CHAPTER III

RESEARCH METHODOLOGY

This chapter contains the methodological aspects of the study. It covers four sections; formulation of the problem, research design, data collection, and data analysis, which have been briefly explained in Chapter I.

3.1 Formulation of the Problems

The problem of the study is formulated in the following questions:

1. How are men represented verbally in *Nivea For Men* print advertisements?

2. How are men represented visually in *Nivea For Men* print advertisements?

3. What are the ideologies underlying the representation?

3.2 Research Design

The present study employed critical discourse analysis (CDA) proposed by Fairclough (1995) as the analytical framework to figure out the representation of men in *Nivea For Men* print advertisements. The framework is well known as 'three-dimensional approach' which contains three levels, namely description, interpretation, and explanation. Description is the level in which each clause in the selected advertisements is analyzed in terms of its linguistic features. Then, interpretation is the level in which the analyzed data are interpreted. The last is explanation level, the process that links the assumption made in the second level with social concerns.

Furthermore, visual text analysis was aplied to support the procedure above. It focused on the images which depicted men in the *Nivea For Men* advertisements. The analysis relied on the work of Kress and van Leeuwen (1990). In revealing representations depicted in the text, the images were analyzed by using the visual mood, subjectivity, social distance and visual system of modality. The data which were found from the linguistic and visual mood analysis of the text (description) served as the basis for the interpretation and social analysis (explanation).

3.3 Data Collection

The data were collected by using purposive sampling. Since the main goal of purposive sampling is to focus on particular object, the data were selected intentionally on grooming products for men in order to answer the research question and simplify the study. Purposive sampling, according to Maxwell (2005), is a strategy in which particular settings, persons or events are selected intentionally in order to provide important information that cannot be gotten as well from other choices.

The data for this study were taken from men's health magazine, www.niveaformen.com, www.beiersdorf.com, and www.visit4ads.com, which were released in 2008 until 2012. The present study selected brand "Nivea For Men" because *Nivea For Men* is one of the most popular men's grooming products. It is owned by Beiersdorf Company. In addition, *Nivea For Men* was ranked as the best grooming product for men in 2011 for the eight consecutive

years by FHM Magazine and it also received the highest ranking in the Most Trusted Brands for the ninth time based on survey conducted by the Reader's Digest magazine. The selected advertisements were those that use the images of men. Six advertisements were selected as the data. The data were categorized based on the men's grooming products, such as deodorant, whitening oil control cream, moisturizing lotion, sensitive moisturizer, revitalizing eye cream, and anti-aging cream. Those advertisements were selected because they were relatively suitable for the problems of this study. The selected advertisements were analyzed by investigating the elements of advertisement that included verbal text and visual images.

3.4 Data Analysis

In analyzing the data, the present study drew upon the stages of texts analysis in CDA proposed by Fairclough (1995). The analysis consisted of three stages, namely description, interpretation, and explanation. In the *description* stage, the selected advertisement were analyzed by using linguistic-based CDA as offered by Fairclough. Here, transitivity, the inclusion or exclusion of elements of social events, and the concreteness or abstraction representations of social events, visual mood, subjectivity, social distance, and modality in images were examined.

Transitivity deals with the analysis of processes, participants, and circumstances (Halliday&Matthiessen, 2004). Each clause of the selected advertisement was categorized whether it belongs to material, mental, verbal, relational, behavioral or existential processes. The participants of the processes

were also analyzed. As stated by Gerot and Wignell (1994: 54), "participants and circumstances are incumbent upon the doings, happenings, feelings and beings". In line with this, Halliday&Matthiessen (2004) state that the participants are involved in the process, while circumstances are associated in the process. However, the analysis of transitivity is important to determine what kind of process is dominant in the advertisement.

Moreover, Eggins (2004) states that transitivity represent the encoding of experimental meaning: meaning about the world, about experience, and about how we perceive and experience what is going on. Therefore, the analysis of transitivity in advertisement text can reveal how men are perceived and represented in this world.

The inclusion and exclusion of elements of social events were applied to find various elements of social events that were included or excluded in the text. Meanwhile, the concreteness or abstraction representations of social events were applied to investigate whether the clauses contained most concrete, more abstract/generalized, or more abstract.

Furthermore, the present study used visual theory proposed by Kress&van Leeuwen (1990) as the framework to describe the images. This framework was conducted to support the previous stage. The meanings in image were represented by mood, subjectivity, social distance, and modality.

The second stage of analysis was *interpretation*. In this stage, the linguistic features gained in the description stage were interpreted on the basis of discourse practice where the relationship between text and interaction is examined. The last

stage was *explanation*. This stage aimed to explain the data that is gained in the second stage by considering the interaction and social context. In this stage, ideological message was revealed by considering the linguistic features and the interpretation toward the features. Therefore, these three stages of analysis were used to reveal not only the verbal and visual representation of men in *Nivea for Men* print advertisements but also its underlying ideology of the representation.