

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 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

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

Character: Peter Quill a.k.a Star Lord		
Screenshot:		
		
Elements:	Description:	Analysis:
Shot: Medium shot	Peter is trying to talk his way out from Ronan's underling	<p>This scene shows Peter is being confronted by Ronan's Underling, Korath. The scene is taken from behind 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.</p> <p>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.</p>
Angle: Eye-level		

Character: Gamora		
Screenshot:		
		
Elements:	Description:	Analysis:
Shot: Medium shot	Gamora, being the underling of Ronan, volunteers to take on the job to retrieve the orb that Ronan wants that was originally assigned to her sister Nebula.	This scene shows Ronan and Gamora conversing by using the medium shot to emphasize their interaction. The shot is taken from behind Gamora who faces Ronan to show that Ronan is in more power than Gamora; therefore, he is more important. The superiority of Ronan is also supported by Ronan's 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 find the orb that has to be handed over to Thanos.
Angle: Eye-level		

		<p>Her motivation to betray Ronan is Gamora's call to the adventure. Gamora then goes through her sub-stage of crossing of the first threshold the moment Ronan accepts her request on taking the job.</p>
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