

Chapter 3

Research Methodology

3.1. Introduction

This chapter presents the methodological aspect of the present study. It consists of the aims of the present study, research design, data collection, a brief introduction to the football manager 2007 (FM'07) game, and data analysis.

3.2. Aims of the Present Study

The study aims at finding the answers to the questions that are formulated as follows:

1. What are the types of modality that occur in the FM'07 game text?
2. How does the use of modality reveal the relations between characters in the FM'07 game text?

3.3. Research Design

The study employed Fairclough's analytical framework, critical discourse analysis (CDA) to map the meaning of modality use in the discourse of football manager 2007 (FM'07) game texts. Fairclough (1995) suggests that a critical approach to discourse analysis might help reveal the often 'out of sight' values that underlie texts. CDA offers three dimensions or stages in conducting a textual analysis: Description, Interpretation, and Explanation. Description stages concerns with the formal

properties of text. Interpretation stages concerns with the relationship between text and production, and as a source in the process of interpretation. Explanation: concerned with the relationship between interaction and social context.

Hallidayan theory of modality is applied in these three stages of analysis. Hallidayan categories of modality, system of value, and system of orientation are the tools of analysis performed in describing, interpreting, and explaining the use modality in the discourse of FM'07 game texts.

3.4. Data Collection

The data for the present study include texts occur in the news screen of FM'07 game. The news screen was chosen because the texts were occurred most frequently in this screen. However, there were so many texts produced in this screen. Texts occurred during June – August 2006, were collected with regard to the diversity of texts occurrences. During this period, each type of news had occurred. Every text occurred during June – August 2006, was retyped. Moreover, due to the purposes of the present study (i.e. to reveal the social relation among participants) only the utterances of two characters (i.e. chairman and physiotherapist) were selected to be analyzed. A brief description of the game is presented in section 3.5.

3.5. Football Manager 2007 Game

It is important to give, at a very least, an insight about the game. However, it is rather difficult to give a comprehensive understanding about the game without playing the game. FM'07 game is a sequence of previous football management games released

by Sport Interactive and Sega. FM'07 is a PC game about daily experience of being manager of a club or a nation. The game's large database enables us to choose most of all professional leagues in the world. The game starts at the 2006/2007 football season. There is no condition of 'game over' or win the game. As long as I concern the game still continues to play when the date within the game shows the season 2010/2011.

As mentioned earlier in the chapter 1, FM'07 adopts current football manager discourse into the game. Thus, characters in the game are based on the current football manager discourse. There are several characters within the game (i.e. members of club's board, managers, club's staffs, and players. Club's board, at least consist of chairman and directors. Some of the clubs only consist of chairman. Some even have general managers, managing directors, and directors of football. Every club usually has numbers of staffs, they are: assistant managers, coaches, scouts and physiotherapists.

In general, the game is divided into three screens: manager screen, club screen, and football world screen. Club screen and football screen will not be discussed further, since their relation to this study is not significant. Figure 2.1 below shows the example of manager screen.

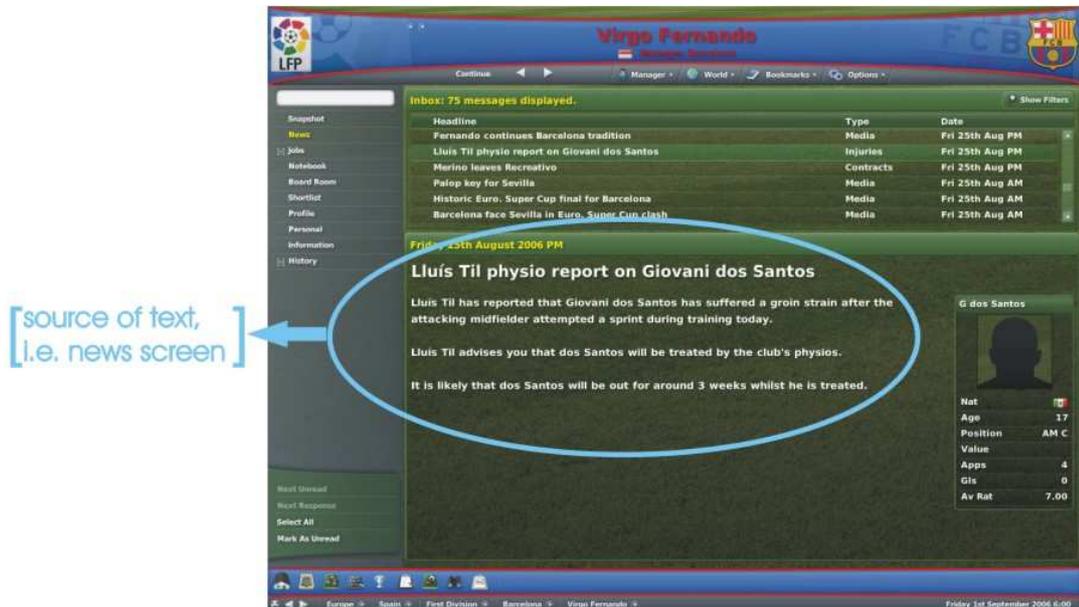


Figure 3.1 Manager Screen

The manager screen is a personal screen belongs to the manager or the player of the current game. This screen includes personal information about the manager, i.e. manager's profile, nationality, favourite clubs, and achievements. This screen also provides the manager's note book, shortlist for wanted players that are wanted to buy, a snapshot for the previous and upcoming matches. The manager screen consists of several others screens, they are: snapshot, news, jobs, notebook, board room, shortlist, profile, information and history. The news screen gives information about everything happen in the game in form of text, e.g. players injuries, staff reports regarding players, etc. There are various types of news appeared in the news screen from various characters, they are: messages, transfer, competition, injuries, and media. The other screen will not be discussed further as their significance to the study is less determined.

3.6. Data Analysis

The first step of data analysis is identification of modality within the utterances of two characters chosen (i.e. chairman and physiotherapist). In identifying the modality, Halliday's modality theory (1994) is used as a basis. Halliday (1994) states that modality is realized typically by the choice of modal operators, modal adjunct, expansion of predicator.

[3a]. Jan Laporta has indicated that this year's transfer budget will be £82M.

The theory of modality indicates will as an expression of modality. It makes the utterance less certain than (if) the utterances is "...this year's transfer budget is £82M.

The second step is classification of modality occurrences by using Halliday's category of modality and system of value. Halliday (1994) categorizes modality into modalization and modulation, furthermore modalization is divided into probability and usuality and modulation is divided into obligation and inclination. These categories are indicated based on the commodity being exchange within the utterances. Halliday's (1994) elaborates three systems of value (i.e. high, medium, and low). This step is aiming to indicate the pattern of occurrences. In the example of utterance above [3a], modal operator 'will' is categorized into modalization expressing degree of probability. Since, the utterances exchange information, rather than goods-&-services. Furthermore, the speaker invites the reader to accept the

information. The speaker indicates his judgments about the content of the utterances.

The third step is interpreting the social relation. The speaker is chairman, the reader is the manager. Chairman state his opinion about the full backing of club's board to the manager. Chairman is stating his opinion and use modal 'will' to express it. He doesn't question manager's opinion; neither commands the manager to do something nor offers manager something to be done by him.

From the system of value, modal 'will' expresses median value. It shows the speaker commitment to the utterances. To me, it implies the chairman believe on the manager. According to Halliday (1994) someone only uses modality, even the high value one, only when he/she is uncertain about something.

