CHAPTER III

METHOD OF THE STUDY

The shot of Michael Brown result the riots among the protesters. They want equality in Ferguson, Missouri. NBC news found out video that prove Michael robbery in the store. It became the reason of Darren shot him down. Another reason is Michael tried to attack Darren (white police). American police (mostly police is white people) should not give punishment without any decision from the court. The writer wants to analyze how social cognition of journalist to reproduce such incident and Critical Discourse Analysis is the appropriate one. CDA shows how power abuse and equality is enacted, legitimated and amplified through the Press. Therefore, the writer analyzed the news use qualitative method. The data and data sources, how did the writer collect and analyze the news report would be explained below.

3.1 Research Approach

The news report of Michael Brown showed the inequality among African-American people in Ferguson, Missouri. It can be analyzed using Critical Discourse Analysis. CDA adopts a macro analytical view of the world in that it takes the notion of discourse in the widest sense as social and ideological practice. Thus CDA research specifically consider how language works within institutional and political discourse (e.g in education, organization, media and government), in order to covert social inequality in social relationship (Lia Litosseliti, 2010).

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I use descriptive qualitative approach. It is defined as research that relies on the interpretive and critical approach to social science, in which the reports often contain rich description and detail explanation (Jessy Julia,2013;Neuman,2004). This study has a function to analyze what is behind this discourse through top-down analysis (macro-micro structures). Through the qualitative method, I can disseminate what are the structures of discourse and the social context in it. Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose, and ultimately resist social inequality. (Van Djik,1997)

3.2 Data and Data Sources

The data of the study is the news report about the Michael Brown (an eight-teen African-American) who was shot by white police (Darren Wilson) and he was unarmed. There were many reports about Michael Brown case in TV, newspaper, online mass media, but the writer specifically used the NBC New online mass media.

NBC New online mass media have a big role to influence the readers. It is because NBC News Digital have reaches an audience of more than 58 million unique visitors who generate more than 1.2 billion page views and 140 million online video streams each month (http://NBCNews//aboutus.com). Furthermore,

in technology era, most of people make use of internet as their part of activities. They only access what they want to know through internet, explore the experience from all over the world easily. The news report of NBC News online mass media which were taken by the writer published between Augusts to November 2014. In this month, the chronology, the autopsies, riots among protesters and the decision of the court has already published in the mass media.

The data for this study are three articles from NBC News online mass media. All of the articles which are chosen by the writer focus on the shot of Michael Brown Case to be observed. Three articles were written by Elizabeth Chuck and Elisha Fieldstadt. The news report involves the background of Michael Brown, The chronological event of the shot, the council decision, the riots and the crime of Michael Brown. The titles of the articles are "The Killing of an Unarmed Teen: What We Know about Brown's Death" (August 13th, 2014) written by Elizabeth Chuck, "Waiting for the Grand Jury: What Do We Know about Michael Brown Case?"(November 16th, 2014) written by Elisha Fielstadt, "Prosecutor in Michael Brown Case has Deep Family Ties to Police" (August 20th, 2014) written by Elizabeth Chuck.

3.4 Technique of Data Collection

In collecting the data, the writer did these steps:

1. In selecting the news report, the writer began by reading all the news reports of NBC News online mass media about Michael brown case.

2. The writer chooses which articles that talked about the whole case of the shot of Michael Brown, the Grand Jury decision, the implication of Michael Brown's shooting among the African-American people, the autopsies and the crime. There were some articles which told about, so, the writer limited the news report such above. The articles brought different issue but related each other.

3.5 Technique of Data Analysis

This study use critical discourse analysis proposed by Van Dijk. The writer analyzed the data based on the three levels of text analysis; macrostructure, superstructure and microstructure.

1. After collecting the data, the writer observed the first level that is macrostructure. The writer had to find the theme of the news report in NBC News online mass media. To find the theme, the writer read the whole articles of the shot of Michael Brown and decides each theme. The theme can be known from the headline and sub headline of each article.

Therefore, the writer can conclude the general theme which was presented in that article.

2. The writer analyzes superstructures of the news report. In this level, the writer observed the organization or the scheme of the news reports. To find the scheme, the writer had to observe the story and the summary of the news. Which categories of schema come first; headline, lead, main events, previous events, background and verbal reaction. Headline and lead is the first step that makes the author thinking hardly to attract the readers. It means that how this first word can make the reader acknowledge the events. Analyzing the schema of the news can reveal the ideological implication of the news report. We can understand what schema category that comes first and succeed to influence the reader about the events

3. The writer went to the third level of text analysis, microstructure. In this level, the writer observed what linguistic features are used to support macrostructure. There are four elements; semantics, syntaxes, stylistic and rhetoric. In semantic element, the linguistic features which were observed are background, the details, and the presupposition. In syntaxes element, the linguistic features are sentence structure, coherence, and conditional coherence. In stylistic element, the linguistic features are lexicon, while rhetoric elements, linguistic features which are observed such graphic, metaphor, alliteration of the news report. It has function to understand how the author uses microstructure of text to spread out their ideology. In

addition, by analyzing microstructure of the text, the macro and superstructure of the text will revealed automatically. The writer also understood the social context in Ferguson, Missouri.

Analyzing the macrostructure, microstructure and superstructure has several purposes that are to know the topic, schemata, semantics, syntaxes, stylistics and rhetoric as mental representation of the journalist and understand the implicit meaning. By analysing the structures of the news, it denotes the ideological construction of the news report about the shot of Michael Brown case. It can be seen as the representation of the media coverage.