CHAPTER I

INTRODUCTION

1.1. Background of the Study

According to Suleski and Ibarki (2010), scientific research has not been able to go beyond the scientific community, as more of it is failing in gaining attention from people outside their field. Scientific disciplines are often seen as inaccessible, difficult, and not connected to everyday life (Pelger, 2015), which is not what it is supposed to be. Scientific research is conducted to help individuals understand their world better by improving their scientific literacy to help them face complex decisions and promote behavior change (Bruine de Bruin and Bostrom, 2013). Scientific research is expected to go beyond the borders of science and to the lay public, because as Albert Einstein astutely stated, "It is just as important to make knowledge live and to keep it alive as to solve specific problems" (Einstein, [1932] 1954: 70). To connect the science community and their scientific research with the lay public, science popularization is needed.

Popularization, as defined by Calsamiglia and van Dijk (2004), is "a vast class of various types of communicative events or genres that involve the transformation of specialized knowledge into 'everyday' or 'lay knowledge'". Thus, science popularization is when scientific information is formulated in a way that can make lay public construct their understanding of the information and integrating it with their initial knowledge by defining specific terminology, giving examples, or using metaphors, to promote the scientific information to the non-expert audience and shapes a public discussion (Calsamiglia and van Dijk, 2004; Perrault, 2013).

There are two distinct genres in the science popularization article continuum, they are popular science articles and semi-popular science articles. Popular science article is written by journalists and produced for the lay public who read scientific news not to gain professional knowledge but simply to keep updated of the development (Hyland, 2010). Meanwhile, semi-popular articles are written by researchers or journalists who are trained to communicate scientific information (Ciapuscio, 2003) with the target audience of readers with prior knowledge of the disciple who needs to gain more understanding of the disciple (Muñoz, 2015). Semi-popularization aims to inform readers about the scientific development, findings, and tool to the amateur expertise in a specific discipline, whereas science popular aims to attract and persuade the lay public about the benefit of science in their daily lives (Alcíbar, 2004; Ciapuscio, 1997).

In 2010, Hyland introduced the term proximity to refer to "a writer's control of those rhetorical features which display both authorities as an expert and a personal position towards issues in an unfolding text." Proximity can reveal the writer's perception of their target audience, the approach it uses to charm that audience, and the linguistic devices the writers choose to convey (Scotto di Carlo, 2014; Crismore, 1989). In other words, proximity, specifically for science popularization, is the writers' strategy to communicate and make science more accessible to the lay public by taking the content in a science research article and adjust its specialized terminology to a more widely used word.

Thus, popular science article and semi-popular science article is important for student who need new information but is in a language learning

process because it delivers the same or similar information with a more familiar language and words by using proximity.

1.2. Research Questions

1. What kind of incipits are used in a semi-popular language learning article?

2. How do the writers construct the language features of the incipits in semi-popular language learning articles?

1.3. Purposes of the Study

This study aimed at:

1. Identifying the type of organization incipit used in semi-popular language learning article.

2. Analyzing the language features of organization incipit in semi-popular language learning article.

1.4. Scope of the Study

This study is limited to the incipit position in organization proximity of the 81 semi-popular science articles about language learning. The results of this study are expected to help other researchers to get the supporting information/data related to the organizational analysis of the semi-popular article.

1.5. Significance of the Study

The results of this study are expected to help other researchers to get the supporting information/data related to the organizational analysis of the semi-popular article.