CHAPTER I

INTRODUCTION

1.1 Background of The Study

Scientists are required to communicate science and their research not only to fellow scientists in their field, but also to scientists and experts from other fields, as well as to the lay public and policymakers (Rakedzon et al. 2017). This is because science, as stated by Osborne (2000), has the ability to affect the most major decision in society. Therefore, it is important for the public to be able to interpret basic science information. Additionally, science information will help people gain knowledge and technical skills that may be beneficial for their life (Osborne, 2000). For that very reason, a scientific claim is considered success when it is known widely, including to lay people.

As stated by Myers (2003) in Luzon (2013) that "the success of a scientific claim involves its presentation and discussion in different genres, such as research papers or conference presentations, but it also often involves the claim being cited, included in textbooks or reported in the media" Unfortunately, according to Suleski and Ibarki (2010) scientific research still not making it beyond the scientific community, and an increasing amount of research is failing to gain attention from researchers outside the specialized fields and non-specialist audiences. From 508,795 science articles published, only 66 articles got media coverage, which represents only 0.013% of the total papers published.

One of the attempts to communicate science to the public is by science popularization. Gotti (2014) stated that popularization has often been described as

a reformulation and recontextualization process to suit a new target audience. Science Popularization refers to the process of reformulating and recontextualizing scientific articles to make it accessible to the public (non-specialist) audiences. Science popularization process usually involves journalists or reporters who play the role as mediator between the science community and the public. Aside from science-popularization, there exists a distinct genre that is semi-popularization.

Aside from science-popularization, there exists a distinct genre that is semi-popularization. Semi-popular article is an article with science coverage information written by a researcher or professional science communicator that has been recontextualized from a research article. It was as stated in Munoz (2015) that while science-popularization involves journalists and targeted lay people as the audiences, semi-popularization is usually written by the original researchers of the research article or professional science communicator and targeted non-specialist readers that have some level of proficiency as the audiences.

However, skill to recontextualize research articles, whether into popular articles or semi-popular articles is highly valued in working life and important to master (Pelger, 2010). Because it can help science information and development known to a larger audience and not only known between the scientific community. So, it is important to understand the strategy to recontextualize science articles into popular science or semi-popular articles in order to participate in science popularization.

In his study Hyland (2010) provides a comprehensive framework to recontextualize science articles into popular science articles. Hyland (2010) used

the term “Proximity” to refer to the writing strategy which takes readers’ background knowledge, objection, expectations, and reading purposes into account. Hyland (2010) proposed five facets of proximity that writer should consider in recontextualization process, that five aspects are : (1) *Organization,* how the writers positioned certain content in the article; *(2) Argument*, how the information is framed in order to be understood by the readers*; (3) Credibility*, the strategy used to convince the reliability of their information’s source*; (4) Stance*, the writers’ claim towards the process and the findings of the research*; and (5) Engagement*, how the writer connect with the readers through word choices. In this study the researcher will focus only to explore one facet of proximity, that is stance, especially in semi-popular genres. Such a limitation will give a chance for the researcher to do a more detailed and focused investigation compared to if the researcher examines all the five facets of proximity. Moreover, according to Hyland (2005), stance together with engagement plays a very crucial role in negotiating an idea in various genres of written communication, including in semi-popular science articles. Then, how the writer's stance was expressed in a semi-popular genre is important to be investigated to understand how the writers of semi-popular articles persuade readers to accept an argument especially since this genre targeted university students as the readers. The result of this study can also serve as a reference to university students who want to try recontextualizing research articles into semi-popular articles. Particularly to university students of education programs who play a role as future educators and were expected to be able to communicate science information to different kinds of audiences.

1.2 Research Question

How do the writers of semi-popular science articles express their stance in writing about language learning?

1.3 Purpose of The Study

The present study aims to examine how stance was expressed by the writer of semi-popular science articles when they write articles about language learning.

1.4 Scope of The Study

The decision to make semi-popular articles as the focus of this study was mainly decided with the consideration that previous studies about stance on written context mainly focus on academic or popular articles. Therefore, the researcher chose to focus on stance in semi-popular articles as an effort to fill the gap from the previous studies. Semi-popular articles investigated are limited to semi-popular articles about language learning because such limitations will give a chance for the researcher to do more detailed investigation about how stance was expressed in a specific domain.

1.5 Significance of The Study

The results of this research are expected to contribute to future research about stance in science popularization.