CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

This is a descriptive analytical interpretive research employing a discourse analysis by the application of Systemic Functional Grammar theory Michael Halliday. SFG is use to analyze register in revealing the meaning-making strategy used by the writers of the *'StarStyle'* photo caption articles in employing their intentions.

According to Johnson (1997) in Gibbs (2002), in qualitative research two types of validity can be discussed. First, descriptive validity refers to the factual accuracy of the account as reports by the qualitative researcher. Second, interpretive validity is obtained to the degree that the participants' viewpoints, thoughts, intention, and experiences are accurately understood and reported and reported by reported the researcher. Third, theoretical validity is obtained to the degree that a theory or the theoretical explanation developed from a research study fits the data and is, therefore, credible and defensible.

3.2 Source of the Data

The data in this research are taken from two photo caption articles, those are;

1) ARTICLE A: *'And the Oscar Goes To…'* on March 2009 edition, which was written by Kim Reyes and additional assistant, Corrine Khuan.

2) ARTICLE B: '*Have Trench Coat, Will Travel*' on June 2009 edition, which was written by Jacquie Ang.

Both are from Harper's BAZAAR Singapore magazines 2009 edition.

3.3 The Data

The *'StarStyle'* photo caption article consist image and text. The photos will be threatened as the image, and the two titles and twenty captions will be threatened as the text. Since this is a text analysis, the data focus more on the text. However, the image (photos) will be threatened as the supporting element to strengthen the interpretation.

3.3.1 The Photos

The object of the twenty photo captions are all women. They are all well-dressed and glamour. Each photo captured one woman with different background. The backgrounds of the ten photos in Article A are in the same specific location, which are in the Oscar (an award event hold to appreciate every people included in a film). While in the Article B, the backgrounds of the ten photos are different from each other and are not specific.

The size of the woman object fills most of the photo space. It shows that the photo captions attempt to focus on the women as the main object and also to focus on their 'look'. Based on the photography genres, these twenty photos from both Article A and B are considered as Fashion and Glamour photography. Which

is, the Fashion photography emphasizes the clothes and accessories and the Glamour photography emphasizes the woman as the model.

3.3.2 The Captions

3.3.2.1 Caption line

All the caption lines involved in the twenty photo captions are located above the cutline of the caption, written in bold, capital letters, and font colour. The caption lines of the twenty photo captions are;

ARTICLE A	ARTICLE B
• KATE WINSLET	• JANE KRAKOWSKI
• AMY ADAMS	• BLAKE LIVELY
• ANGELINA JOLIE	• AMERICA FERRERA
• MERYL STREEP	• KELLY OSBOURNE
• SALLY HAWKINS	• VICTORIA BECKHAM
• CATE BLANCHETT	• JUDITH LIGHT
• ANNE HATHAWAY	• IMOGEN LLYOD WEBBER
• MARISA TOMEI	• LAUREN HUTTON
• PENELOPE CRUZ	• DONATELLA VERSACE
• NICOLE KIDMAN	• EMMA WATSON

The caption lines are all the names of women. They are well-known celebrities and fashion figures. The main objects of the photos are women, so it can be assumed that the caption lines of the twenty photo captions identify the names of the woman objects captured in the photos, which are well-known

celebrities or fashion figures, and inform the readers what the next clauses in cutline are talking about.

3.3.2.2 Cutline

Each of the twenty captions from the two articles has one or two sentences which is not more that three lines of text. Each of them is given an abbreviation according to the source of its article, either Article A or Article B, and followed by series of number. Nine of the ten body copies in Article A, consist of two sentences. They are A1, A2, A3, A4, A5, A7, A8, A9, and A10. And the rest, A6, only consists of one sentence. While all of the ten body copies of the ten photo captions in the Article B, B1, B2, B3, B4, B5, B6, B7, B8, B9, and B10, consist of one sentence. From the total of 29 sentences, the two titles, and two... there found 51 clauses and they will be the data of this research.

The clauses breaking systems in each lexicogrammar variables are different according to the characteristics of clauses required by each of them. While all kinds of clauses are broken in Transitivity system, the researcher doesn't brake down the non-finite clause in the Mood system analysis because they do not have the subject and finite which are important in the Mood system analysis. Beside that, the researcher also doesn't brake down the minor clauses in Theme system analyses because a minor clause can be the theme if it comes in the beginning of the clause.

3.4 Data Analysis Procedures

1. Breaking a clause division of the captions

   Each caption is analyzed in a table identifying the conjunctions, the clauses, the process types, and the mood types.

No.	Conj.	Clauses	Processes	Mood
1	and	[She] is always a vision on the red carpet	Attributive Process	Declarative

2. Categorizing the types of processes of the clauses based on the six Transitivity systems

   Each clause is analyzed in a table based on their type of process to identify the conjunctions, the process, the participants, and the circumstances. The processes are bold.

   - **Relational Attributive Process**

Conj.	Carrier	Process	Attribute	Circumstance
	She	**is**	beautiful	in those silver shoes

   - **Relational Identifying Process**

Conj.	Token	Process	Value	Circumstance
	Iman	**is**	The chairperson	of NDB'07 class

   - **Material Process**

Conj.	Actor	Process	Goal	Circumstance

		Wike	**ate**	dinner	In restaurant yesterday

- **Mental Process**

Conj.	Senser	Process	Phenomena	Circumstance
so	Vinna	**really love**	her Rabbit	

- **Behavioural Process**

Conj.	Behaver	Process	Behavioral	Circumstance
	Ota	**is listening to**	Korean Music	

- **Verbal Process**

Conj.	Sayer	Process	Verbiage	Circumstance
And	she	**said**	that she was sick	yesterday

- **Existential Process**

Conj.	Process	Existent	Circumstance
	There are	Three little dogs	In Anna's home

3. Breaking down the Nominal groups

The Nominal groups of each participant and prepositional phrase in the processes are analyzed. The modifier components are identified.

Conj. / Conj. Adv.	Pre-Modifier						Thing	Qualifier
	Deictic 1	Deictic 2	Numerative	Epithet 1	Epithet 2	Classifier		
	The						Oscar	
				Powerful			performances	

4. Identifying the Circumstances

Each circumstance is analyzed in a table based to identify the category, the frequency, and the percentage.

No	Category	Frequency	(%)
1	Accompaniment	22	14,6%

5. Identifying the Mood and Modality

While all of the 51 clauses are broken down in transitivity analysis, in mood and modality analysis the non-finite clauses are not broken down. The mood system is analyzed in a table based on their type of mood, and the modality is analyzed in a table based on their level of probability and usuality.

No.	Conj. / Conj. Adverb	MOOD		RESIDU		
		Subject	Finite	Predicate	Complement	Adjunct
A1.3		She	does	works		hard on the red carpet,

6. Identifying the Theme of each clause

Each clause is analyzed in a table identifying the Textual theme (Continuative, Structural, and Conjunctive), the Interpersonal theme (Modal, Vocative, Finite, and Wh-Interrogative), and the Ideational Topical theme.

NO	THEME									RHEME	Unmarked / Marked
	TEXTUAL			INTERPERSONAL			TOPICAL				
	Cont.	Str.	Conj.	Modal	Voca-tive	Finite	Circ.	Subject	Process		
			And					the Oscar		goes to	**Unmarked**

7. Describing the findings

The findings will be described in a table along with their percentage.

8. Making data interpretation to determine the meanings of the texts

The findings drawn quantitatively will be interpreted qualitatively. The interpretation will run based on the order of the research questions of this research.

9. Drawing conclusion.

The findings interpretation will be elaborated in the discussions of the three metafunctions in the two photo caption articles to observe their contextual categories (register). The meaning aspects that are going to be revealed in this research are what the intentions of the photo caption articles are and what are the meaning-making strategies used by the writers in achieving their intentions. Then, they are revealed trough elaboration of findings interpretation to draw the general conclusion.