CHAPTER III

RESEARCH METHOD

This chapter presents the method that the researcher used for this study. It includes research design, data source, data, data collection, research instrument, and data analysis.

3.1 Research Design

The researcher applied qualitative content analysis. Qualitative content analysis is one of the numerous research methods used to analyze text data (Shannon, 2005). Research by using qualitative content analysis focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text. The purpose of content analysis is to provide knowledge and understanding of the phenomena under study (Downe-Wamboldt, 1992 cited by Shannon, 2005).

The main strength of a directed approach the content analysis is that existing theory can be supported and extended. According Kaid (1989) (cited by Shannon, 2005) that analysis requires similar analytical process of seven classic steps, including formulating the research questions to be answered, selecting the sample to be analyzed, defining the categories to be applied, outlining the coding process, implementing the coding process, determining trustworthiness, and analyzing the result of coding process. In this study, the writer selected the data with highlighting and underlining. Then, classifying the data used coding process. The

writer presented description about type of violation of maxim, process of violation and the reason. She explained with her own interpretation and used the theory of Grice's maxim and classification of symptoms by Nancy Andreasen.

3.2 Data Collection

- **Data and data source**

The data source of this study was 'A Beautiful Mind' movie. It was production in December 21, 2001. The duration of this movie is 02:15:18. The script was downloaded from website in internet http://www.imsdb.com/scripts/BeautifulMind.html. Meanwhile, the data were utterances and the conversation of John Nash. The data were utterances which contain violation of maxim because existence of schizophrenia's symptoms.

- **Instruments**

The main instrument of this research was the researcher herself. It is because the writer collected the data by watching the movie, reading the movie script, transcribing the utterance and analyzing the symptoms and linguistic features.

- **Techniques of data collection**

To gain the data, the researcher had some steps as described in the following:

a. Browsing and downloading.

The movie of 'A Beautiful Mind' downloaded on internet and the script on

http://www.imsdb.com/scripts/BeautifulMind.html.

b. Watching and scrutinizing the script of the movie.

When the writer watched the movie, she read the script and checked the

utterance of John Nash.

c. Selecting the data

In this step, the writer only focuses on John Nash's utterance and

conversation. The writer gave symbol to mark the utterances which

contain violation of conversational maxim. Later, the data were processed

in next data analysis.

The symbol to mark the data of violation:

QL   : Maxim of Quality

QN   : Maxim of Quantity

MR   : Maxim of Relation

MM   : Maxim of Manner

3.3 Data analysis

In analyzing the data, the writer did several step:

1. Identifying data

The writer identified the selected data that indicate the violation of

maxim. The process identifying the selected data was focus on the process

and causes of violation. The process and causes was marked as shown

below:

The symbol of process violating performed by John Nash in 'A Beautiful Mind' movie

CC	: Circumlocution
UIN	: Uninformative
TTM	: Talk too much
TTS	: Talk too short
REP	: Repeat certain words
LIE	: Lies
SAR	: Sarcastic statement
DIS	: Distort Information
UN	: Unmatched with the topic
CH	: Changes conversation abruptly
AV	: Avoid talking something
HS	: Hides something
AMB	: Ambiguous language
SLAG	: Uses slang or language in front of people who do not understand
EXAG	: Exaggerate thing

The symbol of causes for maxim violating performed by John Nash in 'A Beautiful Mind' movie

1. Poverty of speech : **S1**
2. Poverty of content : **S2**
3. Pressure of speech : **S3**
4. Distractibility : **S4**
5. Tangentiality : **S5**
6. Derailment : **S6**
7. Circumstantiality : **S7**
8. Illogicality : **S8**
9. Incoherence : **S9**
10. Neologisms : **S10**
11. Word approximations : **S11**
12. Stilted speech : **S12**
13. Clanging : **S13**
14. Perseveration : **S14**
15. Echolalia : **S15**
16. Blocking : **S16**
17. Self-reference : **S17**
18. Loss of goal : **S18**

2. Classifying the data

   The writer classified the identified of data which contain process and causes of violation. The writer used the tables to classify the data.

Table 1. The process of violation the maxim performed by John Nash in 'A Beautiful Mind' movie

Violation	Strategies
Maxim of Quantity	TTS, CC , TTM, REP
Maxim of Quality	…..
Maxim of Manner	…..
Maxim of Relation	…..

Table 2. The causes of violation the maxim performed by John Nash in 'A Beautiful Mind' movie

Violation	Symptom
Maxim of Quantity	S1, S2, S5, S9, S12,
Maxim of Quality	…..
Maxim of Manner	…..
Maxim of Relation	…..

Later, the writer described the classified data to answer the research problems.

3. Explaining classified data

   After classifying the data, the writer analyzed each data. The writer explained how the way person of schizophrenia (John Nash) violated the maxim. Then, the writer analyzed and explained more the causes of violation according the symptoms of schizophrenia.

4. Drawing conclusion

   Finally, the writer drew conclusion based on the result of analyzing.