

## CHAPTER 3

### RESEARCH METHOD

The third chapter reviews a number of steps undertaken in this research. It deals with a description of the purposes of the study, research method: a practical and theoretical framework for the analysis, technique of data collection and analysis which are offered in the following.

#### 3.1 Purposes of the Study

This paper seeks to answer the following questions:

1. What issues are depicted in 2008 U.S. presidential news?
2. What are the representations of Obama and McCain?

#### 3.2 Research Method

This research was conducted based on a descriptive and qualitative method. It applied descriptive method in order to provide a systematic description of a situation or condition of a phenomenon as factual as possible. Qualitative method was also applied because it is taken as its principal basis, the analysis of power from language, the relation between language and power, language and social studies, language and ideology.

Consequently, this research was carried out by two procedures. First, it started out from Fairclough's analysis which was schematized to represent and give discourse actions of the texts beneath analysis processes. Then linguistics and

media theory operations were investigated to give an account of any hidden or underlying ideologies or political motivations.

In this sense, it focuses on how social relations, identities, knowledges, and powers are constructed through written and spoken texts in communities, schools, media, and political arena (Luke, 1997).

In accordance with the above mentioned arguments, in this research approach of CDA was employed, those are, a linguistic-based CDA and media theory. The reason is that the model of analysis has potentials to elaborate various discourse elements in hidden ideology expressed in a text and an analysis of media language (Fowler, 1991 and van Dijk, 2001).

Fairclough (2000) indicates that approaches to CDA involve the relational studies of social practices, social events, social structures, social relations, person identification, representations, discourse, semantic, grammar, vocabulary, phonology, and graphology. CDA tries to unite and determine the relationship between, three level analysis: (a) the actual text; (b) the discursive practices (that is the process involved in creating, writing, speaking, reading, and hearing); and (c) the largest social context that bears upon the text and the discursive practices.

### **3.3 Data Collection**

The research was systematically based on a linguistic study conducted by using two articles as data sources. The linguistic study described in this paper was the basic principle to investigate a theoretical foundation of the research. Those linguistic studies were quoted and paraphrased from various experts written in

their books and journals. According to their various theories and approaches, I found as many facts and arguments supporting this study.

The samples for the data as well as the procedures of data collection are explained as follows.

### **3.3.1 Defining and Selecting Sample**

The sampling method used in this inquiry is criterion-based selection taken from leCompte and Preissle (1994). The paper settled on the criteria-based sampling for the reason that it is to identify a population of interest. The use of this sampling strategy, even when identifying a small sample, can increase credibility to the research study. It was to determine the data used and was a matter of judgement and experience. It increases the ability to meet the suitable criteria. This sampling was to give the selection panel specific information about the achievements of paper.

Afterward, it makes sense to use this sampling approach when enough information is known to identify characteristics. It can influence how the phenomenon is manifest.

Below are some points to bear in mind that suitable with the reason why this sampling was chosen beneath the topic of 2008 US president's candidates in my paper, those were based on four criteria:

### 1. Actuality

Time: in the middle of 2008. The topic took on the appropriate and at the right time in America where they were kept themselves busy with the preparation of their new presiden's election.

Current issues in nations: people around the world discussed and argued the two controversial president's candidates of United States in any media or social life situations.

### 2. Manageability

The amount of the texts was manageable to be analyzed in an available time. Those already deserved and required in the fulfillment of analyzing the paper to reveal hidden meaning behind the texts.

### 3. Sufficiency

The data of texts were sufficient to answer the research questions and draw a conclusion. That is why the texts were chosen.

### 4. Practicallity

The data were easy to find. The reason was media often argued these kind of topics in many versions.

Criterion-based selection is different from stratified random sampling in that the sample sizes are likely to be too small for generalization and only use in a qualitative method. It is a crucial thing to use in order to help a person identify and understand the key aspects of a phenomenon as people are manifest under ordinary circumstances.

Franken and Wallen (1997) says that the principle underlying this sampling was that the researcher investigated by using personal judgement to select a sample. The researcher uses knowledge of the population to judge or not a particular sample would be representative. In this matter, the researcher used the judgment to select a sample which is trust worthy. It is based on prior information and the provided data that are needed.

From the observations from media and mentioned above, two articles were already deserved to be analyzed. Those are already represented the study to be discussed. Hence, this paper used criterion-based selection.

### **3.3.2 Procedure of Data Collection**

In the process of data collection, some activities were done which were aiming to the data identification, classification, calculation, and discussion before analyzing the data.

The data were collected from a news website: [www.realclearpolitics.com](http://www.realclearpolitics.com) through observation. Therefore, I read, scanned, and scanned many texts from news websites, but none of them was written by one same writer.

As qualitative procedure, observation was also used as the main procedure due to the need of getting the natural and spontaneous conversations or social situations. It was so difficult for me to search the suitable ones, but finally, the decision was made by consideration of critical discourse analysis (CDA) within the current political texts.

From several articles dealing with Barack Obama and John McCain, I decided using two Gregory Scoble's articles. The corpus that was chosen to examine was from news websites articles written in English. The first text is entitled "*The Real Controversy Behind McCain's '100 Years'*", second is entitled "*McCain's Universalism vs. Obama's Particularism*".

The main reason why this paper used only two articles was because those are the most representative articles to analyze. Those articles could reveal the author's hidden ideologies behind the two texts. Because of that, the data collected were divided into the following analysis units.

### **3.3 Data Analysis**

#### **3.4.1 Framework of Data Analysis**

Critical discourse analysis (CDA) was chosen in a purpose to analyze the data because it is related to language and the role relationships between interactions. It is based on someone's ways of speaking on situational factors with the aim of improving society. CDA leads people to increase their awareness of society become interactions and actions. It reveals on social and political contexts surround them in different media texts or even everyday life practices.

In relation to this, the two texts are analyzed by descriptive analysis. It is used to provide a systemic description of a situation or condition of a phenomenon as factual and accurate as possible.

In this context, the paper used several procedures in the following steps: identifying, classifying (based on certain sentences which showed an

author's pro-contra statement), calculating (in the end of result, the texts are calculated whereas those are dominant to Barack Obama or John McCain), analyzing (After calculating the data, the writer then analyzed them in order to get answers to the congruent research questions. The procedures: Fairclough's theory. Then, those are described more with McComb's), and discussing (the result of analysis in findings and the final process in discussion).

In the forth chapter, the texts are divided into two groups. Each text from a paragraph puts in one group. It is analyzed as the following example:

I. First Article: *The Real Controversy behind McCain's '100 Years'*

**Table 3.1 The Example of Analyzing Each Sentence**

They're right.

They	are	right.
<i>(Key Participant)</i>	<i>(Process Type)</i>	<i>(Key participant/ Circumstances)</i>

Obama, however, is more circumspect.

Obama,	however,	is	more circumspect.
<i>(Key Participant)</i>		<i>(Process Type)</i>	<i>(Key participant/ Circumstances)</i>

The percentage of the use of each process types is also calculated in the table to uncover the hidden meaning as follows:

**Table 3.2 The Example of Percentage Calculation of Each Process Types**

No.	PROCESS TYPES	TEXTS		TOTAL
		Text 1	Text 2	
1.	A	6 (21.43 %)	11 (29.73 %)	17 (26.15 %)
2.	B	5 (17.86 %)	8 (21.62 %)	13 (20 %)

All the approaches were carried out by analyzing and also adding some references. Those approaches were used to discover the discourse actions of the texts. The writer elaborated the result, thoroughly on the basis of the analysis, supported by some related theories.