ABSTRACT

"Understanding the Language of Journalism Bachelor of Non-Graduate Jurnalism in Galamedia Bandung on Effectiveness Against The Actual News"

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This study aims to determine the ***"Understanding the Language of Journalism Bachelor of Non-Graduate Jurnalism in Galamedia Bandung West Java on Effectiveness Against The Actual News".*** *So to answer the above problems, researchers tried to analyze the extent of understanding the language selection of short, simple, clear and attractive. As well as the extent of internalization, identification and submission writing actual news.*

Is a quantitative research approach. Data collection techniques are questionnaires, internet seaching and literature study. In this study, the informant who provided the questionnaire is a non-graduate journalism journalist HU Galamedia Bandung, amounting to 13 people. From the results of questionnaires carried out, then researchers analyzed questionnaires and enter the results in SPSS 16.0 for windows.

The results showed that: a brief selection of language, simple, clear and interesting approved by the respondent. Likewise with the internalization, identification and submission writing actual news that is approved by the respondent. Although interesting correlations to language understanding and internalization were not significant, but does not reduce the strong relationship between language comprehension of non-graduate journalism journalist journalistic HU Galamedia Bandung on the effectiveness of the actual news writing.

Conclusions in this study is that there is a significant relationship between general language comprehension Daily journalism (HU) Galamedia Bandung on the effectiveness of the actual news writing.

Proposed Research: Improving understanding of journalistic language for non-graduate journalism journalist in Bandung for mengefektivitaskan HU Galamedia writing actual news.