AN ANALYSIS OF USING EMOTIVE LANGUAGE ON BBC ONLINE WORLD NEWS ARTICLES: A SEMANTICS STUDY

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ABSTRACT

This study investigates the emotive language found on BBC online world news articles. The objectives of this study are to find out the kinds of emotive lexicon and to analyze the meaning of emotive lexicon by using semantics study. To discover the statements of the problem, this study uses the theory of Johnson-laird & Keith Oatley (1989) to identify the kinds of emotive lexicon and for the meaning of lexicon in conceptual or denotative meaning following the theory of Geoffrey Leech (1981). This study used 20 selected news articles from 4 different topics which are Business, Science and Environment, Health, and Stories on BBC World News via the website as the main data. This study used qualitative research method. Through the analysis, this study found out that there are different kinds of emotive lexicon shown in each topic through the five basic of emotional modes which are "happiness", "sadness", "fear", "anger", and "disgust". There are 14 lexicons discovered in Business topic with 5 different kinds of the emotive lexicon, 14 lexicons in Science and Environment topic with 4 kinds of emotive lexicon, 11 lexicons shown in Health topic with 4 kinds of emotive lexicon, and 34 emotive lexicons found in Stories topic with 6 main kinds of emotive lexicon which also becomes the highest amount of the emotive lexicon written of all four topics. Moreover, the use of emotive language found in news articles can be distinctive in every topic in news, not only for the number of emotive lexicons used but also the categories of the emotion word that can help the writers in conveying the emotion or the feeling to the readers through their writings.

Keywords: *Emotive Language, Semantics, Denotative Meaning, News Article*

A. Latar Belakang Masalah

In daily life, people interact and communicate with each other which cause communication as one of the main roles in society. Burleson, Metts, & Kirch's (2000, as cited in Sillars & Vangelisti, 2018) study highlights communication is used by individuals along with a set of skills that contribute to relationship adjustment. Therefore, the existence of communication becomes the central process in building a relationship for keeping the interaction in social life (Sillars & Vangelisti, 2018).

Using language as one of the communication tools is unable to be apart from human life in society. Language has functions to express human thoughts and feelings, to give information and ideas, and to identify where people are from. Besides, it can affect and persuade the emotions which are known as emotive language or emotion in language. Terms such as 'war,' 'peace,' 'security,' or 'terrorism' cause emotions or feelings. They lead us to appreciate, to hate, to be afraid, or to reject a state of affairs. Such words can influence affections and decisions. Words are emotive in this context (Macagno & Walton, 2014). The evoking emotion that is caused by the emotive language can appear the reaction to the readers or listeners. Emotion is not only related to language but also related to psychology, behaviour, and cognition. The relationship between cognition, language and emotion, between the mental knowledge systems and the emotive evaluation system, thus, is of crucial significance for the understanding of humans and their interaction with their surroundings (Schwarz, 2015).

Emotive language can be found easily in verbal and nonverbal. One of the ways how humans express and appeal to their feeling is by using this kind of language in communication. Likewise, how this language is able to deliver and evoke emotion just by using particular terms can be discovered through their meaning. The emotive lexicon has a literal meaning that conveys the thoughts or ideas with hearers or readers, denote mental experience, connotation, and feeling. Thus, semantics approaches to it and seems to be the most accessible level concerning the operationalization of emotion (Ludtke & Polzin, 2015). The underlying sense of terms and phrases as linguistic expressions, in and of itself, is concerned with semantics (Kroeger, 2018).

B. LANDASAN TEORI

1. Semantics

Semantics is concerned with the inherent meaning of words and sentences as linguistic expressions (Kroeger, 2018). Semantics as the study meaning is central to the study of communication; and as communication becomes more and more crucial factor in social organization, the need to understand it becomes more and more pressing. Furthermore, semantics is also at the centre of the study of the human mind – thought process, cognition, conceptualization – all these are intricately bound up with how we classify and convey our experience of the world through language (Leech, 1981). There are seven types of meaning to interpret the meaning of language:

   a. Conceptual Meaning
     Conceptual meaning or sometimes called denotative or cognitive meaning is the central factor in linguistics communication that has a complex and sophisticated organization of a kind which may be compared with, and cross-related to, a similar organization on the syntactic and phonological levels of language. There are two structural principles at the

basis of all linguistic patterning; the principle of Contrastiveness and the principle of Structure.

b. Connotative Meaning

Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual meaning. The connotations are relatively unstable: that is, they vary considerably according to culture, historical period, and the experience of the individual. For example, the word of the woman represents 'gregarious' and 'subject to maternal instinct' by the psychological and social properties.

c. Social Meaning

Social meaning is that which a piece of language conveys about the social circumstances of its use. There are some dimensions of socio-stylistic variation that indicates something of the range of style differentiation possible within a single language; a. Dialect (The language of a geographical region or of a social class), b. Time (The language of the eighteenth century, etc.), c. Province (Language of law, science, advertising, etc.), d. Status (Polite, colloquial, slang, etc.), e. Modality (Language of memoranda, lectures, jokes, etc.), and f. Singularity (The style of Dickens, Hemingway, etc.)

d. Affective Meaning

The consideration of how language reflects the personal feelings of the speaker includes the attitude to the listener, or the attitude to something the speaker is talking about can be represented as affective meaning. Affective meaning is a largely parasitic category in the sense that to express our emotions that rely upon the mediation of other categories of meaning – conceptual, connotative, or stylistic.

e. Reflected Meaning

Reflected meaning defines as the meaning that arises in case of multiple conceptual meanings when one sense of a word forms part of an individual's response to another sense. For instance, poetry consists of words that can invite a heightened sensitivity to language in all respects.

f. Collocative Meaning

Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur on its environment. For instance, the words of Pretty and Handsome share common ground in the meaning of 'good-looking', but may be different by the range of nouns with which they are like to collocate:

g. Thematic Meaning

Thematic meaning describes as what is communicated by the way in a speaker or writer organizes the message, in terms of the order, focus, and emphasis. The thematic meaning is mainly a matter of choice between alternative grammatical construction, and tress and intonation.

2. Emotive Language

Terms such as 'war,' 'peace,' 'security,' or 'terrorism' causes emotions or feelings. They lead us to appreciate, hate, be afraid, or reject a state of affairs. Such words are instruments to influence affections and decisions. Words are emotive in this context (Macagno & Walton, 2014). There are three major predictions between words and emotions; (1) Emotional terms refer to a structured semantic field and are not an inconsistent assemblage of terms, (2) Their

significance depends on the five basic emotional modes which are "happiness", "sadness", "fear", "anger", and "disgust", (3) They are divided into coherent categories of terms that represent Basic Emotions, Emotional Relations, Caused Emotions, Causative and Emotions, Emotional Goals, and Complex Emotions (Johnson-Laird & Oatley, 1989).

a. Generic Emotions

Limited class of common expressions such as "emotion" and "passion" can be used to describe emotions in general,. If a word denotes an emotion, it may question whether or not it is possible to experience the feeling even without understanding its cause or object.

b. Basic Emotional Terms

The words should accordingly denote emotions that can be experienced without the experiencer knowing their cause, though obviously they can also be used to refer emotions experienced for a known cause. Determining a word that is semantically related to one of the five modes designated by "happiness", "sadness", "fear", "anger", and "disgust".

c. Emotion Relations

Emotion relations are words that express an emotional relationship between the subject, who experiences the emotion, and the object of the emotion. Emotinal relations is typically about someone and something which means it must have relation between someone who experiences an emotion and its object. Moreover, this kind of emotion is to be experienced in relation to individuals of their actions. For instance, "James fears Joan". This sentence implies the emotion relations because Joan as the experiencer has an emotion of fear because of James or the object.

d. Caused Emotions

Certain words denoting emotions normally signify a feeling that has a cause known to the individual experiencing it. Some emotions are experienced without knowing their cause or reason, and others-those we refer to as caused emotions-are experienced for a known reason. For example, "I feel glad that the winter is over."

e. Causatives and Emotions

One common form of discourse about caused emotions relies on causative verbs. These verbs express the relation between the cause of the emotion and the person who experiences it.

f. Emotional Goals

Emotions often function as motives that lead to characteristic behaviours designed to achieve goals. The achievement of a goal produces happiness and certain words denote the state of having goal like the words of want, desire, and need. Otherwise, unfulfilled goals may lead to sadness or to anger.

g. Complex Emotions

Words that denote basic emotions can be used to refer to complex emotions too. As terms that refer to the basic emotions can also be used to refer to complex emotions, the structure of the language must not be confused with the underlying structure of emotions. For example, the word "embarrassment" denotes a complex emotion, and it cannot be used merely to refer to basic underlying emotion. The reason for this asymmetry is that terms which explicitly designate complex emotions possess a complex semantic structure.

C. METODE PENELITIAN

The method of qualitative research includes emerging problems and techniques. The data are usually collected in inductively forming data interpretation from particulars to general themes. This method is used as a general description for behaviour and attitudes, and be complemented by variables, constructs, and hypotheses into more significant data or information (Creswell, 2013). Moreover, the qualitative method includes the questions in a way of collecting data and starting to analyze them. After gathering all the data, the researcher will categorize them into patterns or theories.

The data in this research were taken from the emotive language found in selected 20 news articles on BBC Online Word News via website. These selected 20 news articles are from four different topics which are Business, Science and Environment, Health, and Stories topic.

D. HASIL DAN PEMBAHASAN

In 20 selected news articles on BBC Online World News, it is found different amount of emotive lexicon through semantic classification in each news topic. Firstly, the results of the research by analysing five Business articles in BBC World News, it is discovered 14 emotive lexicons with 5 different kinds of emotive lexicon. There are 3 lexicons of Emotion Relations, 2 lexicons of Caused Emotions, 3 lexicons that are classified as Causatives and Emotions, 4 lexicons of Emotional Goals, and 2 lexicons of Complex Emotion. Secondly, it is similar with Business topic, there are 14 emotive lexicons that are discovered in Science and Environment topic: 0 Basic Emotional and Emotion Relations terms, 5 lexicons of Caused Emotions, 5 lexicons of Causatives and Emotions 2 Emotional Goals lexicons, and 2 lexicons of Complex Emotion. Thirdly, in Health topic, it is found 11 emotive lexicons with 4 different kinds of emotive lexicon. Similar with Science and Environment topic, Basic Emotional and Emotion Relations terms are not found in topic. Besides, 3 lexicons are experienced as Caused Emotions type, 2 lexicons are Causatives and Emotions, 5 lexicons are classified as Emotional Goals, and 1 lexicon is identified as Complex Emotion. Lastly, Stories topic has the highest amount of emotive lexicon discovered in this news type that there are 34 emotive lexicons with six main categories of emotion words. In this topic, 1 Basic Emotional lexicon is represented which this category is not shown in other topics, and the rest of emotive lexicons shown in this topic are: 6 lexicons of Emotion Relations, 18 words of Caused Emotions, 4 emotive lexicons of Causatives and Emotions, 3 emotion words of Emotional Goals, and 2 Complex Emotion lexicons.

In classifying into six main categories according to the semantic classification, analysing the meaning of emotive lexicon denotatively is needed through the five basic of emotional words which are "happiness", "sadness", "fear", "anger", and "disgust".

Basic Emotional

Excerpt 1:

"When Heather feels low, she likes to bake." ('Huntington's disease won't stop me having a baby', 2021, line 5)

As Oatley & Johnson-laird (1989) highlight the words in this category that denotes emotions can be experienced without the experiencer knowing their cause. In this excerpt, the emotion word shows in the lexicon of low and this word has no any reason to be felt. Furthermore, in five basic of emotional modes, low word is categorized into sadness mode based on the denotative meaning. According to Leech (1981), the aim of conceptual or denotative meaning is

to provide for any given interpretation of a sentence logically or cognitively. Based on WordNet and Oxford Dictionary, the lexicon low has meaning a feeling of weak or depressed with very little energy, and also based on WorldNet, this lexicon has same sense as the word of blue. Thus, it is obvious that the lexicon low is categorized into sadness mode in five basic of emotional modes.

Emotion Relations

Excerpt 2:

""I hate to think how much money I've spent!" she says." (Music fans still holding tickets to thousands of postponed shows, 2021, line 8)

According to Oatley & Johnson-laird (1989), emotional relations express the emotions that are also being experienced in relation to individuals or actions. The excerpt above represents I as the experiencer who experiences the emotion of hate. In this excerpt, the action that subject I do which is spending much of his or her money cause the experiencer experiences the emotion. Thus, there is relation between the emotion to the action happened in this excerpt.

In five basic of emotional modes, hate word is categorized into disgust mode based on the denotative meaning. In denotative meaning, based on WordNet and Oxford Dictionary, the word hate denotes feeling of dislike intensely towards something very much and the feeling of antipathy that causes this word is categorized into disgust mode in five families of emotional modes.

Caused Emotions

Excerpt 3:

"On this occasion it was the OP who, in Kate's opinion, had crossed the line by swearing at other commenters and telling them to get off of her post...."At that point she [the OP] became very angry and sent me private messages," says Kate." (The Motherload: How pandemic anger almost destroyed a mums' support group, 2021, line 47)

The excerpt above, the word angry is felt as the emotion by the subject or pronoun she [the OP] as the experiencer of the emotion. The cause known reason of the Kate's asking people to get off of her post causes the emotion to be experienced. In five basic of emotional modes, angry word is categorized into anger mode based on the denotative meaning.

Based on the Merriam-Webster Dictionary, angry denotes seeming to show anger or to threaten in an angry manner. Furthermore, this lexicon means feeling or showing based on WordNet, so it is categorized into anger mode.

Causatives and Emotions

Excerpt 4:

""We have spent too long in a state of semi-detachment from science," he added, "as though it was something intimidating and remote from our lives." (PM's research plan to make UK 'science superpower', 2021, line 17)

The excerpt above, there is an action or something that we do which is spending too long in a state of semi-detachment of science as the cause of an emotion and causes lives as the experiencer for intimidate emotion being experienced. As Oatley & Johnson-laird (1989) highlight the causatives and emotions is about caused emotions relies on causative verbs.

In five basic of emotional modes, intimidate word is categorized into fear mode based on the denotative meaning. In denotative meaning that explicates a literal meaning, intimidate denotes to frighten and threaten someone to do something what they want based on the Oxford Dictionary. Moreover, based on the WordNet, the word intimidate also denotes to make timid or fearful, so that is why this word is identified as fear mode.

Emotional Goals

Excerpt 5:

"South African President Cyril Ramaphosa said: "Even a billion vaccines, when we talk about two dose vaccines, it basically means 500 million... we need much more than that,""
(Coronavirus G7: Could a billion more vaccines for poorer countries make a difference?, 2021, line 8)

According to Oatley & Johnson-laird (1989), emotional goals refer to characteristic behaviours designed to achieve goals. Based on the excerpt above, the lexicon of need has function as motives that are designed to achieve goal. The word need as the emotion has goal in producing happiness feeling because someone has the desire and necessary to be achieved. We as the experiencer of this emotion has desire to have much more vaccines. In denotative meaning, based on the Merriam-Webster Dictionary, the word need denotes to be in want and needful or necessary.

Complex Emotions

Excerpt 6:

"Japan has reportedly secured more than 300 million doses of Pfizer, AstraZeneca and Moderna shots (it approved the production and use of the latter two in May), which would be enough to vaccinate the entire population." (Tokyo 2020: Does Japan have Covid under control?, 2021, line 23)

According to Oatley & Johnson-laird (1989), the complex emotions concern the past actions, the current situation, or the goals. In this excerpt, the word secure refers the complex emotion that concerns of past actions. It represents that Japan achieves more than 300 million doses and it is approved. The word secure denotes getting by special event which makes secure is categorized into happiness mode of five basic emotional modes. In denotative meaning, secure means to obtain or to achieve something, especially when this means using a lot of effort based on the Oxford Dictionary.

E. SIMPULAN

Based on research findings on the analysis of the data, it can be concluded that the kinds of emotive lexicon written in news articles can be different in each type of topic in BBC Online World News. According to semantic classifications, emotion can be felt or experienced by who experiences it by knowing the cause or the reason, and even the action that is happened. From 20 selected news articles with different topics have been chosen, Stories topic has the highest amount of emotive lexicon represented in the news articles which 1 word is classified as Basic Emotional, 6 lexicons of Emotions Relations, and 18 terms of Caused Emotions. Furthermore, the highest number for Causative and Emotions type is shown in Science and Environment topic which are 5 words discovered. Lastly, Health topic holds the highest number of Emotional

Goals and also the lowest amount of Complex Emotion. Thus, it is concluded that the use of emotive language in news articles can be distinctive in every topic in news, not only for the number of emotive lexicons used but also the categories of the emotion word. The variation of lexical that is used and written in news articles can help the writers in conveying the emotion or the feeling to the readers through their writings.

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