

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology which describes the mechanism or steps in doing this research. This chapter includes research design, data collection, and data analysis. This research purposes are to discover how the representation of social actors in civil wars in Egypt and Syria are constructed and to discover the ideologies behind the representation.

3.1. Research Design

This research is qualitative in nature. It is qualitative because this research focuses on the description and interpretation. This research is also possible to develop and establish the new concept or theory (Hancock, Ockleford, and Windridge, 2009). Another nature of this research is expanding people's understanding of particular things in the world. Therefore, this research is expected to make people have more profound understanding about the media's representational strategies.

This research exerted one of CDA approaches proposed by van Leeuwen (2008) and Halliday and Matthiessen's (2004) Transitivity. Both of those approaches were combined to make the analysis of social actor representation more detailed. Van Leeuwen's (2008) social actors classification was the major approach to conduct the

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analysis of representation. On the other hand, Halliday and Matthiessen's (2004) Transitivity was also used because Transitivity concerned representation in clauses. The analysis of text was aimed at scrutinizing United Kingdom and United State media representation of social actors in civil wars in Syria and Egypt. It also unmasked the ideologies behind representation.

3.2 Data Collection

The data of research were the four selected news articles taken from two different prominent news agencies in the world, i.e. BBC and CNN. BBC (British Broadcasting Corporation) is British public service broadcasting statutory corporation. BBC is headquartered at Broadcasting House in London (BBC, 2014). Meanwhile, CNN (Cable News Network) is American public service broadcasting under the ownership of Turner Broadcasting System division of Time Warner (CNN, 2014). The sources of material research are best taken from United Kingdom and United States media with great leverage to international public, not to mention the media are the best representatives of Western countries. Therefore, BBC and CNN are taken as the sources of material analysis.

Selected articles taken from BBC and CNN gave the information about the occurrence of civil wars which happened in both of Egypt and Syria. This research exerted four articles because the research did not only aim to explain representation of social actors in civil wars in Egypt and Syria, but also compared such representation. Thus, the research required even number of articles to alleviate the bias of representation.

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The first article was taken from the official site of CNN news. The article was published on the Internet on 9th July 2013. The article provided the information of hostility between the Egyptian government and rebel forces which killed more than 50 people. The second article was taken from the official sites of BBC news published on the Internet on 18th August 2013. The article gave the information about the endeavor of Egyptian government to persuade its people to rebuild Egypt together. The third article was also taken from the official BBC news. The article was published on the internet on 21st August 2013. The article gave the information about the using of chemical weapon by the Syrian army which killed hundreds of people. The fourth article was taken from the official site of CNN news. The article was published on the internet on 24th September 2013. The article gave the information about the allegation of Syrian Chemical Weapon use to Syria government.

3.3. Data Analysis

This research was CDA which uses one of its approaches proposed by van Leeuwen (2008). The analysis was aimed to unravel the ideologies behind media representation of social actors in civil wars in Syria and Egypt. The first step of conducting the analysis was the analysis of Transitivity to discover the representation of actions in the text. Then, the social actors in the texts were probed and analyzed to be classified into particular representational strategies based on van Leeuwen's theory (2008). Such analysis was basic to interpret the representation in texts. It was helpful

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to unmask and reveal the ideologies behind representation. The steps of research conduct are listed as follow:

- a. Reading the whole text to have profound understanding.
- b. Identifying social actors and social actions in the text by dividing the data into clauses or clause complexes. The clauses or clauses complexes were then identified to scrutinize the representation of social actors and actions through Halliday and Matthiessen's (2004) Transitivity.
- c. Grouping the representation of social actors to see how United Kingdom and United State represent them. The social actors were classified into representational strategies based on van Leeuwen's theory (2008).
- d. Analyzing the ideologies inferred from the analysis.

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