CHAPTER III

RESEARCH METHODOLOGY

This chapter covers the research methodology of this study. The research methodology covers the research questions, research design, research procedure, data collection, data analysis and data presentation.

3.1 Research Questions

This study aims to find the answers to the following questions:

- 1. How are the heroes constructed in *Guardian of the Galaxy* (2014)?
- 2. What meanings can be made from the hero construction of the *Guardian of the Galaxy* (2014)?

3.2 Research Design

Hancock, Ockleford & Windrige (2009) state that qualitative research can be used to broaden and/or deepen our understanding of the way things are in our social world. Therefore, this study uses a qualitative method to be able to reach a further understanding on the construction of heroes in movies. The data are presented in the form of the characters' heroic traits in pre-hero stage and post-hero stage of each character.

3.3 Research Procedure

This study uses descriptive analysis that is qualitative in nature. This study explores the heroes' construction on each of the heroes in *Guardians of the Galaxy* (2014) and

21

explores the meaning behind the construction of each of the heroes. The heroes in

Guardians of the Galaxy (2014) is chosen as the subject of this study because the

characters show a different kind of hero from the majority of other heroes. The heroes

in Guardians of the Galaxy (2014) are arguably devoid of moral values, whereas, the

majority of other heroes are usually depicted of having good moral values. Therefore,

the heroes in Guardians of the Galaxy (2014) may help define a broader definition

of hero.

3.4 Data Collection

The data are obtained from screenshot of the scenes that are selected based on the

stages of hero construction theory by Campbell (2004). The data are then analyzed

in order to answer the research questions. The first step in collecting the data is to

identify the stages of hero construction in Guardians of the Galaxy (2014). The

screenshot of the scene are then grouped into each character's screenshots. The data

are again grouped into each of the hero construction's stage.

3.5 Data Analysis

The data that have been collected from the movie are then presented in the following

table. The collected data consist of screenshots of the stages in the journey in

becoming a hero of each of the heroes. The data are then described and analyzed with

reference to Campbell's (2004) theory of hero construction. Giannetti's (2008) theory

of camera shots and angles are also used as reference to help describe and analyze

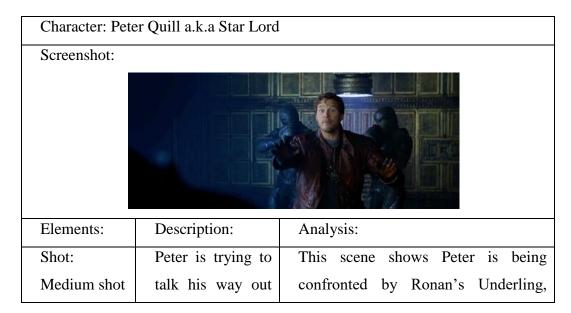
the data.

3.6 Data Presentation

22

The following table is the sample that shows the analysis of the data regarding the hero construction through camera shots and angles in *Guardians of the Galaxy* (2014). The sample of the analysis are as in the table shown in the following:

Stage: Departure



Angle:	from	Ronan's	Korath. The scene is taken from behind
Eye-level	underlii	ng	Korath, Ronan's underling. There are
			also other Ronan's underlings behind
			Peter pointing a gun at him. The
			medium shot with eye-level angle used
			in this scene is to emphasize Peter's
			gesture and expression when he is
			trying to talk his way out of that
			situation.
			Peter undergoes his sub-stage of
			crossing of the first threshold when he
			is confronting Ronan's underling, and
			then he goes through his sub-stage of
			entering the belly of the whale when he
			is involved with the fight with Ronan's
			underlings.

Character: Gamora

Screenshot:



Elements:	Description:	Analysis:
Shot:	Gamora, being the	This scene shows Ronan and Gamora
Medium shot	underling of	conversing by using the medium shot

Angle: Ronan, volunteers to emphasize their interaction. The shot Eye-level to take on the job is taken from behind Gamora who to retrieve the orb faces Ronan to show that Ronan is in that Ronan wants more power than Gamora; therefore, he that was originally is more important. The superiority of assigned to her Ronan is also supported by Ronan's sister Nebula. action of giving order to Gamora. The eye-level angle is used to show the plot development. This scene shows the beginning of how Gamora ends up meeting the rest of the team. Different from the rest of the team, Gamora started out from the enemy's side in the beginning of the story before she joins the team. She is the adoptive daughter of Thanos, who sent both Gamora and Nebula to help Ronan finds the orb that has to be handed over to Thanos. Her motivation to betray Ronan is Gamora's call to the adventure. Gamora then goes through her substage of crossing of the first threshold the moment Ronan accepts her request on taking the job.