CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology in the present study. It covers research questions, research design, data collection, and data analysis.

3.1 Research Questions

The present study was conducted to answer the following research questions:

1. What conceptual metaphors are used in *Mylo Xyloto* song lyrics?

2. What types of conceptual metaphors are used in *Mylo Xyloto* song lyrics?

3. What possible reasons can be generated from the use of those conceptual metaphors and types of metaphors?

3.2 Research Design

This study primarily uses a qualitative method to achieve the aims of the study. It is because this study identifies, analyzes, and interprets data by describing and understanding the categorization of the data found in the analysis. Williams

(2007: 67) asserts that "qualitative research builds its premises on inductive, rather than deductive reasoning." In this case, the present study looks for the types of each conceptual metaphor. It is then concluded inductively the tendency or the dominant types of metaphors. From the tendency, the study interprets the possible reasons of the use of those conceptual metaphors in the Coldplay's lyrics.

Since this study is situated within qualitative research, the study employs a case study as its design. The case study is considered suitable since it focuses on single person or entity (Gillham, 2000; Yin, 2003), investigates a contemporary phenomenon within its real life context (Yin, 1981, 2003; Duff, 2008) and analyzes the phenomenon in-depth (Cresswell, 1998; Duff, 2008). The present study focuses on an album of Coldplay. In this case, the album is considered as a single entity and it is analyzed in depth to examine the conceptual metaphors and types of conceptual metaphor. In addition, it is examined within its context in order to identify the possible reasons why the writer uses the conceptual metaphor.

3.3 Data Collection

The data used in the present study were song lyrics in *Mylo Xyloto* Album written by Chris Martin with his band named *Coldplay*. This album is not explored in any depth by researchers. The *Mylo Xyloto* is the fifth album of *Coldplay*. The album was released in 2011. It contains thirteen songs. Those are *Don't It Break Your Heart,*

Paradise, Ufo, Us Against The World, Charlie Brown, Hurt Like Heaven, Princess of China, Up in Flames, Major Minus, Every Teardrop is Waterfall, Up With The Bird, M.M.I.X and A Hopeful Transmission. Thus, the data analyzed in the study consist of thirteen song lyrics. These lyrics were accessed via website (http//www.azlyrics.com; http//www.directlyric.com)

Criteria for the selection were based on the process of identification of metaphors in the lyrics. Based on the identification, it is concluded that the lyrics in *Mylo Xyloto* were suitable because the lyrics contain a large amount of metaphors.

3.4 Data Analysis

The data used in the present study were analyzed into several steps. The steps include doing close reading before analysis, identifying lyrics that contain metaphors using MIP proposed by Crisp et al. (2007), classifying or categorizing the song lyrics into conceptual metaphors proposed by Lakoff and Johnson (1980a, 1980b), and describing the results of analysis.

The first step, which is reading closely the lyrics, is conducted to understand the whole meaning of the lyrics. In other words, the texts or lyrics were read to establish a general understanding of meaning and content.

The second step is identifying metaphors. In this step, the present study adopts several procedures proposed by Crisp et al (2007) to analyze metaphors. The procedure is called the "Metaphor Identification Procedures" (MIP). It was used in the selection and analysis of the data. Here, the metaphorical expressions were identified by identifying lexical units, by determining the meaning of lexical choice in the context, by creating the status of the meaning of lexical meaning, namely to establish whether the lexical unit had a more basic meaning or had a more dictionary meaning, and by determining whether the lexical unit had a more basic contemporary meaning compared to the meaning within context under exploration. If the lexical unit contained a more basic contemporary meaning, then the lexical unit was considered as 'metaphorical' (Praglezz Group, 2007 cited in Mc-Entee-Atalianis, 2011: 399).

The next step is to classify the metaphorical expressions which have been identified before in song lyrics. The metaphorical expressions are classified into three types of conceptual metaphors as proposed by cognitive linguists (Lakoff and Johnson, 1980a, 1980b; Koveces, 2002; 2010). Those are structural, ontological, and orientational metaphors. To make the process of classification easy, the present study uses tables. The data that has been collected are placed in the columns with certain labels in a table. The following table is the example of analysis and classification of conceptual metaphor in *Princess of China*.

Table 3.1 An instance of analysis

Lyrics	Conceptual Metaphors (CM)	Types of Conceptual Metaphors (CM)
Lord, I don't know which *way* I am *going*	LIFE IS JOURNEY	Structural
Which *way the river's going* to flow		
It just seems that upstream I keep rowing	LIFE IS JOURNEY	Structural
Still got such a long way to go		
Still got such a long way to go		
And that light hits your eyes		
I know I swear we find somewhere	PURPOSES ARE DESTINATIONS	Structural
The streets are paved with gold		
Bullets fly, split the sky		
But that's all right, sometimes sunlight	LIGHT IS A FLUID	Structural
Comes streaming through the holes		
Oh		
Oh		
Oh		
Oh		

The next step is describing the findings. This step includes the analysis of the distribution of conceptual metaphor. Specifically, it finds the number of each conceptual metaphors and type of conceptual metaphor in song lyrics. In doing this, the study uses a formula suggested by Sugana (1986). The formula is as follow.

$$p = \frac{F}{n} \times 100\%$$

p = percentage

f = frequency

n = total of code switching

The last step is interpreting the findings. In this step, the conceptual metaphors and types of metaphors together with their occurrences which have been identified previously are interpreted and elaborated. This step contributes to answer the third research question, namely possible reasons from the use of those types of metaphors in the lyrics.