

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter focuses on the methodological aspects of the present research. It starts with statement of the problem. In addition, it provides further explanation of research design, data collection, and data analysis, which have been briefly introduced in Chapter I.

#### **3.1 Statement of the Problems**

The study is geared to answering the following questions:

1. How are women represented verbally in *Nike* print advertisements?
2. How are women represented visually in *Nike* print advertisements?
3. What are the ideologies underlying the representation?

#### **3.2 Research Design**

The present study uses CDA proposed by Fairclough (2003) as the analytical framework to figure out the representation of women in *Nike* print Advertisement. The framework comprises three levels, namely description, interpretation, and explanation. Description is the level in which each clause written by the copywriter is analyzed in terms of its linguistic features. Interpretation is the level in which the analyzed data are interpreted. It relates what is in the print advertisement, as has been

previously analyzed in the description stage, and what is in the interpreter's mind. Finally, the explanation level links the assumptions made in the interpretation level with social concerns.

The above procedure is supported by visual text analysis, which focuses on the images which depict the women in the *Nike* print advertisement texts. The analysis relies on the work of Kress and van Leeuwen (1990) which allows precise description and interpretation of visual data. In revealing representations portrayed in the advertisements, the images are to be analyzed using the visual system of modality. The data found from the linguistic and visual mood analysis of the text (description) served as the foundation for the interpretation and social analysis (explanation).


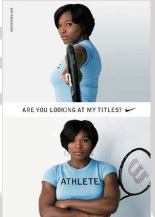


### **3.3 Data Collection**


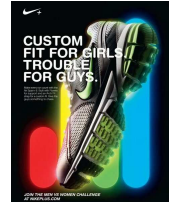
The data for this research are *Nike* print Advertisements. They were taken from [www.Nike.com](http://www.Nike.com), [www.coloribus.com](http://www.coloribus.com), and [www.theinspirationroom.com](http://www.theinspirationroom.com) released in June 2007 until July 2009. Six advertisements are chosen as the data of the present study. The selected advertisements represent the latest advertisements published by *Nike*. In addition, the selected brand "*Nike*" is not only one of the most powerful sports brand in the world according to INTA conference in Berlin with 67% of voting in 2008, but also occupies rank 59 for the Top 100 Most Valuable Global brands in 2009.

The elements of advertisement include text, visuals or the combination of them. The print ad usually consists of headlines, subheads, images, body copies, contact, and logo.

The clauses and images of advertisements were presented in Table 3.1. As can be observed in the table, the ‘actors’ in the ads are women.

**Table 3.1 Description of Six Advertisements**

Images (Visual)	Clauses (Verbal )
<p>Ad 1</p> 	<p>65,000 serves ago I was a beginner.            What they call ‘killer instinct’ only gets you so far.            After that, it’s running ‘til your legs want to cry,            serving ‘til your arm falls off            and then doing it again tomorrow.            Bring that to your workout four hours a day, six days a            week for 15 years            and I’ll look for you in the finals</p>
<p>Ad 2</p> 	<p>Are you looking at my titles?</p>
<p>Ad 3</p> 	<p>The leader of this team is this team            U.S. Women’s National Soccer Team</p>
<p>Ad 4</p> 	<p>My better is better than your better  <i>Nike SPARQ Training</i> is tested and proven by US            Women’s Soccer forward            Lindsey Trapley to dramatically improve            Speed, Power, Agility, Reaction, and Quickness</p>
<p>Ad 5</p>	<p>Ladies (go/run) first.            Men (go/run) second.            Join the Men vs Women challenge at <a href="http://Nikeplus.com">Nikeplus.com</a></p>

		
<p>Ad 6</p> 		<p>(It is) custom fit for girls          (It is) trouble for guys          Make every run count with the Air Span + &amp; Burn with Flywire for support and an Arch Fit strap for a custom fit. Give the guys something to chase.          Join the Men vs Women challenge at <a href="http://Nikeplus.com">Nikeplus.com</a></p>

### 3.4 Data Analysis

According to CDA framework offered by Fairclough (2003), the analysis consists of three stages. The analysis begins systematically from description stage in which the data are examined by using the transitivity processes, the exclusion or inclusion of elements of social events, and the abstraction or concreteness representations of social events.

Transitivity covers the analysis of processes, participants, and circumstances (Halliday, 2004). Each clause of the data is examined to determine whether it belongs to Material, Mental, Verbal, Relational, Behavioral or Existential processes.

Material processes are processes of physical doing. Mental Processes are processes of sensing, thinking, and perceiving. Verbal processes are processes of verbal action: saying. Relational processes involve states of being (including having), that are further classified whether they are being used to identify something or assign a quality to something (see Eggins 1994; Gerrot and Wignell 1994).

Eggin (1994) states that transitivity patterns 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 system of the text advertisement allows for examination of how women are perceived and represented in this world.

The participants and the circumstances of the processes are also analyzed. As stated by Gerot and Wignell (1994: 54), “participants and circumstances are incumbent upon the doings, happenings, feelings and beings”. The participants are involved in the process, while circumstances are associated in the process (Halliday, 2004). Moreover, the distribution of transitivity analysis contains the number of occurrences of each process and its related participants and circumstances. The results are important to determine what kind of process is dominant in the advertisement.

With regard to exclusion or inclusion, the analysis is conducted to find various elements of social events that are included or excluded in the text. Furthermore, there is particular situation in which some elements of social events are given the greatest *prominence* or *saliency*.

The concreteness or abstraction representations of social events are applied to examine whether the clauses contain most concrete, more abstract/generalized, or most abstract representations. The more specific social events are the more concrete the representation is (Fairclough, 2003).

In addition, to support the description stage, this study uses Visual Mood and Modality framework to describe the images. These interactive meanings in images are represented by *Mood*, *Subjectivity*, *Social Distance*, and *Modality*.

The next stage of analysis is Interpretation. It concerns the relationship between text and interaction. This stage aims to answer the question ‘What does the ad maker mean by this text?’ Finally, in the explanation stage, the ideology is explored by considering the linguistic features and the interpretation to those features.

