CHAPTER 2

REVIEW OF RELATED LITERATURE

A. Writing

1. The nature of writing

There are two basic elements in learning language, language skills and language component. Language learning skills are reading, listening, writing and speaking. Language components include grammar, pronunciation, vocabulary and other. Writing is the process of thinking in written forms of paragraph. In its form the writer presents ideas, experiences, thought and feelings. Ron White and Valerie emphasize writing is re-writing, re-vision which has central role in the act of creating text but writing better to focus on writing process like Wheel process is planning, drafting, editing and result around the area and writer could edit from beginning like wheel until final product completed. [16]

Before writing we must know genre base writing and steps. Genre base writing is the basic of writing, which contains of types of text and structure. Writing process

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[16] Jeremy Harmer: *The Practice Of English Language Teaching Fourth Edition* (UK, Ashford Color Press, 2007), p. 326

is how to make and organize writing into paragraph. There are four steps in writing process. They are pre-writing, planning steps, writing and revising draft. [17]

a. Prewriting

Prewriting is an activity to help produce the main idea. The prewriting stage encourages the generation of ideas which can happen in numerous way. [18]

1) Reading (Extensively) a passage

2) Skimming or scanning a passage

3) Conducting some outs side research

4) Brainstorming {Listing (Writing individually), Clustering (Begin with a keyword then add the other words) and Free writing}

5) Using free association

6) Discussing a topic or question

b. Planning

Planning is steps are organize the idea by brainstorming into an outline

c. Writing

Writing is the step to write first draft and put all the ideas into paragraph

d. Revising draft

Revising draft is revising the content of paragraph. Because no piece of writing is ever perfect.

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[17] Alice Oshima and Ann Hogue: *Writing Academic English Third Edition* (New York, Addison Wels, 1999) p.3

[18] H. Douglas, Brown : *Teaching by Principles and Principles and Interactive Approach to Language Pedagogy* (New York, Pearson Education , 2007) p. 404

Writing is kinds of difficult skill, there are some reasons for that. First, writing has to be learned and different with speaking which everyday activity but writing is rarely activity. Second, linguistic difficult it causes writers has to know how to put sentence accurately and to know appropriate language for different types of writing. Third, difficult in organize and sequence idea. [19] To answer all difficulties, writing is important to be given to the student it begins from the simple form or genre base writing.

In order to grow up students enthusiasm and confident teacher must building the writing habit. There are many kinds way to building it, like dictating, using picture where students can write or describe what it means, using games such as story arranging where students can do in group, so students learn to create and solve a story together, and using film or music, like what words or scenes[20].

Teacher as the key in learning process should be give some rules when students are asked to write are as follow: [21]

a) Motivator, means teacher motivate students, creating the right conditions for generation of ideas, persuading students usefulness of the activity, and encouraging to make as much as possible for maximum benefit.

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[19] Jill Hadfield and Charles Hadfield : *Introduction To Teaching English* (English, Oxford University Press, 2008), p. 35

[20] Jeremy Harmer: *The Practice Of English Language Teaching Fourth Edition* (UK, Ashford Color Press, 2007), p. 329

[21] Ibid p.325

b) Resource means teacher should be ready to give information and language if needed. Teacher need to tell students that she or he available to checking students progress, offering advice and suggestion in constructive and wise way.

c) Feedback provider means that which teacher care to encouraging and gives positive in content or how students focus on task they do. [22]

The influences factor in learning second language or foreign language beside from teacher, the others is students who also have psychology motivation in order to achieve the specific goal. The motivation factor contain of external which external factor is motivation from outside like privileges, praises or family and internal factor like personal itself. [23]

2. Kinds of writing

Types of writing define into two kinds are writing language and writing performance. Writing language is there are three kinds of genres of writing language, they are: [24]

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[23] Veritas, Lux Mea: *Psychology of Motivating and Chinese EFL students* (Online) (2007, Middle Kingdom Life: Educational website and trusted resource for foreign teachers and expats, China) www.motivating Chinese EFL students.mht

Retrieved at December 3, 2010

[24] H. Douglas, Brown: *Language Assessment, Principles and Classroom Practices*(2004, Addison Wesley Longman inc. Pearson Education Inc, New York), p. 219

a. Academic writing

This type is used in formal or study learning in school. Like Papers, general subject reports essay and academically. In academic writing especially in junior high school genre of text such as narrative, argumentative, persuasive text and recount text.

b. Job-related writing

It used to specific purpose, for example advertisements, announcements, messages (Phone message, letter / email) and memos (e.g., inter office)

c. Personal writing

Personal writing is written for her or himself. Like Reminders, diaries, financial documents (Checks, tax forms, loan applications) and greeting cards.

Whereas writing performance contains of three types, they are: [25]

a. Imitative (Writing down)

Imitative is the basic skill in writing which contains of writing letter, words, punctuation and sentences. In imitative stage, form is the first number or primary while the second are meaning and context. Type of dictation include in imitative. Dictations following steps as mentioned below: [26]

1) First, teacher reads a short paragraph once or twice at normal speed

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[25] Ibid p. 220

[26] H. Douglas, brown: *Teaching by Principles, an Interactive Approach to Language Pedagogy, Second Edition* (2001, Addison Wesley Longman inc. A Pearson Education Company, New York), p.343

2) Second, teacher reds short phase two or three words and each words is following respite

3) Third, During respite, students write appropriate what they hear

4) Fourth, teacher reds complete paragraph once more at normal speed and students check their writing

5) The last, scoring student's written work, by spelling, punctuation and other.

b. Intensive (controlled)

Intensive means beside the base of imitative, form is controlled of writing, which use test design. It could be with multiple choices, portfolio or other kinds test.

c. Responsive

Responsive means that the task respond to pedagogical, outlines, list of criteria and other guidelines. Brief is including in Genre of writing, which it responses to reading and interpretation of chart or graphs.

d. Extensive

Extensive is managed all the processes and strategies of writing. It focus on attaining organize, purpose and develop ideas logically, demonstrate syntactic and lexical variety in many cases. In grammatical form is limited to occasional or proofreading of a draft.

3. Writing Assessment

Assessment is toll measuring how far students understand about material which had been presented. Authentic assessing for writing divided into three kinds: [27]

1. Holistic scoring used to produce single score which depend on local instructional program and language arts objective. The example form of holistic scoring:

   a. Idea organization / developments (focuses on central idea with proper elaboration and conclusion)

   b. Fluency/structure (appropriate grammar and structure)

   c. Word choice (which variety and precise vocabulary proper for aim)

   d. Mechanics (absence of errors in punctuation, spelling and capitalization)

2. Primary trait focuses on evidence or students demonstrate. The scoring contain of accurate sufficient content, comparisons with other, and coherent of the paper of writing.

3. Analytic scoring, this type useful to provide feedback to the students and give teacher diagnostic on progressed most rapidly. [28]

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[27] J. Michael O'Malley and Valdez Pierce, Lorraine : *Authentic Assessment for English Learner* () p. 142

[28] Ibid p. 144

4. Kinds of Genre Text for Junior High School

1. Narrative text

Narrative is the communicative text which is used to amuse and to entertain the reader. The generic structure of narrative text are orientation (Introduction the sets the scene and participants), complication (The main character is faced to a problem), Resolution (How the problem is resolved for better or worse) and re-orientation (Moral value / Optional).

2. Recount text

Recount text is the text that retells past events. The language features are using past tense and the words showing the order of events. And the generic structure contains of orientation, events (Tell what happened and in what sequence), and Re-orientation (Optional).

3. Descriptive text

Descriptive text is the texts which are describe a particular person, place and things. Descriptive text has structure identification (Identify the phenomenon to be described), and description (Describing parts qualities or characteristics). The language features of descriptive is using identifying process, attributive, and using simple present tense.

4. Procedure text

Procedure text is the text which used to tell the steps of making or doing something. The language feature are imperative (cut, pour, don't mix), action (Put, turn) and connectives (Then, while, the next).

B. The Kinds of Media in Teaching Process

Teaching process in classroom is a process which students acquire the knowledge by teacher who teaching. There are three strategies on English Second Language/English First Language teacher needs. First, investigating media which is suitable for classroom uses, secondly identifying how media changes Teaching English second language, and the last setting English language teaching objective before selecting technology. [29] In order to support in teaching process teacher must be creative to create classroom.

There are many kinds of media in teaching process, there are visual aids, audio visual, and computer assisted language learning.

1. Visual aids and texts

   a. Meaning of visual aids

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[29] Michael Morgan: *More Productive use of Technology in the ESL/EFL Classroom*, (The Internet TESL Journal Vol. XIV, No.7, July 2008), http://itsli.org/Articles/Norgan-Technology.html. retrieved at May 20, 2010

Visual aids are kinds of educational toll which used to stimulate creative expression, such as telling, writing stories, and composing poetry. Visual aids could use in evaluation and testing.

b. Kinds of Visual aids and text

Visual aids and text is categorizing into four types, they are: [30]

a) Teacher resource books (The books are designed to provide and develop ideas for teacher)

b) Other students textbooks

It addition resource of knowledge with using school or public library

c) Realia (Real object)

Real object such as coins, tools, artifacts, plants, and animals.

d) Self-made paper-based visual aids and commercially available visual aids for teacher (Slides photographs, posters, cartoons, and charts).

c. The advantages of visual aids

a) Readily available, means that visuals are pervasive

b) Inexpensive , visuals is little cost and most of it free

c) No equipment required, means that the only requirement is light

d) Easy to use means do not need specific ability and just ability to interpret it

e) Available for all levels of instruction and for all discipline

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[30] H. Douglas, Brown: *Teaching by Principles and Principles and Interactive Approach to Language Pedagogy* (New York, Pearson Education, 2007) p. 19

f) Simplification of complex ideas, which help to simplify complex content and relationship

d. The disadvantages of visual aids

a) Durability means that visual are printed on paper and are subject damage with frequent students uses

b) Storage, when it cannot to use

c) Maybe too small for group viewing

d) Two - dimensionally means visual are two-dimensionally and show only one scene.

2. Audiovisual (Non-computer based technology) [31]

a. Commercially produced audiotapes and CDs

Audiotapes still used in teaching, although in modern time. Audiotapes were change to CD (compact disc). The change of it provide a growing number of CD with listening exercises, lectures, and authentic samples

b. Commercially produced videotapes and DVDs

c. Self-made audiotapes and CDs

d. Self-made videotapes an DVDs

e. Overhead projection (OHP)

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[31] Ibid p.197

Overhead projection (OHP) used to show pictures, diagrams or students writing. It cause transparencies can put printed or photocopier from any computer and can be very high quality. [32]

3. Computer-asssisted language learning (CALL)

a. Meaning of Computer assisted language learning

Computer assisted language learning is sooftware tools designed to promote language learning. [33] History of call was implemented into three kind, behaviorist Call (repetitive language drill, referred to as drill and prectice), Communicative Call and integrative Call (Perspective call which seeks ad hoc and dishconnected fashion to integrate various skill (writing, reading, listening and speaking) and also integrate technology more fully into the language learning process). [34]

b. Kinds of Computer assisted language learning

CALL today grows up in a better way than before, where the using of CALL more variant, as mentioned below: [35]

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[32] Jeremy Harmer: *The Practice of English Language Teaching Fourth edition* (UK, Pearson education, 2007), p. 185

[33] Joy Egbert : *CALL Essential, Principles and Practice in CALL classrooms* (Alexandra, Va: TESOL Inc, 2005), p. 3

[34] Andrew Laghos and Panayiotis Zaphiris: *Computer assisted/Aided Language Learning* (CALL Overview. Pdf), p. 331
Retrieved from the World Wide Web: http//call overview. pdf
(Accessed) at October 28, 2010

[35] Ibid p.199

a) Collaborative projects

b) Peer editing of compositions

c) E-mail

Email is technology have capacity and advantages for the user. Teacher or other people used it to join in electronic discussion group, build relationship with students or families, contact expert around the world and many more. [36]

d) Blogs

Blog is a short form of weblog, providing facility to share and easy publish of ideas between individual[37].

e) Web-based bulletin board communication

f) Web page design

g) Videoconferencing

Videoconferencing is the using of multimedia elements, digital cameras and microphones to capture video and sound, which transmit to other users. The receiver data using display units and speakers. [38]

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[36] Joy Egbert : *CALL Essential, Principles and Practice in CALL classrooms* (Alexandra, Va: TESOL Inc, 2005), p. 170

[37] Charles R. Graham and Melanie Misanchuk : *Computer-Mediated Learning Groups* (UK, Idea group.inc. distributing in print or electronic forms without written permission of IGI is prohibited, 2005), p. 507

[38] Andrew Laghos and Panayiotis Zaphiris: *Computer Assisted/Aided Language Learning* (UK, Idea group.inc. distributing in print or electronic forms without written permission of IGI is prohibited, 2005), p. 336. Retrieved from the world web: CALL-Overview.pdf (Accessed on November 5, 2010)

h) Reinforcement of classroom material

i) Podcasting

Podcasting is method of distributing multimedia files, like audio program or music videos-over the internet, for playback on mobile devices or personal computers.

j) Games and simulations

k) Computer-adaptive testing

l) Speech recognition software

m) Concordance

Concordance is the searching for words in context and collocation

n) Multimedia presentations (Powerpoint and Hyper studio)

c. Principles of CALL

The using technology in teaching classroom must follow Guidelines and advantages of using in using technology. The guidelines of using technology cited in Joy Egbert (2005): [39]

a) Using technology to support the pedagogical goals of the class and curriculum

b) Make the technology accessible to all learners, means no limit for all people to get advantage.

c) Use the technology as a tool

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[39] Joy Egbert : *CALL Essential, Principles and Practice in CALL classrooms* (Alexandra, Va: TESOL Inc, 2005), p.11

Like Levy suggested that computer or technology presented in classroom have three roles are as tutor (drill and practice), teacher and tool. All of that useful means it use as equipment to serve material easily and support the user in many kinds of way.

d) Use technology effectively, means that with technology is better or faster than use other tool in learning process.

e) Use technology efficiently, means that could be economical

d. Advantages of CALL

Using CALL in teaching learning has advantages. Like hoped by integrating the National Educational Technology Standards (NEETS) for helping students learning environments which supported by technology, there are: [40]

a) Use a computer and peripherals

b) Practice responsible use of technology

c) Use electronic resource appropriately

d) Design, develop and publish products

e) Gather information

f) Collaborate with other

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[40] Ibid p. 14

C. Monologue text

Monologue is the text which is presented by a teller. [41] Monologue text used in drama or poem and used in learning. Monologue in drama or film is a dramatic piece of a single performer. [42] There are two kinds of monologue text in learning; the forms are functional text like Announcement, letters, advertisement, brochures, invitation and notice and in form essay text such us recount text, procedure text, descriptive text narrative text and report text.

1. Definition of advertisement

In teaching writing, advertisement is kind of functional text it used to informing and persuades an audience. Advertisement is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience. [43] People watch many commercial messages every day. They may see it in the form of billboards, news paper, TV commercial, and email.

2. Kinds of advertisement

There are nine major types of advertisement: [44]

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[41] Harper Collin. Collins English dictionary, Complete and unabridged. Harper Collins publisher. Retrieved from world web www.freedictionary.com at December 26, 2010

[42] Harper Collin. Collins English dictionary, Complete and unabridged. Harper Collins publisher. Retrieved from world web www.freedictionary.com at December 26, 2010

[43] William Weels, John Burnet and Sandra Morriarty: *Advertising Principle and Practice*(New Jersey, Pearson Education, 2003) p. 10

[44] Ibid p. 15

1) Brand advertisement

   This advertisement focuses on manufacturers that sell merchandise in restricted area

2) Local advertisement

   The object focuses on stimulating store traffic and creating distinctive image for retail.

3) Political advertisement

   It use to influence people to vote for ideas or them and it part of the political process in   United States and other country that permit candidate advertising.

4) Directory advertisement

   The form of directory advertisement is trade directories, organization directories and the   best known form is yellow pages.

5) Direct-response advertisement

   Used in any advertisement medium, including direct mail but in different form. The   costumer can respond by mail or telephone and the product is delivered direct to   costumer by mail or some other carrier.

6) Business to business advertisement

   Business to business it use just for publication or professional journal. Includes message   directed at retails, wholesalers, distributors and from industrial but not to general   consumers.

7) Institutional advertisement

This advertisement focuses on establishing a corporate identity or winning the public over to the organization's point of view.

8) Public services advertisement

It use for some good cause, like stopping drunk driving or preventing child abuse

9) Interactive advertisement

It use for delivered individual consumers who have access to a computer and internet.

3. The purpose of advertisement

Advertisement is making to specific purpose, cited in William Wheel, John Burnet and Sandra Morriarty book the function of advertisement: [45]

1. Provides product and brand information

Means that the product and information are technical and motivational

2. Provides incentives to take action

Advertisement gives the costumer reason about high quality, lower price warranties and other

3. Provides reminders and reinforcements

Advertisement must to remind the costumer about the name of brand, the value, it benefit and so forth. And reinforce the costumer's decision.

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[45] Ibid, p.15

D. Slide

1. Meaning of slide

Slide is the way produce very high quality images and can be projected on to any reasonably white surface. [46]It use for a large audience. The use of slide needs skill to give explanation. There are main explanation and additional explanation. In traditional school almost never use slide because of the source of electricity and hard system.

2. Function of slide

The use of slide have specific function, the functions of slide are: [47]

a. To present or serve the material easily

b. To raise students motivation

c. To have the uniformity in information

d. Easily done or repeated

e. Suitable for all subjects

E. Advertisement Slide

Advertisement slide is the pictures of advertisement which are presented through Microsoft Power Point. Power point is kind of Computer-Assisted Language Learning (CALL) which conclude in multimedia presentation, to enliven a

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[46] Geoff Petty: *A Practical Guide Teaching Today* (United Kingdom, 2004) p. 374

[47] Sudarwan Danim: *Media Komunikasi Pendidikan* (Jakarta,1995, Bumi Aksara) Hal.19

presentation with graphics, charts, arts, photos, lists and audio "sound bites". [48] Power Point presentations consist of a number of individual pages or "slides". The "slide" analogy is a reference to the slide projector. [49] Power Point did not the pioneer the display of large print on a screen, but it's changed the pattern of print used on overhead projectors (OHP) from complete sentences into chunks that are formatted to appear and disappear quickly. [50]

Power Point provides three types of movement for the user there are: [51]

1. Entrance, emphasis, exit of elements on a slide, itself calls custom animation

2. Transition, can be animated in a variety of ways

3. Custom animation can be used to create some story board by animating picture enter, exit or move

    In presenting material using Power Point people can mix between sounds and animations. Power Point could use in kinds of presentation like initial teaching, drill

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[48] H. Douglas, Brown: *Teaching English by Principles and Interactive Approach to Language Pedagogy* (New York, Pearson Education, 2007) p. 205

[49] Wikipedia Foundation. Inc. *Microsoft Power Point*,
Retrieved from the world wide web: http//Www.Wikipedia, the free encyclopedia.mht
(Accessed) at may 20, 2010

[50] Michael Morgan: *More Productive use of Technology in the ESL/EFL Classroom*, (The Internet TESL Journal Vol. XIV, No.7, July 2008), http://itslj.org/Articles/Norgan-Technology.html.retrieved at may 20, 2010

[51] Wikipedia Foundation. Inc. *Microsoft Power Point*
Retrieved from the world wide web: http//Www.Wikipedia, the free encyclopedia.mht), retrieved at may 20, 2010

and practice, for review, for games and tests. [52] Using Power Point base on how to display presentation are regular computer used for individual but some of people don't have it to practice and drill, ordinary television set (used for big classes but to control)and special projector which used more clear and bigger than TV . The lighting better than blank wall, wonderful and the prize is expensive, it used of much business people.

The advantages and disadvantages of using Power Point in learning process:[53]

Advantages Power Point:

a. Easy to create and use

It provides many models of designs. Which user easy to input the contents they want.

b. Notes projected

The projected notes are help to keep on track. The notes are cue to the points of presentation.

c. Support inclusion of multimedia (Visual, animation, and audio)

d. Support interactivity

e. Yields multiple formats

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[52] Don L. Fisher: Using PowerPoint for ESL Teaching (The Internet TESL Journal, Vol. IX , no. 4 April 2003), http://itslj.org/Techniques/Fisher-powepoint.html.

Retrieved at July 15,2010

[53] Sharon E. Smaldino, Deborah L. Lowther and James D. Russel: *Instructional Technology and Media for Learning Ninth Edition* (New York, Pearson Education,2008), p. 259

Disadvantages of PowerPoint:

a. Linear presentation (Most of user unaware to hardware capacity make presentation nonlinear and interactive hyperlink)

b. Too much on one slide (user used too many words on one slide)

c. Just words (without visual make students boring)

d. Too many bells and whistles

F. Review of previous research

There are some previous researches about slides. The first is *The Application of Power Point Slide for Teaching Descriptive to Ten Grade Students of SMAN I Blitar* which was done by Nugrahadi Dewonoto. [54] The research is a descriptive research. The problem is how the application of Power Point slides in teaching descriptive to ten grade students of SMAN I Blitar and how students' responses to Power Point slides in teaching descriptive. The result of this study concludes that there is improvement of student skill in writing. The minus point of this research is that many words in one slide made lazy to read and did not immediately in point of material.

The second is *Efektifitas media Microsoft Power Point dalam meningkatkan hasil belajar pendidikan agama islam* by Muh Roghibi in quantitative research. [55]

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[54] Nugrahadi, Dewonoto: *Application of Power Point Slide for Teaching Descriptive to Ten Grade Students of SMAN I Blitar* (Unpublished Thesis, Unesa, 2006)

[55] Muh, Roghibi: *Efektifitas media Microsoft Power Point dalam Meningkatkan HASIL Belajar Pendidikan Agama Islam* (Unpublished Thesis, Iain Sunan Ampel, 2008)

The problem of the researcher are how to use Power Point in teaching Islamic education at eight class SMP Al Hikmah Surabaya, how are students' result after using Power Point in teaching Islamic education, and how Power Point made effective in religion educational. The result of this research is gave improvement in students point. The minus point of this research is that material presented without visual made students boring.

In this study, the researcher intends to conduct the similar research. The researcher wants to observe using advertisement slide (PowerPoint) as part of multimedia presentation in teaching writing monologue text at eight grade of SMP Muhammadiyah 4 Surabaya. Advertisement slide means kinds of advertisement picture which is presented through Power Point, where Power Point contains of animations, sounds and graphics made learning writing easy to catching and interesting.