# CHAPTER I

# INTRODUCTION

## 1.1 Background to the Topic

Information is now becoming one of the daily needs for people. It is just like food, they seem to be always hungry of it. They always read newspaper in the morning, watch TV, listen to the radio, browse by the internet, and everything they do just to get the information.

To get the information, we have mass media. The mass media can be divided into two, namely print and electronic media. Electronic media that meet the criteria of the mass media are radio broadcasts, television, film, and online media (internet).

Radio broadcasting is one of the mass media in mass communication. Radio broadcasting has its own style to convey a message to the listeners. Radio-style broadcast is caused by the nature of the radio broadcast that includes (1) Auditory, (2) Radio is the now, (3) Imaginative, (4) Familiar, (5) Maintaining Mobility, (6) Conversation Style (Keep it Simple, Keep it Short, Keep it Conversational)

According to the conversation style in radio broadcasting to keep it short, simple, and conversational, those are all the tasks of the radio announcer to make it. We can

see how good and creative is the radio announcer when they can do that conversation style by their own style.

To make that kind of conversation style, the announcer needs the technique to read the script. As stated by Asep Syamsul M. Romli on his book entitled "*Broadcast Jornalism"* (2004) , he states that:

> *Naskah berita (script) adalah materi siaran yang akan disampaikan penyiar dalam siaran dengan teknik "membaca naskah". Selain berfungsi sebagai materi atau bahan siaran, script juga berfungsi sebagai pengendalian siaran agar tepat waktu dan sesuai visi-misi program, penyeragaman tata bahasa bagi penyiar (standarisasi kata), dan pembentuk "image" radio dibenak pendengar dalam memberikan informasi.*

From the statement above, we can how the announce should be doing like reading the script with technique, control the show to be on time, and etc. It can be said that, the announcer will have a lot of scripts to read but they have to control the time also to finish their show with on time. How to read a lot of information on the script only in the limited time? They how to use the technique of reading the script. It is called "bridging". For bridging one information to another, we need transition signals.

For that reason, the writer chose the title "Transition Signals Used in Radio Broadcasting" for her job training report. It is an interesting analysis because the real writer's job is a radio announcer and the writer's major in study is English Literature. So, it is a perfect analysis because the writer can find the mixture of her fields.

Ardan Radio is one of the electronic mass media in Bandung incorporated in Ardan Group. The author chose Ardan Radio as a place to carry out the job training because of their achievements and their position is quite convincing. As a number one youth radio station in Bandung according to a survey from AC Nielsen and also the woman and youth most radio station by Marketers, the author in increasingly interested to do job training directly to Ardan Radio. The author would also like to know the performance of a radio, especially the announcer, according to the concentration that was taken by the author. The author would like to know how the English theories that have been learned by her will be applied in the real world of work.

## 1.2 Scope

The scope for this job training report will be on how transition signal used in radio broadcasting.

## 1.3 Objective

Some objectives in this job training report are:

1. to fulfill job training course in the 7th semester,
2. to add insights and experiences in radio broadcasting
3. to know how transition signals used in radio broadcasting

4. to know how English important for radio announcer

## 1.4 Significant to Knowledge

This report is expected to give explanation about how the transition signals used in broadcasting when the author did the job training.

## 1.5 The Framework of the Theory

Radio broadcasting has its own style to convey a message to the listeners, especially the conversation style to keep it short, simple and conversational although they have a bunch of information that should be told to the listeners in a very short time. To make it works, one thing that the radio announcer should do is using the transition signals to connected all the words in information that they want to tell to the listeners in a smooth way.

The use of transitional signals as a bridge to connect every words, phrases, sentences, paragraphs, or information is effective to make everything smoothly as it is stated in a book titled *Writing Academic English* by Addison-Wesley (1991) :

> *Transition signals are connecting words or phrases that act like bridges between parts of your writing. They link your sentences and paragraphs together smoothly so that there are no abrupt jumps or breaks between ideas. Transition signals act like signposts to indicate to the reader the order and*

*flow of your writing and ideas. They strengthen the internal cohesion of your writing. Using transitions makes it easier for the reader to follow your ideas. They help carry over a thought from one sentence to another, from one paragraph to another, or from one idea to another.*

## 1.6 Research Method

In writing, the writer took the data from working as an announcer itself, reading some books related to the topic, also doing internet browsing.

## 1.7 Place and Time

The office of Ardan Radio is at Jl. Cipaganti no. 159, Bandung. The job training took time from 15$^{th}$ of July until 20$^{th}$ of August 2011.