CHAPTER III

RESEARCH METHODS

3.1 Research Approach

In this study, the writer applies corpus approach. Litosseliti (2011:93) explained in her book that Corpus linguistics is an increasingly popular field of linguistics which involves the analysis of (usually) very large collection of electronically stored texts, aided by computer software. The world *corpus* is Latin for *body* – a corpus is therefore a 'body' of text. Corpus linguistics is firmly rooted in empirical, inductive form of analysis relying on real-world instances of language use in order to derive rules or explore trends about the ways in which people actually produce language. There are sound theoretical justifications for this approach: human do not always make accurate introspective judgments regarding language, instead relying on cognitive and social bases. In addition, computer can calculate frequencies and carry out statistical test quickly and accurately, giving researchers access to linguistic pattern and trends – such as collocation information – that were previously inaccessible.

A stand-alone corpus is not particularly used in terms of aiding linguistic enquiry. For this reason, corpora are normally used in conjunction with analysis software, which are able to carry out the counting. Shorting and presentation of language feature. In this analyze, the writer uses Antcouc software for counting the data, she shows which data often occur and how many frequency every conversational strategies used in conversation between

22

Oprah and Lance in *The Oprah Winfrey Show*. To apply AntConc software is very easy. First, open the data in Microsoft Word, then save with format RTF (Rich Text Format). Second, open AntConc application and open the file's data. Third, type the words that will be counted in search column and then enter, the total of emergence will occur.

This corpus research is as descriptive; the main goal of descriptive approach is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Based on Devin Kowalczyk, descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 Data and Data Source

Data is the most important in the research because the research only can be continued by having the research data. If there is no data, the research is considered failed. Data is the object of the research plus its context. The data of this research is the utterance used by Oprah Winfrey and Lance Armstrong in *The Oprah Winfrey Show*.

3.3 Instruments

Research instrument is important in obtaining the data of the thesis. The key instrument of the study is the researcher herself. Besides, the

researcher also uses another instrument to help her research, namely field note to capture the collected data.

3.4 Technique of Data Collecting

To collect the sufficient data, as the first step, the writer watches the Oprah Winfrey show. The talk show is taken from YouTube. The second, the writer chooses the talk show that supports the data. The third, considering to the analysis of conversational strategies used mix-gender, the writer only selects one talk show, which is conducted between male and female speaker. The last step, the writer takes transcript from internet that posted by Denis Mahon. Briefly, the procedures in collecting the data are:

1. Watching The Oprah Winfrey Show
2. Choosing the object related with Oprah Winfrey and Lance Armstrong
3. Downloading the video
4. Taking transcript from internet

3.5 Data Analysis

After collecting and selecting the data, the writer uses some steps to analyze the data. First, the writer focuses on the selected data and reads the meaning of sentences. Second, the writer classifies the strategies found in *The Oprah Winfrey Show* based on the definition and the theory of Coates (2004). Next, she interprets which strategies mostly and rarely used by Oprah and Lance. Then, she examines the functions of the strategies. The last one, she draws conclusion. In short, the steps in analyzing the data are:

1. Reading the transcript of the data

2. Classifying the strategies found

3. Analyzing the data

4. Examining the function of the strategies

5. Making conclusion