CHAPTER III
RESEARCH METHODOLOGY

In this chapter there is presentation of sub categories such as statement of problems, context of study, research method, data collection, and data analysis. These subcategories are a brief explanation on how the research is conducted.

3.1 Statement of Problems

In this research, the writer tries to answer these three questions:

1.   What issues are represented in the album "Hail to the Thief" cover?

2.   How are the issues represented in the album "Hail to the Thief" cover?

3.   What is *Radiohead* ideology behind this representation?

3.2 Context of Study

Radiohead is a British band which is famous for their song "Creep". The band consists of Thom Yorke, Jonny Greenwood, Ed O'Brien, Collin Greenwood, and Phil Selway. They were formed in the late 80s and have produced more than 6 recording albums. One of their album, "Kid A" was famous because the album was best seller although it used unique publication. The album was released freely in internet before it was published. Many people at that time think that the selling would not hit the big number but they were wrong. The album had become a success.

Besides music, they also have involved in several social movement especially related to free trade. They were involved in at least three massive rallies of Trade Justice Movement and World Development Movement in the year 2002-2003, the period in which they produced the album "Hail to the Thief". Trade Justice Movement and World Development Movement are

movements that fight against the policies of today's leaders of developed countries. They fight against the world trade policies that are unfair for the poor countries in the world.

The album "Hail to the thief" itself was released during the period of their involvement in those movements. It is also stated that the album's title raised a political issue since it was being used as the slogan for welcoming Bush in his inauguration to White House after he was being elected in year 2000. In an interview with *Spin* magazine in 2003, Thom Yorke claimed that he had gotten the phrase for the title from a radio program about the controversy in 1888 U.S.A presidential election. In this election the controversy arouse since Benjamin Harisson, a Republican, won the presidential election from the electoral votes over Grover Cleveland, a Democrat. While most members of the electoral vote holders are the members of Tammany Hall, a Democratic organization in New York City.

In *Not My Fault*, a live concert album of *Radiohead*, there is an interview between the group and Nick Kirkwood, a famous radio DJ in New York. In that interview, Thom Yorke who was being asked about the meaning of the album answered, "a lot of the record is about that frustration and powerlessness and anger and a huge gap between the people who put themselves in control and the people who allegedly voted for them and that was something that yeah really we can't get away from it. That is really apparent all the time." This opinion supports the political idea of the album "Hail to the Thief".

3.3 Research Method

In analyzing the lyrics, this study employs van Dijk's model of Critical Discourse Analysis. In van Dijk's model of Critical Discourse Analysis, a text is analyzed from three structures of the discourse. The structures are macrostructure, superstructure, and microstructure.

The macrostructure analysis is dealing with the linguistics properties of the text which is the topic of the text. The superstructure analysis is dealing with the text schematization. The microstructure analysis is dealing with semantic, syntax, stylistic, and rhetoric aspects of the text.

Then based on Van Dijk's model of Critical Discourse Analysis, a writer or speaker's socio cognitive is elaborated with the text analysis. The socio cognitive is dealing with contextual properties of the text. In analyzing the contextual properties, inter textual texts is used. These texts can be history facts, interview, or questionnaire that is closely related to the event of the text production. These contextual properties are elaborated within the text analysis in van Dijk's model of Critical Discourse Analysis.

The steps of the research are as follows:

1. The lyrics are chosen from the album of *Radiohead* "Hail to the Thief".

2. The three lyrics are analyzed using van Dijk's model of Critical Discourse Analysis.

3. The texts that contextually related to the three lyrics are collected.

4. The text analysis of the three lyrics is then analyzed collaboratively with the contextual text of the lyrics.

5. The result is discussed to answer the research questions.

3.4 Data Collection

The researcher analyzed the album "Hail to the Thief" because of the controversy rising from its title album. However, only three songs in that album are taken. The three songs are "2+2=5 (The Lukewarm)", "Sail to the moon (Brush the Cobwebs out of the Sky)", and "There There (The

Boney King of Nowhere)". These three lyrics are chosen from the album "Hail to the Thief" because they are the most popular among the fanatics of *Radiohead*.

These data are also supported by other data taken from the interview of *Radiohead*, their biography, and other literature that have correlation with the album "Hail to the Thief". The data are compiled from the library research.

3.5 Data Analysis

The data are analyzed using van Dijk's model of CDA. In this analysis, the text is analyzed through their structures. The structures are macrostructure, superstructure, and microstructure. In analyzing these three structures, there are several elements that are examined from the lyrics. The element that is examined in the macrostructure is topic. The elements that are examined in the superstructure are the title and story. Meanwhile, background, intention, passivization, coherence, nominalization, lexicon, graphic, metaphor, and expression are the elements examined in the microstructure. The details are discussed in chapter 2 of this paper.

In answering the research questions, the researcher uses van Dijk's approach in his model of analysis which is the socio cognitive approach. In this approach, the text is related to the context of the text. The text analysis takes into account other texts to get a more comprehensive meaning.