

CHAPTER III

RESEARCH METHODOLOGY

In this chapter the writer elaborates the methodology used throughout this research with the intention of answering the problems of the study stated in the first chapter.

3.1 Research Method

Content analysis is used as the method of the study in order to analyze linguistic speech characteristic between male and female in The Ugly Truth movie script. Content analysis is a research technique for making replicable and valid inferences from texts or other meaningful matters to the contexts of their use. To do a content analysis, a focus and close reading is needed in order to get the best understanding in analyzing contents of the data (Krippendorff, 2004). Content analysis is chosen to be the method in conducting the study since it can be used to analyze the contents of any recorded communications, including movies.

3.2 Data and Data Source

The source of the data is the script of The Ugly Truth movie. The data are the sentences uttered by male and female main characters in The Ugly Truth movie.

3.3 Data Collection Procedures

1. Watching The Ugly Truth movie twelve times.
2. Reading the script of the movie.
3. Identifying the data
4. Classifying the data based on Sheldon and Schumaker's division sentence theory

3.4 Data Analysis Procedures

1. Analyzing the sentence syntactically to find out its sentence structure.
2. Interpreting the result
3. Drawing conclusions based on the analysis.

The table below is used to analyze the sentences uttered by male and female main characters to find out its structure and also to classify the features of speech characteristics based on Susan Herring's theory.

Table 1.1 and Table 1.2 (Table Analysis)

Sentences	Simple Clause	Compound Clause	Complex Clause	Types of Sentences	Features of Speech Characteristics