

CHAPTER III

METHODOLOGY

This chapter discusses the methodology of this study. It consists research method, data and data source, data collecting procedure, and data analysis procedure.

3.1 Research Method

This study is conducted by using content analysis method. Content analysis method is related to content of communication. Fiske (1990) claimed that content analysis does work through identifying and counting the chosen units in a communication system. There is also something to be noted that the chosen units being analyzed should exist frequently enough in a text. Ratna stated content analysis is used not only quantitatively, but also qualitatively. Therefore the chosen units are also analyzed to make conclusion (Ratna, 2004, p.49). As a result, this study is applicable to use content analysis since cohesion is matter of unit that needs to be identified and counted as well as cohesive devices do exist frequently in a text.

3.2 Data and Data Source

In this study, the data are the spoken words containing the reference. The source data are collected from the thesis presentation and academic presentation of twenty students, ten students per segment from English department, both Education Study Program and Literature Study Program. This could be

categorized as academic spoken discourse since it is delivered in the context of academic where structure of speech and manner are highly important. The other thing is the presentations given by participants are already written by themselves. It is called as semi-scripted speech – what the participants said are the thoughts that they already wrote. In choosing the twenty students as sample, the sampling is taken with random sampling method.

3.3 Data Collecting Procedure

There are five steps of collecting the data:

1. Record the speech using video recorder and transcribe it into written text.
2. Read the transcription carefully, and color each reference found based on its types.
3. Classify the finding reference in a sentence into its types: personal reference, demonstrative reference, comparative reference, bridging reference, and locational reference.
4. Categorize the reference relation whether it is Homophoric Reference, Exophoric Reference, or Endophoric Reference which has three branches: Anaphoric Reference, Cataphoric Reference, and Esphoric Reference
5. Create reference chain from all references found and count how long the chains, as well as compare every reference chain to get which three reference chains are the longest.

3.4 Data Analysis Procedure

The followings are the steps to find out the conclusion based on analysis:

1. Determine the heads of reference in the speech and prioritize the head which has more chains.
2. Trace all the related references refer to the head including examining the context of the speech.
3. Count the head items and the major participant chains.
4. Determine the three head items which have longest chains.
5. Count each type of reference and type of reference relation based on Eggins' table.

Reference Chains		Speaker's Spoken Text
Feature		
Number of head items		
Number of major participant chains (3+ items)		
Head items of 3 longest chains (no. of items in chains)		
Type of Reference	Personal	
	Demonstrative	
	Comparative	
	Locational	
Type of Reference Relation	Homophoric	
	Exophoric	
	Cataphoric	
	Esphoric	
	Bridging	
	Anaphoric	
Number of references		
Number of sentences		

6. Check whether or not the longest reference chains already touched the variable in the title presented.
7. Conclude the result.