CHAPTER III

METHODS OF THE STUDY

This chapter describes the research design, especially with respect to the scope of the research method based on data sources, population, sample, sample size, data collection, and analysis framework used.

3.1 Aims of Study

In general, this study seeks to answer the question of how is the discourse about Iran's nuclear program depicted in the media in Iran. The study also seeks to expose the ideological representation of Iranian media policies toward Iran's nuclear program, with attention to two linguistic elements, i.e. naming (naming choices) and lexical choices (lexical choices). It also find the functions of the ideology and how that ideology for the use of political interests.

3.2 Research Design

This study is a qualitative study. According to Moleong (2010: 6), a qualitative study is aimed to understand a phenomenon by using certain methods. Data source that is used in this study covers all IRIB texts news related to Iran's nuclear program, in particular, that show the views on social actors involved in the discourse.

3.2.1 Data Collection Technique

This study traced the source of the data to sort out the texts that specifically place the parties to review the placement of Iran and other parties in the discourse. The texts are then separated and used as research data.

3.2.2 Data Analysis Technique

This study employs analytical framework from Theo van Leeuwen (2008). Van Leeuwen built a model that generally describes how actors featured in news texts. Van Leeuwen is very sensitive to the possibility of marginalization or exclusion (an individual or a group) in the news texts.

According to van Leeuwen (2008), two things must be considered when we examine the social actors in the news. First, the exclusion of social actors in the news texts is hidden or eliminated, and the strategy that is used. Exclusion or removal of actors can protect subjects or other actors in a process of reporting.

Secondly, it is inclusion. It is how an actor (an individual or a group) is included and described in the news. Although the actor is not removed, the process of marginalization of particular individuals or groups can still be done. Van Leeuwen gives a series of discourse strategies that can be used in a way that affects the meaning into the hands of readers.

3.3 Data Collection

This study used purposive sampling (Alwasilah, 2009: 72, and Arikunto, 2002: 128). Purposive sampling in this study is based on the main characteristics of

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the population that have in common. The sample used in this study was that meets certain criteria. The population of this research is IRIB news texts relating to news coverage of Iran's nuclear program.

Based on purposive sampling principle, the sources of data used in this study are ten texts published by IRIB from 2011 until the first semester of 2014. Data sources are texts with a specific character of the theme of Iranian Nuclear Policies. The texts are as follows.

Table 3.1
Title and Date of Text

Num.	Date	Title
1.	Wednesday, 23 November 2011	Iran needs no nuclear weapon
2.	Saturday, 17 August 2013	IAEA's politicized view of Iran's nuclear program
3.	Saturday, 19 October 2013	Iran seeks win-win nuclear game
4.	Monday, 25 November 2013	Iran nuclear deal to have positive impact on Pakistan
5.	Saturday, 11 January 2014	US aims to violate Iran nuclear deal
6.	Saturday, 12 April 2014	Iran economy stabilizing, to boom after nuclear deal: IMF
7.	Thursday, 01 May 2014	Iran, G5+1 close to reach final nuclear deal: speaker
8.	Thursday, 15 May 2014	Iran nuclear talks won't undermine Persian Gulf security, Hagel says
9.	Sunday, 18 May 2014	West has realized Iran's resolute stand on its nuclear rights
10.	Sunday, 18 May 2014	Nuclear talks not failed: Araqchi

3.4 Data Analysis

The framework of analysis used in this study is a model of analysis of Theo van Leeuwen. Van Leeuwen built a general model that describes how the actors featured in the news. Van Leeuwen is very sensitive to the possibility of

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marginalization or exclusion (a person or group) in the news. According to van Leeuwen, two things must be considered when we examine the social actors in the news. First, social exclusion talks about actor in the news text is hidden or eliminated in the news. It also covers the strategies that are used. Expenditure or removal of actor can protect the subject or perpetrator in the news process. Second, inclusion; called the actor (person or group) were included and described in the news. Although the actor is not removed, the process of marginalization of particular individuals or groups can still be done. Van Leeuwen provides a series of strategies that can be used discourse, which affects meaning into the hands of readers.

Van Leeween's CDA model emphasizes focus on the role of actors in the text. For example, the text explicitly mentions the role of a person or not. By finding the focus on the subject, we can dismantle the ideology and interests of the media to a news, whether in favor of a particular group or not, in line with the objectives AWK itself. This study found the schemes exclusion and inclusion of actors in the texts displayed by a news portal.

3.4.1 Exclusion

Exclusion is a scheme that is very vital in the analysis of discourse. In the perspective of van Leeuwen (2008), exclusion is defined as the process of formation of the products that do not involve language with actor / subject in a discourse. The elimination of the social actor has a specific purpose. According to Van Leuween, news readers need to scrutinize how each group was shown in the text, if there are

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parties or actors with a particular discourse strategy is lost in the text or not. There are several strategies how an actor (person or group) is issued in the talks.

1. Pasivization

The use of passive voice actors changes roles in the discourse. In this case, the active sentence structure shows the actors of an event.

2. Nominalizations

Nominalizations change the verb into a noun. Changing the verb into a noun is usually done to the verb.

3.4.2 Inclusion

Inclusion of events or groups other than those reported that, according to Van Leuween (2008), is a marker that shows clearly how a group or event is represented in the discourse. Here is the inclusion schemes can be found in the text of the fourth.

1. Differentiation - Indifferentiation

Differentiation-Indifferentiation discourse is a strategy intended to make a group cornered or presenting other entities in the discourse is seen as more dominant or better.

2. Objectivization - Abstraction

This discourse scheme relates to the question of whether information about an event or social actors appear to give concrete instructions are displayed or abstraction

3. Nominations - Categorization

In a proclamation, social actors often appear together with its category. This category can be anything, shows one important feature, religion, status, physical form, and so on.

4. Nominations - Identification

In this scheme, there are two propositions, both functioned as an explanatory proposition or propositions information first.

5. Assimilation - Individualization

This discourse scheme questioned the clarity of the social actor who became the subject of news.

3.5 Phases of Research

With reference to the methods and framework of analysis used, the measures in this study are as follows.

a. Reading all news archives of IRIB.

b. Selecting texts of news related to the topic.

c. Reading texts selected news.

d. Mapping for a general description and overview texts.

e. Performing analysis of pasivization and nominalization.

f. Performing analysis of Differentiation - Indifferentiation

g. Performing analysis of Objectivization - Abstraction

h. Performing analysis of Nominations - Categorization

i. Performing analysis of Nominations - Identification

j. Performing analysis of Assimilation - Individualization

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k. Conducting studies related the social discourse.

l. Performing discussions based around the results of the analysis to answer the research questions.

3.6 Closing

This chapter covers research methods. The next chapter discusses the research findings through data analysis framework that has been put forward.