

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter describes the research methodology used in this study. The first two sections explain the formulation of the problems that defines the research questions being investigated and data sources which specify the data of the study to be analyzed. Next, the research method delineates the framework of research employed in this study. Finally, the two final sections present the procedures of data collection and data analysis that clarify the technical steps in both obtaining and analyzing the data.

#### 3.1 Formulation of the Problems

Regarding the research questions, there were two problems being investigated in this study:

- 1) How is John Terry represented in *BBC News online* regarding his affair case?
- 2) What are the underlying ideologies behind such representations?

#### 3.2 Research Design

This research primarily employed a qualitative method. The purpose of this study is to investigate the representation of social actor in the media and subsequently to uncover the underlying ideology behind such representation. In this light, as the concept of representation deals with an abstract or non-numeric

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data, therefore, a qualitative method was considerably to be the most appropriate one since the concept of representation cannot be examined in a quantitative method by using formulas or statistics.

In particular, this study uses a critical discourse analysis (CDA) framework proposed by Fairclough (2003) which focuses on analyzing the representations of social events. The analysis then specifically was centered on the three points of analysis including *Exclusion, Inclusion and Prominence of Social Events, Level of Abstraction towards Social Events, and The Representation of Processes.*

This Fairclough's version of critical discourse analysis (CDA) was chosen as the method of analysis because of its specific focus on the clause level of analysis that benefits to give a deep and detailed investigation of any potential characteristics of representation of social events implied in the text.

In addition, not only does this Fairclough's CDA model rely on the types of process as the core of analysis, but it also takes into account of how the social actors as well as the time and place construction are represented in the text. This way of analysis contributes to enrich the analysis of social research about the representational meaning of social events.

### **3.4 Data Collections**

The data of this study were two news texts about John Terry's case which were downloaded from the British media online version texts, namely BBC News.

This British media online was used as data sources for the reason as John Terry is

the captain and one of the important players for the English football team. Thus,  
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by having the same background country with the main actor, BBC News is expected to be the best example media to show the degree of its objectivity in representing the main social actor in its news texts, in this case is about the representation of John Terry regarding his affair case.

The following are the two news texts about John Terry's affair case as the main data examined in this study:

No	Title of the News Articles	Date of Last Updated	source website
1	John Terry to remain Chelsea captain - Carlo Ancelotti	31 January 2010	BBC News Online ( <a href="http://news.bbc.co.uk">http://news.bbc.co.uk</a> )
2	John Terry left to wait on England captaincy	1 February 2010	BBC News Online ( <a href="http://news.bbc.co.uk">http://news.bbc.co.uk</a> )

As some parts of the content from the collected news texts were almost similar, therefore, the decision was only in selecting the two news text which have the most frequency in presenting John Terry's actions or processes related to his affair case as the main discussion. In addition, as this study uses three point of analysis which requires some practical steps and detailed discussion, by only selecting two news text is needed to make this study focus and manageable.

### 3.5 Data Analysis

Having collected the data, their analysis was done based on Fairclough's (2003) critical discourse analysis (CDA) model in three points of analysis including *Exclusion, Inclusion and Prominence of Social Events, Level of Abstraction towards Social Events, and The Representation of Processes*.

In *Exclusion, Inclusion and Prominence of Social Events*, the analysis

focuses on the ways in which the social events described in the text in terms of which elements of events are excluded included, and which from those included elements are given the most prominence in the text.

*Level of Abstraction towards Social Events*, meanwhile, refers to the abstraction level of text. Particularly, it concerns on how the social events are presented in the text whether in most concrete (low), more concrete (medium) and most abstract (high) ways of representations.

Lastly, *the Representation of Processes* concerns on the two sub-categories of analysis, transitivity and nominalization. The former focuses on the clause analysis by seeing the different using of process (activities) types, social actors (participants) and circumstances (time and place). The latter, meanwhile, focuses on the characteristic of words in the text which have undergone the process of nominalizing, that is, transforming words from specific part of speech (verb, adjective, and adverb) into the their noun constructions.

The results from these three points of analysis, then, were used to derive the conclusion on the possible underlying ideology carried by BBC News online behind the representation of John Terry made in its two news texts being analyzed in this study.