

CHAPTER III

METHODOLOGY

This chapter provides source of the data and data, data collection and data analysis procedures.

3.1 Research Method

This study is based on a descriptive analytical method which is a part of qualitative research. With this method the facts are described and then analyzed. Etymologically, descriptive and analysis mean outlines or elaborate. The method is not solely elaborating the facts but also giving explanations and clarifications (Ratna, 2004: 53). This research analyzed the data descriptively, in the terms of imperialism reflected in English advertisements.

3.2 Data

Data of this research are clauses consisted in the English advertisements in English magazines from 2008 until 2013. Only clauses will be analyzed and discussed in order to investigate the reflection of imperialism.

3.3 Data Source

Source of the data of this research are 32 advertisements from 15 English magazines. The magazine and its years are shown in the following table:

Newsweek	October 15, 2012
Allure	November, 2008
Men's Vogue	November, 2008
Jane's Navy International	January/February, 2011
Jane's Defence Weekly	February 16, 2011
Cosmopolitan	January, 2013
Elle	September 9, 2013
Vogue	February 2, 2012
The Economist	December, 2011
Jane's Defence Weekly	June 3, 2009
The Economist	November, 2011
Cosmopolitan	May, 2013
OK First For Celebrity News	July 16, 2013
National Geographic	December, 2008
Readers' Digest Asia	May, 2012

Table 3.1 List of magazines

3.4 Research Procedure

There are two procedures in conducting this research: data collecting procedures and data analysis procedure. The data collection procedures include the activities of collecting the magazines, selecting the advertisements, and conducting library studies. The second procedure which is data analysis procedures includes the activities of identifying the data, analyzing the data, and drawing the conclusions based on the analysis.

3.4.1 Data Collecting Procedures

In collecting the data, there are several procedures which were used in this study, they are:

1. Collecting any kinds of advertisements in English magazines.
2. Reading the advertisement texts thoroughly.
3. Choosing the advertisement.
4. Breaking down each sentence of the advertisements into clauses.

3. 4. 2 Data Analysis Procedure

The data were analyzed by following some steps:

1. Identifying the clauses using Halliday's term of language metafunctions to examine the ideational meaning, interpersonal meaning, and textual meaning.
2. Analyzing types of processes, Mood, participants, circumstances, and the Theme in the texts that support the representation of imperialism in the texts.
3. Interpreting the data from the findings of Halliday's metafunction.
4. Concluding the data.