

CHAPTER III

RESEARCH METHOD

This chapter describes the research method employed in this study. It includes the formulation of the problems, research design, the data source, data collection and data analysis. All of them are briefly discussed, but the latest will be elaborated more in the next chapter.

3.1 Formulation of the Problems

The problems of the present study are formulated as follows:

- a. what types and values of metaphor of modality were used by Bush and Kerry in the Third Bush-Kerry Presidential Debate?
- b. how the use of metaphor of modality reveal the speakers' explicitness in expressing their positions?

3.2 Research Design

The present study is largely qualitative; however, some descriptive quantification is also employed. According to Silverman (2001, cited in Gunawan 2003), a range of assumption, beliefs, logical description and theoretical bases to relate micro to macro dimension are the major characteristics of qualitative studies. Those criteria can be obtained on the framework of critical discourse analysis CDA outlined by Fairclough (1995). Hence, CDA is mature in its characteristic as one method of qualitative studies. In addition, Fairclough (1989) stated that CDA views language as a form of a social practice. So, it is reasonable to argue that

CDA is an analytical method best applied for the analysis of text and talk from social practice.

CDA was developed on the basis of Systemic Functional Grammar (SFG) (Fairclough, 2003). SFG investigates how language is used. Language is viewed as a resource for making meaning. Particular unit of SFG used in this study is the concept of interpersonal metaphor proposed by Halliday (1985), in this case is specified into metaphor of modality.

3.3 Data Collection

The data is gathered by using purposive sampling. According to Maxwell (1996, cited in Sopiah 2006) purposive sampling is “a strategy in which particular settings, persons, or events are selected deliberately in order to provide important information that cannot be gotten as well from other choices”.

The transcript of the third Bush-Kerry Presidential Debate was taken from <http://www.debates.org/pages/trans2004d.html>. It is a website of Commission of Presidential Debate (CPD). CPD is a non profit corporation that has sponsored and organized presidential debates since 1987. The transcript is selected as the source of the data. The debate was held on October 13 at Arizona State University. In that their third and final debate on Wednesday night, Sen. John Kerry, and President Bush addressed domestic policy issues such as the policy of flu shot, abortion, Iraq War, and so on.

3.4 Data Analysis

The study focuses on the explicitness of the speakers in expressing their position. In analyzing the texts, the present study employs the stages of texts analysis in CDA proposed by Fairclough (1989) namely description of the text, interpretation, text analysis (description), processing analysis (interpretation), and social analysis (explanation).

The first stage is description. In this stage, the data were analyzed by using the tool of Halliday's Systemic Functional Grammar. The tools of functional grammar used in this study are the grammatical metaphor, in terms of metaphor of modality. The metaphors of modality were used to examine the types and value of modality that occur metaphorically during the Third Bush-Kerry Presidential Debate. Then, the metaphor of modality occurrences were classified into seven topics.

After finishing the description stage, the stage of analysis goes to the second stage, namely interpretation that concerns the relationship between text and interaction. In this stage, the linguistic features gained from the text were calculated. Then, the calculation was interpreted on the basis of the researcher's comprehension.

Last stage is the explanation stage that discusses the relationship between the interaction and social context. Here the explanation is not only based on the textual data, but also related to other texts which are associated with the text under consideration.