CHAPTER III

METHODOLOGY

This chapter elucidates the research methodology which is employed in the present study. It covers the research questions, research design, data collection, and data analysis.

3.1 Research Questions

The study is geared towards answering the following research questions:

1) How is the collapse of Kartanegara Bridge verbally appraised in *Kompas?*

2) How is the collapse of Kartanegara Bridge visually appraised in *Kompas?*

3) How do verbal and visual Appraisal systems construe *Kompas* position towards the issue?

3.2 Research Design

The present study uses a descriptive qualitative method. Since the study aims to analyze, describe and interpret the data to seek verbal and visual Appraisal systems in *Kompas* or understand the appraisal of *Kompas* toward the conveyed issue, a qualitative method is an ideal method. It is because the method is fundamentally interpretative (Cresswell, 1994, 2003). It is also committed to a deep understanding of particular phenomenon such as a process or belief (Gay *et al*, 2006).

The present study uses Appraisal theory proposed by Martin and his colleagues (Martin, 1997, 2000; Martin and White, 2005; Martin and Rose, 2007;

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White, 1998, 2003, 2005, 2006, 2011; Hood, 2010) as an analytical framework to answer research questions. Appraisal provides a powerful tool for a close structured analysis of interpersonal meaning in a context (Martin and Rose, 2007). In the study, it is used to investigate *Kompas'* evaluation or stance when reporting the collapse of Kartanegara Bridge. In addition, the study uses visual "grammar" proposed by Kress and van Leeuwen (2006), visual Appraisal proposed by Economou (2009) and image-text relations proposed by Martin and Rose (2007) to investigate evaluation in visual texts specifically news photos.

3.3 Data Collection

The data used in this study are hard news reports which report the issue of the collapse of Kartanegara Bridge taken from *Kompas*. Those reports occurred on 28 and 29 November 2011 (retrieved at 11 January 2012). The reports in *Kompas* were selected on the basis that they have photos accompanying the news reports. The selected data are *Jembatan Runtuh Akibat Kelalaian* reported on Monday, 28 November 2011 dan *Penelitian Fokus pada Material* reported on Tuesday, 29 November 2011. As a result, the data in the present study consists of two news stories as verbal texts and two news photos as visual texts. The verbal texts make up a total of 1.551 words or 103 clause complexes or sentences and 7 phrases. The visual texts are naturalistic news photos.

The hard news reports that serve as the data have been chosen purposively. The purposive sampling is conducted to help obtain the best information or answer for the research questions which gear the present study (Cresswell, 1994, 2003; Alwasilah, 2000).

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3.4 Data Analysis

The collected data are then analyzed into several stages. The first stage was to investigate verbal Appraisal system. The first stage aimed to answer the question how the collapse of Kartenegara Bridge is appraised verbally in the reports. The second stage was to analyze the meaning of visual texts including the analysis of visual Appraisal. This stage aimed to answer the second research question. The third stage was to investigate the image-text relations. Each stage of the analysis consists of several steps of the analysis. Generally, each step consists of the analysis, description, and interpretation of the data. It should be noted that the unit analysis of the study is clause complexes or sentences. The following explanation is the description of the each stage.

In the first stage, the verbal data were analyzed by using verbal Appraisal theory (Martin, 1997, 2000; Martin and White, 2005; White, 2005, 2006, 2011, Hood, 2010). The stage consisted of the analysis of Attitude, Engagement, and Graduation. The analysis of Attitude was conducted to reveal the distribution of negative or positive feelings together with its target evaluation in the reports. In the analysis, the clauses, phrases, and words were categorized into affect, judgment, and appreciation. For the analysis of Engagement, the clause complexes were classified into monoglossia and heteroglossia. For the analysis of Graduation, the clauses, phrases, or words were categorized into focus and force. These analyses simultaneously revealed the amount of each category in the reports. The next step was the interpretation of the data that have been categorized.

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It should be remembered that the analyses are a product of a compliant reading (see, Martin, 1996; Martin and White, 2005; Martin and Rose, 2005), bottom-up analysis (see, Baxter, 2009; Paltridge, 2006) and double coding (see Rothery and Stenglin, 2000). Since the study aims to investigate the paper's evaluation or position toward the issue presented or ideological position, the compliant reading will be suitable. Here a complaint reader does not read critically the naturalized position which is construed by the reports.

As mentioned above, the present study takes bottom-up analysis. That is, the analysis starts with the analysis of evaluative lexis. It is then followed by interpreting the pattern of evaluation (Martin and White, 2005). In addition, the present study also takes double coding when analyzing data. It is because the same lexis can be differently interpreted by different people according to their reading position or it can refer to more than an attitudinal meaning (Xinghua and Thompson, 2009).

The present study uses tables to display the analysis (see Table 3.1 below). The table is set up into several columns. The first column is the number of clause complexes and phrases. The second column presents the clause complexes from the verbal texts. The third column shows the sources of attitude (who is appreciating and judging) which is called "appraiser". The fourth, fifth, and sixth columns show the analysis of attitude, namely affect, judgment, and appreciation. The seventh column depicts what is being evaluated (who is being appreciated and judged) which is called "appraised". The eighth and ninth columns present the engagement analysis, that is, whether the clauses complexes are monoglossia or

heteroglossia. The tenth and eleventh columns depict the graduation analysis, that is, force and focus.

Furthermore, the present study also uses coding for Appraisal analysis especially Attitude which is proposed by Martin and White (2005). The coding involves the notation which used to signal invoked attitude, namely the notation "t" for ideational tokens. It also includes the notation (") for speech and (') for thought which are annotated in the appraiser column. In addition, it also involves the abbreviations used in the Engagement and Graduation analysis (see appendix for full abbreviations).

To highlight the realization of each category in the text, the present study uses keys as follows

Underlined	= the indirect realization of attitude
Bold	= the direct realization of attitude
Green highlight	= graduation resources
Yellow highlight	= engagement resources
Italic	= external voice

Table 3.1 the verbal appraisal analysis of a new report – attitude, engagement, and graduation

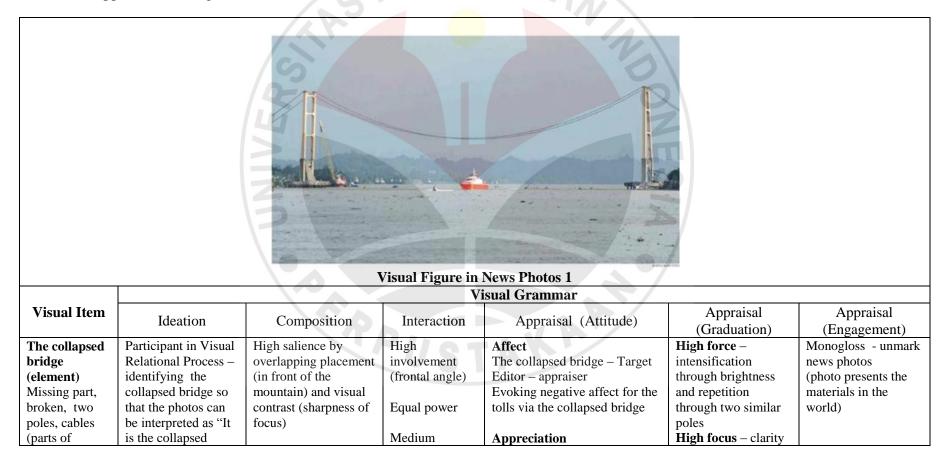| No	Clause Complexes (Sentences)	Attitude					Engagement		Graduation	
		Appraiser	Affect	Judgment	Appreciation	Appraised	Monoglossia	Heteroglossia	Force	Focus
1	Jembatan Runtuh Akibat **Kelalaian**	Reporter		- Prop (Agentless)		Suspects	Monogloss			
2	Senin, 28 November 2011 Korban 5 Tewas, 33 Hilang, dan 40 Luka-luka	Reporter	t, - Hap			The tolls	Monogloss		Quant: number	
3	Tenggarong, Kompas – Runtuhnya Jembatan Kartanegara di Tenggarong Kabupaten Kutai Kartanegara, Kalimantan Timur, Sabtu (26/11) sekitar pukul 16.15 Wita, dipastikan akibat **kelalain**.	Reporter		- Prop		Suspects		Entertain	Quant: Extent	
4	Kepolisian Daerah Kalimantan Timur kini memeriksa sejumlah pihak untuk kepentingan penyelidikan.	Reporter		t, + Ten		East Kalimantan police	Monogloss		Quant: number	
5	Hingga pukul 21.00 semalam, jumlah korban tewas bersama runtuhnya jembatan tercatat 5 orang, korban yang diduga hilang berdasarkan laporan keluarga 33 orang, serta 40 orang mengalami luka berat dan ringan.	Reporter	t, - Hap			The tolls	Monogloss		Quant: Extent and Number	

Notes:

t	: Token of Attitude	Prop	: Propriety
-/+	: Negative/Positive	Quant	: Quantification
Hap	: Happiness		
Ten	: Tenacity		

The second stage was to investigate the visual texts. The starting point for the visual analysis was the analysis of visual items in the news photos. The analysis covered the analysis of figures, elements, and parts of the elements. The second analysis was the analysis of visual "grammar". It included the analysis of ideational, compositional or textual meaning, and interpersonal meaning which involves interactional and evaluative meaning of the news photos. The analysis of ideational meaning covers the analysis of the participant, process, and attribute (Economou, 2009). The analysis of compositional meaning covers the analysis of silence and framing. The analysis of interactional meaning involves the investigation of social distance (size of frame), power (vertical angle), and involvement (horizontal angle) in the news photos (Kress and van Leeuwen, 2006).

Furthermore, the analysis of interpersonal meaning in the news photos involves the analysis of visual Appraisal system. Similar to the analysis of the verbal Appraisal system, the analysis of visual Appraisal system also covers the analysis of Attitude which includes the analysis of affect, judgment, and appreciation, the analyss of Engagement which consists of the analysis of monoglossia and heteroglossia, as well as the analysis of Graduation which involves the analysis of force and focus in the news photos. After analyzing and describing the visual data, the study then interpreted the findings to answer the second research question.

The study also uses tables to display the analysis of visual texts (see Table 3.2 below). The table consists of seven columns. It can be seen as follows.

Table 3.2 the visual appraisal analysis of a news photo – visual Item and visual grammar (Ideational, compositional, interactional, and evaluative/appraisal meaning)

Visual Figure in News Photos 1

Visual Item	Visual Grammar					
	Ideation	Composition	Interaction	Appraisal (Attitude)	Appraisal (Graduation)	Appraisal (Engagement)
The collapsed bridge (element) Missing part, broken, two poles, cables (parts of	Participant in Visual Relational Process – identifying the collapsed bridge so that the photos can be interpreted as "It is the collapsed	High salience by overlapping placement (in front of the mountain) and visual contrast (sharpness of focus)	High involvement (frontal angle) Equal power Medium	**Affect** The collapsed bridge – Target Editor – appraiser Evoking negative affect for the tolls via the collapsed bridge **Appreciation**	**High force** – intensification through brightness and repetition through two similar poles **High focus** – clarity	Monogloss - unmark news photos (photo presents the materials in the world)

element)	bridge"	Visual cohesion (taxonomy – two poles referring to the bridge)	distance/ medium shot (social)	The bridge – target Evoking negative appreciation **Judgement** The contractors – target Editor – appraiser Evoking negative judgment of social sanction specifically propriety	through camera focus	Heteroglossia : Entertain – foregrounding subjectivity via marked expression choice including spatial choice like frontal angle and textural choice such as brightness, vividness, camera focus, and so on
The boat and small boat (element) Small, white and orange, moving, in the center (parts of element)	Material process (no visible human actors) interpreted as 'Rescuers search for the toll'	Highest Salience by foregrounding, overlapping, and centraling placement as well as by visual contrast (color saturation)	High involvement (frontal angle) Equal power Long shot (impersonal)	**Judgment** The boat – target Editor – appraiser Provoked positive judgment via people action in the boat (searching for the toll?) Evoking positive judgment social sanction: propriety 'moral'	High force – intensification through brightness and vividness	
The river (element) Blue and huge (parts of element) **The mountains (element)** Blue and far (parts)	Circumstance: location	The river – high salience by foregrounding and visual contrast (color saturation - blue) The mountain – low salience (less sharpness of focus and color saturation)	The river – high involvement, equal power, close shot (intimate) The mountain – low involvement, equal power, long shot	**Affect** – evoking negative affect: insecurity Editor – appraiser **Appreciation** – evoking negative appreciation: composition 'deep river'	High force – Intensification through brightness Low force	
The sky blue and bright	Circumstance: time 'in the day'	low silence (less sharpness of focus)				

The third stage was to analyze the image-text relations using Martin and Rose' (2007) framework. In this stage, the news photos were analyzed to seek the logico-semantic relations between the reports and news photos. In addition, the study also investigated image-text boundary and the identification whether texts referred to images or vice verse. After analyzing, the data were then described and interpreted.

The comprehensive findings and discussion will be discussed in the subsequent chapter.