

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Speaking was fundamental skills the writer has to learn before doing communication in international terms. Based on Richards and Renandya (2002) in Rita Susilawati, "speaking is one of the central elements of communication." According to Cameron (2001), "Speaking is the active use of language to express meanings so that other people can make sense of them." In speaking, someone was required to be able to use the spoken language well that can be understood by others people or listener and vice versa.

People had authority to choose the variety of strategy or style in learning English especially for speaking skill. One of them was practicing to be a good newscaster. Newscast could be a recommended media in learning English to increase speaking skill, because newscast became learning media that can support the learners. According to Akimpelu (1991), "Learning is an activity carried out only by the learner, nobody can learn for another person, a person can learn without being taught." Newscast was particularly used as a media to learn English in Politeknik Negeri Jember. It supported English language learning in Politeknik Negeri Jember. It also used to facilitate the students who want to learn or learn more on the English language. It means that learning English is crucial for students, especially the participants of UKM E-Club in Politeknik Negeri Jember.

UKM E-Club was one of the student's clubs or organizations that exist in Politeknik Negeri Jember as media to support English language in training process. In this club, there were two kinds of activities. They were weekly and student interest. In weekly, the participants got the theory from the trainer to strength the English skills. The participants of interest part, there were four classes: speech, storytelling, debate, and newscast. In this part, the participants had to show their skill well and for the participants of newscast class in UKM E-Club had to practice to be a good newscaster by performing news in English.

Unfortunately, the media to support them was still incomplete. Based on the questionnaire got from 15 participants of newscast class in UKM E-club, they said that it was difficult to understand all the materials well. The factor that made the participants in difficult situation there was no teaching media available when they learnt English newscast. Besides, the trainer did not give them clear example and model of how to become a good newscaster, so the writer made a media to help them feel easier to learn English newscast. The aim of using media was for helping the participants be easier and be simply about the material. Moreover, based on the interview to the trainer of UKM E-Club, Audry Reagusta, the media available for newscast class was only use audio visual like video from foreign in the internet, it made the participants did not know the content of video actually, so for the reason he needed tutorial video as additional media in training process.

Through newscast, the member of UKM E-Club could learn some communication skills because the professional newscasters had to be able to show good language skill. It covered pronunciation of the words, structure of the sentences, expression, and gesture used to deliver the information. Therefore, the newscasters had to right in pronouncing the words and structuring the sentences. The expression and the gesture of newscasters were very important when inform the news, especially in audio visual media like television.

The writer as the student of English Study Program help the participants and also the trainer to provide a media. Based on the explanation above, the appropriate media was English newscast tutorial video. Based on Riyana (2007), "Tutorial video is media that presents audio and visual messages learning that contains concepts, principles, procedures, theory applications to help people understand of learning material." Tutorial video gave clear instruction of how to practice, to arrange the materials, to expression, to pronounce and also to intonate. For that reason, the writer made an English Newscast Tutorial Video for UKM E-Club Politeknik Negeri Jember to help the participants to understand the material of newscast class easily.

## **1.2 Objectives**

The objective of final project was to make an English Newscast Tutorial Video for UKM E-Club Politeknik Negeri Jember.

## **1.3 Significances**

The significances of final project were as follows:

### **1.3.1 The Writer**

This product was very useful for the writer, because she could apply the speaking skill. Besides, the writer also applied the skill in pronunciation and computer when she made the video.

### **1.3.2 The English Study Program Students**

This product would help the students of English Study Program, especially for UKM English Club participants to understand the newscast material easily.

### **1.3.3 The Lecture**

This product would be an additional media for the lecturer to deliver newscast material for students of English Study Program.