dramatic thing that happened. The purpose of a climax part was to gain the listener's attention from the beginning of the story. The broadcast news lead might be short on facts, but if it drew the reader into the story, it had served its purpose.

Of 10 news articles, two types of climax part were identified. The first type was a relevant climax part that states the most important fact at the beginning and was supported by cause and effect parts; the second type was irrelevant climax part that indicates the less important fact and is not supported by cause and effect parts. Both climax parts were presented in the beginning of the news story. The researcher found 9 relevant climax parts and 1 irrelevant climax part.

a. Relevant Climax

The dramatic unity is one unit and should be thought as a completed circle (Stovall, 1997:148). The broadcast story, if written in this unified fashion, could not be cut from the bottom or anywhere else. It stood as a unit. Therefore, a climax part could

not be analyzed from its part only, but it should be seen from the following cause and effect parts that support it. See script (1) as for the example.

- (1) *Title: THE REVEALING OF HUMAN TRAFFICKING*
THE SAMARINDA SEBERANG RESKRIM POLICE SUCCEED IN REVEALING THE HUMAN TRAFFICKING SYNDICATE THAT SELLS WOMEN WHO WORK AS PROSTITUTE///.

This climax part stated the most important information that is the success of Police of Samarinda Seberang district in revealing a human trafficking syndicate. Hence, it gained the audience' attention at the very beginning of the news story because the audience would know directly what the content of the story was. Although, there was misuse of relative clause (*i.e. women who work as prostitute*), the audience would still get the essence of the story.

This climax part was supported by the cause that made the arrest happen as well how the arrest was conducted. Then, there was the result explained about the outcome of the arrest. In overall, the climax part was relevant because it conveyed the most important information that would gain the audience' attention at the beginning, and it supported by related information afterward.

b. Irrelevant Climax

Unlike the excerpt (1), the excerpt (2) below illustrated an example of irrelevant climax part from the news article of Kaltim This Week program. In excerpt (2) the irrelevant climax were analyzed by the correlation with the cause and effect parts that followed it. The most important information was seen from the overall news story, and what gain the most interest of audience was put first. Thus, cause and effect got their portions respectively in examining the climax part. The missing support from cause and effect parts over the climax part made the climax in excerpt (2) was irrelevant.

- (2) *Title: THE 9th POPNAS 2007*
THE NINTH NATIONAL STUDENT SPORT WEEK BECOME AN IMPORTANT ENCOURAGEMENT FOR THE RESURGENCE OF THE NATIONAL SPORT, DUE TO DURING THE TIME, THE SCOUTING OF INDONESIA ATHLETES STILL BEING DONE INSTANTLY WITHOUT THE ESTABLISHMENT IN EARLY AGE.////

The new story was about the opening of the ninth (9th) national student sport week, so the most important thing required was where the occasion happened or when the exact time of the occasion. Nonetheless, when there was a regular occasion happens, the theme or the purpose of the current occasion, which was different from the previous one, is indeed important to tell. However, the theme or purpose stated at the climax part of script (2) was not supported but detailed information afterward.

4.2. Cause Reasoning

The major function of cause part in broadcasting news story was to tell why story happened—the circumstances surrounding the event (Stovall, 1994:147). It also meant the facts that expanded or developed climax of the story. In this sense, “cause” did not necessarily what caused the event. Rather, it meant what the writer said that helped the audience to understand the event better. The researcher found that 8 of 10 news articles of Kaltim This Week news program had relevant cause parts, whereas the other 2 news articles were absent in providing the relevant cause parts. Moreover, the researcher also found that mostly in the news articles of Kaltim This Week the writer did not put “when” element or the time when the event happened.

a. Relevant Cause

The script (3) below is an example of relevant cause part whose climax is displayed in script (1). A relevant cause part means that a cause part gave reason or background why the event happened. It also meant that the cause part provided information or facts that developed the climax part and helped audience to understand the news better.

The title of the news article of excerpt (1) is *The Revealing of Human Trafficking*. The climax part already stated that Police of Samarinda Seberang district succeeded in revealing a human trafficking syndicate intended to sell women to work as prostitutes. Depending on the introduction, the audience expected to listen to detailed information about the success of Police in revealing the syndicate.

- (3) MUHTAR, A BALIKPAPAN CITIZEN WAS ARRESTED BY POLICE WHEN HE WAS TAKING HIS VICTIM TO SAMARINDA, IN KILOMETER 40 LOA JANAN/// WHEN HE WAS ARRESTED, MUHTAR WHO DROVE A CAR WITH BALIKPAPAN LICENCE PLATE TRIED TO RAN AWAY BY SPEEDING UP BUT POLICEMEN SUCCEEDED TO STOP HIM AND BRING HIM TO SAMARINDA SEBERANG POLICE STATION/// IN THE INVESTIGATION MUHTAR DENIED THAT HE WAS INVOLVED IN THE TRAFFICING SYNDICATE/// CHIEF OF CRIME UNIT IPTU SUPRIHADI SAID, THE REVEALING OF SYNDICATE THAT SELLS WOMEN AND MAKES THEM AS PROSTITUTES WAS IN FAVOR OF ONE OF THE VICTIMS’ PARENTS’ REPORT///

Having a close look at excerpt (3), the researcher found out that the cause part stated cause or reason why the arrest happened (*i.e. the revealing of syndicate that sells women and makes them as prostitutes was in favor of one of the victims’ parents’ report*). It covered elements of “who” or the actor, “where” or the place the incident happened, “how” or the way the arrest happened, but it did not cover the “when” factor or the exact time of the arrest occurred. In addition, there was one sentence that sounds

detached from the whole sentences (*i.e. in the investigation Muhtar denied that he was involved in the trafficking syndicate*). The author probably tried to explain the investigation, but it sounds digress from previous sentence somehow. Generally the cause part had served its purpose in giving reason behind the story.

b. Irrelevant Cause

In addition to 8 relevant cause parts, the researcher found 2 irrelevant cause parts. An irrelevant cause part means that the cause part did not provide reason why the event occurred or it did not give required explanation that could make audience understand the news better after listening to the climax part.

In excerpt (4), an example of irrelevant cause part was delineated to show how cause part is irrelevant to the climax part. The cause part whose climax was quoted in the excerpt (2) originated from the news article entitled “*THE 9TH POPNAS 2007*”.

(4) *Title: THE 9th POPNAS 2007*

(Climax Part) THE NINTH NATIONAL STUDENT SPORT WEEK BECOME AN IMPORTANT ENCOURAGEMENT FOR THE RESURGENCE OF THE NATIONAL SPORT, DUE TO DURING THE TIME, THE SCOUTING OF INDONESIA ATHLETES STILL BEING DONE INSTANTLY WITHOUT THE ESTABLISHMENT IN EARLY AGE.////

(Cause Part) THE NINTH NATIONAL STUDENT SPORT WEEK FORMALLY WAS OPENED BY THE SECRETARY OF YOUTH AND SPORTS STATE MINISTER, TOKO KHOLIK MUTOHIR.///IT IS PARTICIPATED BY THE STUDENTS FROM THIRTY THREE PROVINCES, BEGUN BY PARTICIPANTS DEFILE/// THEY RESOLVE ON MAKING ACHIEVEMENT AND HOLDING HIGH SPORTSMANSHIP BY SUBMITTING THE FRIENDSHIP/// THE PROVINCE OF CENTRAL JAVA, EAST JAVA, AND JAKARTA RESOLVE ON BEING THE OVERALL CHAMPION, WHEREAS THE HOST EAST KALIMANTAN’S TARGET IS ON THE TOP 5/// THE PROVINCIAL SECRETARY OF EAST KALIMANTAN, SYAIFUL TETENG, PUTS A BIG EXPECTATION THROUGH THIS NATIONAL STUDENT SPORT WEEK, BECAUSE BESIDES THIS EVENT BECOME THE STRENGTHENERS FOR THE FRIENDSHIP, IT ALSO BECOMES THE TRY OUT MOMENT FOR THE IMPLEMENTATION OF 17TH NATIONAL SPORT WEEK 2008/// MEANWHILE, TOKO KHOLIK MUTOKHIR ASKED ALL PARTICIPANTS TO HOLD THE TOGETHERNESS AND SUBMIT THE SPORTSMANSHIP// THIS SPECTACULAR EVENT IS THE CHANCE FOR STUDENT ATHLETES TO RISE THE ACHIEVEMENT// **(Effect Part)** IN ANOTHER HAND, IT’S THE

PLACES FOR EVALUATING HOW FAR THE ACHIEVEMENT OF STUDENT ATHLETES IN INDONESIA// THE NINTH NATIONAL STUDENT SPORT WEEK THIS TIME IS COMPETING 14 SPORT BRANCHES AND PARTICIPATING 5 THOUSAND 8 HUNDRED AND 1 ATHLETES///

From the news story above, it is obvious that climax part was not supported by adequate information in cause part. Climax part that stated student sport week as an important encouragement for resurgence of national sport was not supported by any information either statement of any official. Instead, both sources emphasized the student sport week as a moment to strengthen friendship among students. Furthermore, the statement saying, “*because the scouting of Indonesian athletes has not been done since early age*” seemed to be a personal statement from the writer, and it was not further elaborated in the cause part.

4.3. Effect of the News Article

The criteria to evaluate an effect part of a news article refer to Stovall (1997:148). An effect part gave the listener context of the story and possibly some insights about what the story would mean in the future. Effect part could refer to what information brought this story to a conclusion. An effect part were not necessarily talking about an “effect” in the sense of cause-and-effect. It means simply a way to bring the story to a conclusion. Primarily, an effect part had two functions: (1) It explained the outcome, the effect or the future of the event; (2) It tried to bring the story to a satisfying conclusion. Analysis on the effect parts showed that all 10 news articles of *Kaltim This Week* mentioned effects of the event but was not separated from the cause part; it was attached in the cause parts.

a. Relevant Effect

In line with quotation (1) and quotation (3), excerpt (5) is clarified below. This effect part was taken from the news title “*The Revealing of Human Trafficking*”; the climax part was presented in (1) and the cause part was discussed in (3). The cause part was re-written clarifying discussion about the effect part.

- (5) **(Cause Part)** MUHTAR, A BALIKPAPAN CITIZEN WAS ARRESTED BY POLICE WHEN HE WAS TAKING HIS VICTIM TO SAMARINDA, IN KILOMETER 40 LOA JANAN/// WHEN HE WAS ARRESTED, MUHTAR WHO DROVE A CAR WITH BALIKPAPAN LICENCE PLATE TRIED TO RAN AWAY BY SPEEDING UP BUT POLICEMEN SUCCEEDED TO STOP HIM AND BRING HIM TO SAMARINDA SEBERANG POLICE STATION/// IN THE INVESTIGATION MUHTAR DENIED THAT HE WAS INVOLVED IN THE TRAFFICING SYNDICATE/// CHIEF OF CRIME UNIT IPTU

SUPRIHADI SAID, THE REVEALING OF SYNDICATE THAT SELLS WOMEN AND MAKES THEM AS PROSTITUTES WAS IN FAVOR OF ONE OF THE VICTIMS' PARENTS' REPORT/// **(Effect Part)** FROM THAT REPORT THE POLICE COORDINATED WITH KEMBANG JANGGUT POLICE THE PLACE WHERE THREE WOMEN WERE SOLD TO WORK AS PROSTITUTE IN A CAFÉ /// FROM INFORMATION OF ONE OF TRAFFICING VICTIMS AND THE ARRESTING OF MUHTAR, POLICE ALSO GOT INFORMATION ABOUT ONE OF HIS PARTNERS UDIN WHO STAYED IN KOTA BANGUN KUTAI KERTANEGARA'S INN/// AFTER THE COORDINATION WITH KOTA BANGUN POLICE, UDIN FINALLY ARRESTED///.

The main purpose of linking quotation (1), (3), and (5) was to evaluate how climax part, cause part, and effect part of a news article indicate a parallel development of ideas. Functioning as an effect part, excerpt (5) conveyed outcome of the event. Thus, the effect from the arrest made police was able to arrest another member of trafficking syndicate; it gave some insight about success of the police as had been stated in the climax part.

To meet the criteria of a good effect part, an effect part should not be cut from any side. The researcher found that mostly the effect parts from *Kaltim This Week* could be cut from the bottom. There was some information added after the effect mentioned. Excerpt (6) was taken from the news entitled "*Fire in Nunukan*".

(6) **(Cause Part)** THE FIRE OCCURRED IN NUNUKAN ONCE MORE// ALTHOUGH IT HASN'T KNOWN YET THE CAUSES OF THIS DISASTER, BUT MANY WITNESSES TOLD THAT IT WAS BECAUSE OF THE EXPLODED STOVE FROM ONE OF COFFEE SHOP IN PORT AREA OF TUNON TAKA NUNUKAN// ACCORDING TO THE EXPLANATION OF A RESIDENT, THIS FIRE OCCURRED AROUND 5 A.M, WHEN PEOPLE WERE SLEEPING// IN A SHORT TIME, THE FIRE HAD BURNT THE SHOPPING COMPLEX AROUND THE PORT AREA/// **(Effect Part)** TOUGH THERE WASN'T CASUALTY, BUT THIS FIRE BURNT ABOUT 12 SHOPS./// ONE HOUR LATER, THE FIRE HAD BEEN SUCCESSFULLY EXTINGUISHED BY THE FIRE BRIGADE FROM THE REGENT GOVERNMENT OF NUNUKAN/// HAJI ABAS, ONE OF THE SHOP OWNER SAID THAT, WHEN THIS DISASTER HAPPENED, HE AND HIS FAMILY WERE INSIDE THEIR SHOP/// FORTUNATELY, THEY SUCCEEDED TO SECURE HIS WIFE AND THE CHILDREN DESPITE OF THE FIRE BURNT HIS PROPERTIES//

After the effect of fire mentioned, the writer put additional information from the victim which made the statement digressed (*i.e. Haji Abas, one of the shop owner said that, when this disaster happened, he and his family ...*). This made the effect part did not meet the criteria of good effect part.

b. Irrelevant Effect

Excerpt (7) represented an effect part of an irrelevant news article from Kaltim This Week news program. The excerpt was presented in reference to its climax part quoted in (2) and the whole news story in (4). The title of this news story *The 9th Popnas 2007* had let readers to expect more detailed information on what student sport week was, when it would be held, and where it would take place. The title did not define in what way the news described the 9th Popnas 2007, whether from the preparation, opening, its conduct, or fund side. The title gave too broad interpretation. Moreover, the climax part stated about how the student sport week could encourage the resurgence of national sport week because scouting of Indonesian athletes had not been done since early age. As one unity, the climax part must have been supported by relevant cause and effect parts; however, this climax part was not supported by detailed information in cause part. Furthermore, the effect part conveyed in excerpt (7) stated different outcome expected from student sport week that what had been stated in climax part.

- (7) IN ANOTHER HAND, IT'S THE PLACES FOR EVALUATING HOW FAR THE ACHIEVEMENT OF STUDENT ATHLETES IN INDONESIA// THE NINTH NATIONAL STUDENT SPORT WEEK THIS TIME IS COMPETING 14 SPORT BRANCHES AND PARTICIPATING 5 THOUSAND 8 HUNDRED AND 1 ATHLETES///

This effect part really did not provide relevant connection to the climax part stating different outcome that made the effect part irrelevant.

5. DISCUSSION

The evidences of this study apparently show that the style of Kaltim This Week news program is not suitable for news writing of broadcast. The rhetoric organization of Kaltim This Week program meets the criteria of broadcasting news writing but not for the substance. The news articles have the most important information at the climax parts, supporting facts at the cause parts, and the results of the incidents at the effect parts. However, some of the climax parts serve too much information which sometimes deviated from the topic or a comment irrelevant to the entire news story.

The cause parts, as well, are overloaded with detailed explanation instead of information. In fact, some of the cause parts elaborate irrelevant reasons even miss the reason behind the incident occurrence. In addition, all of the effect parts are followed by additional information after stating the effect of the incidents; the effect parts does not become the last part giving some insight of the outcome from the incidents. As a matter

of fact, all these structural parts findings confirm that the structure of news articles of Kaltim This Week news program are more to inverted pyramid structure for print media than dramatic unity structure of broadcasting.

In addition to the rhetoric organization of the news article, the finding confirms the study conducted by Budiharso (2002). The writing of L1 writers is likely devoted to fulfil the convention of required structure, but the discussion of the topic is unfocused because the ideas in each stage digress and they are unrelated to each other. The elaborated findings above support this study. Moreover, the finding on the structural parts of news articles of Kaltim This Week confirms the study of Komariah (2006). In regards to the structure of news, Komariah claims that news article's structure is researchable. The news articles of Kaltim This Week news program prove that they have house structure.

The findings of this study show that the style of sentence variation of news articles of Kaltim This Week is complex and compound-complex sentences. These types of sentence are not sentence construction required for broadcasting, which is simple sentence (Stovall, 1994). In fact, the editors produced awkward sentences i.e. run-on and stringy sentences as a result of imperfect English mastery.

6. CONCLUSION

Three parts of rhetorical organization of news writing for broadcasting: climax part, cause part, and effect part are present in the news articles of Kaltim This Week news program. The climax parts always appear at the beginning of the writing. These parts unify the content of the story. The presence of irrelevant climax part happens as the editor put his/her subjective conclusion toward the story. The cause parts giving reasons and supporting facts are found in the middle of news articles. The absence of cause part in certain news article is because the editor tried to explain detailed information so he/she became unfocused to the reason. After all, the information in cause parts is overloaded so instead of giving information, they give explanation of the story using long sentences. The effect parts made by the editor of Kaltim This Week news program are present as well in the news articles under this study. Nonetheless, they do not stand as separated part but they are attached to the cause parts. The effect parts mostly are still followed by other detailed information causing them failed to meet the criteria of good effect part which cannot be cut from any side.

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Appendix 1

SAMPLE DATA BASE

Data 1

THE REVEALING OF HUMAN TRAFFICING

(Climax Part) THE SAMARINDA SEBERANG RESKRIM POLICE SUCCEED IN REVEALING THE HUMAN TRAFFICING SYNDICATE THAT SELLS WOMEN WHO WORK AS PROSTITUTE///.

(Cause Part) MUHTAR, A BALIKPAPAN CITIZEN WAS ARRESTED BY POLICE WHEN HE WAS TAKING HIS VICTIM TO SAMARINDA, IN KILOMETER 40 LOA JANAN/// WHEN HE WAS ARRESTED, MUHTAR WHO DROVE A CAR WITH BALIKPAPAN LICENCE PLATE TRIED TO RAN AWAY BY SPEEDING UP BUT POLICEMEN SUCCEEDED TO STOP HIM AND BRING HIM TO SAMARINDA SEBERANG POLICE STATION/// IN THE INVESTIGATION MUHTAR DENIED THAT HE WAS INVOLVED IN THE TRAFFICING SYNDICATE/// CHIEF OF CRIME UNIT IPTU SUPRIHADI SAID, THE REVEALING OF SYNDICATE THAT SELLS WOMEN AND MAKES THEM AS PROSTITUTES WAS IN FAVOR OF ONE OF THE VICTIMS' PARENTS' REPORT/// FROM THAT REPORT THE POLICE COORDINATED WITH KEMBANG JANGGUT POLICE THE PLACE WHERE THREE WOMEN WERE SOLD TO WORK AS PROSTITUTE IN A CAFÉ //// **(Effect Part) FROM INFORMATION OF ONE OF TRAFFICING VICTIMS AND THE ARRESTING OF MUHTAR, POLICE ALSO GOT INFORMATION ABOUT ONE OF HIS PARTNERS UDIN WHO STAYED IN KOTA BANGUN KUTAI KERTANEGARA'S INN/// AFTER THE COORDINATION WITH KOTA BANGUN POLICE, UDIN FINALLY ARRESTED///.**

Data 2

THE 9TH POPNAS 2007

(Climax Part) THE NINTH NATIONAL STUDENT SPORT WEEK BECOME AN IMPORTANT ENCOURAGEMENT FOR THE RESURGENCE OF NATIONAL SPORT, DUE TO DURING THE TIME, THE SCOUTING OF INDONESIA ATHLETES STILL BEING DONE INSTANTLY WITHOUT THE ESTABLISHMENT IN EARLY AGE.////

(Cause Part) THE NINTH NATIONAL STUDENT SPORT WEEK FORMALLY WAS OPENED BY THE SECRETARY OF YOUTH AND SPORTS STATE MINISTER, TOKO KHOLIK MUTOHIR.//IT IS PARTICIPATED BY THE STUDENTS FROM THIRTY THREE PROVINCES, BEGUN BY PARTICIPANTS DEFILE// THEY RESOLVE ON MAKING ACHIEVEMENT AND HOLDING HIGH SPORTSMANSHIP BY SUBMITTING THE FRIENDSHIP// THE PROVINCE OF CENTRAL JAVA, EAST JAVA, AND JAKARTA RESOLVE ON BEING THE OVERALL CHAMPION, WHEREAS THE HOST EAST KALIMANTAN'S TARGET IS ON THE TOP 5// THE PROVINCIAL SECRETARY OF EAST KALIMANTAN, SYAIFUL TETENG, PUTS A BIG EXPECTATION THROUGH THIS NATIONAL STUDENT SPORT WEEK, BECAUSE BESIDES THIS EVENT BECOME THE STRENGTHENERS FOR THE FRIENDSHIP, IT ALSO BECOMES THE TRY OUT MOMENT FOR THE IMPLEMENTATION OF 17TH NATIONAL SPORT WEEK 2008//

MEANWHILE, TOKO KHOLIK MUTOKHIR ASKED ALL PARTICIPANTS TO HOLD THE TOGETHERNESS AND SUBMIT THE SPORTSMANSHIP// THIS SPECTACULAR EVENT IS THE CHANCE FOR STUDENT ATHLETES TO RISE THE ACHIEVEMENT// **(Effect Part)** IN ANOTHER HAND, IT'S THE PLACES FOR EVALUATING HOW FAR THE ACHIEVEMENT OF STUDENT ATHLETES IN INDONESIA// THE NINTH NATIONAL STUDENT SPORT WEEK THIS TIME IS COMPETING 14 SPORT BRANCHES AND PARTICIPATING 5 THOUSAND 8 HUNDRED AND 1 ATHLETES//

Appendix 3

DRAMATIC UNITY CHECKLIST

(Stovall, 1994:147)

Climax	_____	the most important information in the story
Cause	_____	why the story happens - facts that will expand or develop the climax of the story
	_____	Unity, only one main idea in a story
	_____	Coherence: repeating key noun, using pronoun, transitional signal, and logical order
Effect	_____	insight of the story will mean in the future - information that can bring the story to a conclusion

Appendix 4

SAMPLE OF ANALYSIS

(Stovall, 1994:147)

Subject 1

Climax	_____	the most important information in the story
Cause	_____	why the story happens - facts that will expand or develop the climax of the story
	_____	Unity, only one main idea in a story
	_____	Coherence: repeating key noun, using pronoun, transitional signal, and logical order
Effect	_____	insight of the story will mean in the future - information that can bring the story to a conclusion

Subject 2

Climax	_____	the most important information in the story
Cause	<u> X </u>	why the story happens - facts that will expand or develop the climax of the story
	<u> X </u>	Unity, only one main idea in a story
	<u> X </u>	Coherence: repeating key noun, using pronoun, transitional signal, and logical order
Effect	<u> X </u>	insight of the story will mean in the future - information that can bring the story to a conclusion