

CHAPTER I

INTRODUCTION

This Chapter consists of the research background, questions, objectives, scope and limitation, and the significance of the research.

1.1 Research Background

The condition of English Language knowledge and understanding of social media may vary for each individual, which will lead to different understandings of written content. Then, nowadays reading capability is also important because reading can obtain information that leads us to understand the information of the text, but with different language style people can understand specific or actual ideas about the content (Pradani, 2021; Jason S, Wrench et al, 2011). With that condition, the researcher expected to gather new insight into using proper language style in each piece of content. The background of this study is allocated into three sections, each of which the researcher gathered a theory related to. The three ideas are social media in general, language styles theory, and the credibility or reliability of news publisher in social media.

The definition of social media in general, is a platform provided by an author that developed an application or web-based media that can share content, creation, ideas, and interest as a form of expression, usually social media is accessed with an internet network through a gadget. According to Davis (2016). “The collection of interactive online tools that support the production, distribution, and curation of user-generated content—whether individually or collaboratively—is referred to as social media”. Shortly, social media is an internet technology that allows user to express their feelings or needs, which can be helpful for sharing information publicly.

Second, social media is a type based on its function. Current social media is organized by the formality, like formal and informal. Formal social media is like personal messaging or email the examples of the application are Website, WhatsApp, Gmail, Yahoo and Skype. Then about informal social media is more varied, the major informal social media such as Instagram, X, Youtube, and Twitch, those social media usually used by people to exchange information or express their emotions.

Many contents shared on social media platforms will cause different understanding and perspectives about the content, but the pivot of the author is about social media content that is specified into written text shared in social media. Written text content that is posted in social media is variously built up in different language styles based on their context. The types of language styles that people usually use for their content are formal and informal. As stated by Ukhtin et al, (2021) There were four language styles, namely formal, consultative, casual and intimate.

The main focus of the language styles in this research are formal language style and informal language style. The first one is formal styles, which are styles of language that are commonly used in formal settings like academic, work needs or legal documents. Second is informal styles, which are mostly used in relaxed situations like conversations among friends, expressing feelings on social media, and writing personal messages. Informal language styles can also be called casual styles. Furthermore, formal language style is characterized by more structured and conventional approach, often used in professional, it typically adheres to grammatical rules and avoids colloquialisms, slang, and contractions to convey seriousness and professionalism. On the other hand, the informal language style is more relaxed and conversational often

reflecting personal opinions and emotions, this style generally conveys flexibility to feel more relatable and engaging communication (Bhattacharya et al., 2023; Köppen et al., 2019).

Lastly, there are a lot of news publishers that publish news or articles on social media, but the reliability or credibility is undefined, in this current situation, the researcher will investigate whether the article is reliable or not by analysing the language style that they applied. The publisher or sources are mainly through social media, which focuses on Official website of news publisher and news publisher in X, the official website news publisher will represent formal media, which is mainly set to express professionalism, then about the news publisher in X will represent as an informal media because of its versatility of usage that most of the writer in X is only to transmit information without exposing credibility of the information. In addition, the credibility and reliability of an article can be determined by its language style. An article that is posted on social media that utilizes informal language is characterized by its components like colloquialisms, contractions, and a conversational tone that can cultivate relatability and approachability to enhance the emotional connection between the interaction of the writer and the audience. Then, an article posted in social media that applies formal language style is marked with its aspects such as precise vocabulary, complex structure and adherence to grammatical rules, this style is more suitable for conveying critical information in professional settings, and it can establish a trust to lead reliable information that audiences seek (Bhattacharya et al., 2023; Köppen et al., 2019).

1.2 Research Questions

(1) How are the comparative studies of the language style on articles from X and Official news websites?

1.3 Research Objectives.

This research aims to discover the deeper meaning of written content shared publicly in X and on official websites, especially in military news. This research will focus on the language styles of the content from military news that the researcher has gathered. With the structure pattern of written content, the researcher will know the credibility, intention, ideas and actual insight about the meaning based on their language style.

1.4 Scope and Limitation

This section will discuss the scope that is the main content of this research and the limitations of this study. This study focuses on the language styles developed in the written content posted publicly in X as an informal media and the Official website as a formal media. The limitation of this research is limited on a few official websites of news publishers and accounts in X that posted military news content, the researcher will analyze the details of the article. The official website is gathered from CNN and BBC as formal media, and the informal media is from X with accounts named @SuppressedNws and @Megatron_ron, the news or text topic of this research is based on the Palestine and Israel war. Then, the article is also limited to four topics each, so there will be eight total articles sourced from different sources and divided into four comparisons.

1.5 The Significance of The Research

This research focuses on how the reliability and credibility of the news publisher is built in social media based on their language style, the researcher analyses the written content with language styles theory and filters the words or content based on the structure, characteristics, grammar and tone of each language style. In addition, this research is expected to provide a new theoretical understanding and practical event in English language teaching (ELT). The theoretical things that the researcher exposes are about to be a reference for the learning activity, and the practical stuff in ELT is the reader or audience will know how to choose the proper language style for their needs based on the insight provided in this research.

1.6 Definition of Key Terms

1. Social media: According to Davis, (2016) social media are defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content.
2. Language Style: The way of speaking/writing depending on the circumstances of doing that, person (or people) to whom you are speaking or writing