

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the research methodology used in conducting the research. It contains research problem which elaborates core issue of the research, research design which explains how the research was framed, data collection which tells how the data were collected and data analysis which elaborates how the data were analysed.

#### **3.1 Formulation of the Problem**

This present research was conducted to answer these following research questions:

- 1) How do the macrostructure, superstructure and microstructure of the texts represent U.S. in Syrian conflict as evidenced in the investigation of BBC International and BBC Indonesia news articles?
- 2) How do the sociocognition and context of the news support the representation?
- 3) What does this representation signify?

#### **3.2 Research Design**

This present research is a descriptive qualitative research. Descriptive qualitative research uses text analysis, description and larger meaning of the findings (Gay, L.R., Mills, G.E. & Airasian, P., 2006). Furthermore, the characteristics of descriptive research as Sukmadinata (2009) proposed are natural, inductive, holistic, dynamic, neutral and self perception oriented.

This research was conducted to find out how the same news agency with different version represents U.S. in Syrian conflict differently. The research employed the sociocognition theory as proposed by van Dijk (2009a & 2009b).

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The theory was formulated in three stages, which are text, sociocognition and context. The stage of text itself was divided into three, namely macrostructure, superstructure and microstructure.

The analysis in text stage concerned with how text components represent U.S. in Syrian conflict. In this case, texts were divided into macrostructure, superstructure and microstructure. Macrostructure could be examined by examining the global meaning or the theme of the text. The superstructure is the way how the elements were constructed. Then, microstructure was analysed by examining the words, phrases, clause or sentence.

In sociocognition level, the analysis focused on cognition of local society where the texts were produced, in this case, the news agency of the texts. Then, the context analysis examined the setting of text production. By utilizing these three stages, it could be revealed not only how the texts represented U.S. in Syrian conflict, but also why the texts represented U.S. in Syrian conflict in the given way.

### **3.3 Data Collection**

This research analyzed ten online articles which were collected from BBC International and BBC Indonesia. British Broadcasting Corporation (BBC) was selected since it is one of prominent international news websites which provides many article versions in different languages. In addition, historically, BBC, which is owned semi-autonomously under the Royal Charter and Licence and Agreement from the Home Secretary, was lack of impartiality in reporting Middle East issue (<http://www.theguardian.com/media/2004/jun/20/israel.broadcasting>). Furthermore, BBC Indonesia, which is the Indonesian version of BBC International has different target readers in terms of culture. BBC International has wider and more diverse target readers. Meanwhile, BBC Indonesia has more specific readers - Indonesian citizens - who are mostly Moslems. Thus, this research revealed how

BBC International and BBC Indonesia represent U.S. in Middle East news differently due to the different target readers between BBC International and BBC Indonesia.

The data, which are in the form of words, phrases, and sentences, were selected from articles about U.S. involvement in Syrian conflict in BBC International published from 7 January until 1 March 2013. The next step in collecting the data was searching for five equivalent articles in BBC Indonesia. The articles from BBC International which had no equivalent articles to BBC International were then eliminated. The rest of them were retrieved in word format and grouped according to the language: English articles and Indonesian articles.

The five articles which were retrieved from BBC International and its five equivalent articles retrieved from BBC Indonesia are:

**Table 3.1 Articles from BBC International and BBC Indonesia**

No.	BBC International	BBC Indonesia
1	Syria crisis: Obama warns Assad over chemical weapons	Obama peringatan Assad tidak gunakan senjata kimia
2	US recognises Syria opposition coalition says Obama	Obama mengakui oposisi Suriah
3	Syria crisis: US decries Assad 'Western puppets' speech	AS kecam pidato Assad tentang 'boneka Barat'
4	Syria conflict: US condemns deadly Aleppo rocket strikes	AS kecam serangan ke Aleppo Suriah
5	Syria conflict: John Kerry extends US aid to rebels	Bantuan AS untuk oposisi Suriah ditingkatkan

### 3.4 Data Analysis

The analysis in the research used three stages of sociocognition approach; which are text, sociocognition, and context. The analysis was started from text level which consists of three sublevels: Macrostructure, Superstructure and Microstructure. The macrostructure analysis utilized theme and rheme analysis proposed by Halliday (1994), the superstructure analysis employed news schemata proposed by van Dijk (1988), then the microstructure analysis employed transitivity analysis proposed by Halliday (1994). Furthermore, the microstructure

analysis also involved lexicalization analysis of the text to see the diction and style of the words.

In the level of sociocognition, the analysis used social situation schemas as elaborated by van Dijk (2009b). The schemas consist of environments, dimensions, goals, motivation and decision making. Furthermore, in context level, the analysis focused on the setting of the news production. It involved the intertextual analysis to uncover the story behind the text production to see how the texts are processed and constructed in news agency.

### 3.4.1 Text Analysis

The text analysis was used to examine the text components which were formulated in macrostructure, superstructure and microstructure. Macrostructure examined the theme of text, superstructure dealt with the construction of text elements, while microstructure analysed the local meaning of the text. These three analyses are elaborated as follow:

#### a. Macrostructure Analysis

The macrostructure analysis which deals with global meaning tries to seek the theme of the text. In macrostructure analysis, theme and rheme analysis as proposed by Halliday (2004) was employed. Subagyo (2012) stated that the global meaning of text was formulated in the frame of text, for example, title, headlines, topic sentence, summary, abstract, or conclusion. Leaning on that notion, this present research used theme and rheme analysis to reveal the macrostructure of text in sentence level. It also helped researchers to find significance how certain rheme was arranged with a theme to give name and to represent the theme itself (Mason in Baker, 2010). The following is the example of theme and rheme analysis:

**Table 3.2 Example of Thematic Analysis**

US	Condemns Deadly Aleppo Rocket Strikes
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Theme	Rheme
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## **b. Superstructure Analysis**

This analysis examined how the elements of texts were constructed. It also examined how the elements of text built one unity of texts. To examine the construction of text elements, the research used news schemata as proposed by van Dijk (1988, p.55). Van Dijk (1988) stated that news schemata were divided into two, which are:

### **1. Summary**

Summary provides the most important information of the text. It concluded the content of a text in the form of sentence or smaller than sentence. Summary was divided into two, which were headline and lead. Headline is the title of the text which was placed in the top of text and printed bold or bigger size font than the text. Another point in summary is lead, which is the “second title” of text. It is usually a complete sentence printed bold or bigger size font than the text, but smaller than headline.

### **2. Story**

News story consists of two points, which are situation and comments. Situation was divided into main events and background. Main events described the basic information of the news. It covered all information about event that was given in the text. Background is the context and history of events. It contained the present background which is context of the events and past background which was history of the events.

Second category of news story is comment, which was divided into verbal comments and evaluation. Verbal comments functioned as the evidence of certain news also the strategy to position journalist in objective side (van Dijk, 1980). The second category of news story is evaluation which mentioned the conclusion made by journalist based on the news.

The following is the example of superstructure analysis using news schemata proposed by van Dijk (1991, p.119). The analysis used one of the texts analyzed in present research which was entitled “Syria conflict: US condemns deadly Aleppo rocket strikes.”

**Table 3.3 Example of Superstructure Analysis**

<b>Superstructure Analysis of Text 4</b>			
<b>Text</b>	<b>Category 1</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Syria conflict: US condemns deadly Aleppo rocket strikes</b>	Summary	Headline	-
<b>Superstructure Analysis of Text 4</b>			
<b>Text</b>	<b>Category 1</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Missile attacks on Aleppo have enraged the opposition</b>	Summary	Lead	-
The US has condemned recent rocket attacks	Story	Situation	Episode
on Syria's northern city of Aleppo,	Story	Situation	Background
which opposition activists say killed dozens of people.	Story	Comments	Verbal Reaction
The US state department said the strikes were "the latest demonstrations of the Syrian regime's ruthlessness".	Story	Comments	Verbal Reaction
The statement came	Story	Situation	Episode
after Syria's opposition coalition pulled out of planned international talks	Story	Situation	Background
because of the world's failure to stop violence.	Story	Situation	Background
Damascus has not commented on the Aleppo attacks	Story	Situation	Episode
earlier this week.	Story	Situation	Background
In a separate development,	Story	Situation	Background
the UN special envoy to Syria, Lakhdar Brahimi, described the car bomb attack on the ruling Baath Party's headquarters	Story	Comments	Verbal Reaction
in Damascus	Story	Situation	Background
on Thursday	Story	Situation	Background
as a war crime.	-	-	-
The envoy said it left about 100	Story	Comments	Verbal Reaction

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people dead			
No group has said it carried out the attack.	Story	Situation	Episode

**c. Microstructure Analysis**

The microstructure analysis involved two kinds of analyses; transitivity analysis and lexicalization analysis. The two methods of analyses were elaborated in the following points:

**1. Transitivity Analysis**

Halliday (1994) defined transitivity as the meaning of exchange because language had function in giving and demanding activity. He divided transitivity into seven points; material, behavioural, mental, verbal, relational, existential, and meteorological process.

The following is the example of analysis using transitivity. The sentence is “Ms. Nuland also said that America was looking forward to meeting Syria’s opposition groups soon.”

**Table 3.4 Example of Transitivity Analysis**

Ms Nuland	also said that	America	was looking forward	to meeting	Syria's opposition groups	soon
Sayer	Verbal	Actor	Material	Goal	Circumstance: time	
Verbiage						

**2. Lexicalization Analysis**

Eriyanto (2003) stated that word choice reflected writer's attitude. Therefore, this analysis concerned with language diction and style to reveal the attitude behind the text. For example intervention could be represented by mediation, agency, intercession, or interference. Those different words had different tension which could also be utilized to control the tension of news.

### 3.4.2 Sociocognition Analysis

The analysis is not only in text level, the research was provided by example of analysis in sociocognition level. The analysis involved the examination of environment, dimension, goals, motivation and decision making. The elaboration and example of analysis are provided below:

#### a. Environment

Van Dijk (2009b) stated that text of social actors might depend on environment because they tended to fulfill situation constraints, for example their social roles or social norms. The example of environment analysis is in Toni Blair's speech in Iraq debate (van Dijk, 2009b). His speech to go to war enacted his social role as Prime Minister of British Parliament.

#### b. Dimension

Dimension is the evaluation people make about the situation (van Dijk, 2009b). It also reflects how people represent the situation and the actor in situation.

#### c. Goals

The objective of people doing a certain action was influenced by social knowledge (van Dijk 2009b). The example of goal analysis was provided in van Dijk (2009b) that Toni Blair's speech in Iraq debate was purposed to bring democracy for Iraqis, to remove dictator, to fight terrorism, etc.

#### d. Motivation and Decision Making

The process of making decision was influenced by certain knowledge. Therefore, in analyzing the sociocognition, it was useful to examine the motivation and decision making in doing particular activity (van Dijk, 2009b). Van Dijk (2009b) also gave example of decision making in Toni Blair's speech in Iraq debate that his motive was asking parliament to legitimate his decision to go to war.

### 3.4.3 Context Analysis

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The analysis involved intertextual analysis of the text. The result of intertextual analysis was compiled from researcher's conclusion from the story behind the making of articles. The results which were presented in paragraphs include the story from the cause of Syrian conflict until the intervention of U.S., the relation between BBC and the U.S., and the relation between BBC and the readers.

Representation analyses are presented in Chapter 4 in terms of textual description of representation from Text, which comprises Macrostructure, Superstructure, and Microstructure; Sociocognition; and Context. The analysis results are presented in the form of tables and are elaborated in the form of paragraphs.

