

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This research is focused on finding women linguistic features used by the top two contestants during America's Next Top Model Season 20. In conducting a research, the writer needs an appropriate method. The writer uses qualitative method in conducting his research. According to Dornyei (2007, p. 37) qualitative research works with a wide range of data such as recorded data and various types of texts. In this research, the writer works with a wide range of data, in the form of recorded data of America's Next Top Model Season 20.

Furthermore, Dornyei (2007, p. 38) mentions that qualitative research occurs in natural setting without any attempts to manipulate the data and it is involved with experience and feeling of person. In this research, the data take places in natural setting. It can be seen when the contestants are talking to others and when the contestants are talking on camera to express their feelings and experiences happened during the show.

3.2 Sources of Data

The data of this research are taken from a reality show. According to Hill (2005) a reality show is a mixture between reality and entertainment in television aspect. The goal of reality show is to entertain the audiences by showing the modified

reality such as some conflicts happened in the house among the contestants of the reality show.

Reiss and Wiltz (2004) points out that there are 16 main basic desires why people favor with reality show: power, curiosity, independence, status, social contact, vengeance, honor, idealism, physical exercise, romance, family, order, eating, acceptance, tranquility and saving. These main basic desires can influence people in favoring reality show. In other words, reality show is strongly related with our social life because reality show exists based on real life in society.

Hill (2005) explains about different types of reality television as a result of the use of elements from other genres as follows:

- Observational docusoap: 'fly on the wall' docusoap reality television combines observational documentary with the dramatic conventions of soap opera. The camera observes people in their everyday lives.
- Formulated docusoap: these reality shows take people out of their own worlds and place them in a formulated or specially constructed environment to see how they behave.
- Reality game shows: some analysts call these types of programs 'gamedocs'. As in formulated docusoaps, contestants are placed in a demanding artificial situation
- Lifestyle reality: ordinary people and their lifestyles are transformed by experts, who make them extraordinary in lifestyle reality shows. It's not the winning of a prize but the 'reveal' of the transformation that is the climax of the show.
- Reality Talent show: reality shows based around talent quests differ from conventional talent quests in that they focus on the participants' lives during the quest.
- Clipshow reality: clipshows are made up of amateur video clips sent in by audience members - often for prize money

From these types of reality shows, the writer chose a talent show. There are several talent shows in the US. The one selected in this research is America's Next

Top Model Season 20. The writer selected it because this reality show has a rating around 7.5 until 8.3 (imdb, 2013). Based on imdb, those rating are classified as a good TV show or good movie.

The data for this research are taken from “America’s Next Top Model 20”. America’s Next Top Model Season 20 is chosen because this is the appropriate one and the latest show of America’s Next Top Model after America’s Next Top Model Season 21. The writer does not choose America’s Next Top Season 21 because the data are not appropriate with the research. The winner and the runner up in this season are men whereas this research is about women linguistic features. In America’s Next Top Model Season 20, the winner is a woman which appropriate with the research and the runner up is man, so there is a variety in the data and the writer can compare the women linguistic features used by the winner and the runner up of the America’s Next Top Model Season 20.

There are 16 contestants compete in this season which are eight men and eight women. In each episode, one contestant will be eliminated but sometimes there are two contestants will be eliminated and it depends on the challenge in each episode. In this research, the writer only focuses on Jourdan as the winner and Marvin as the runner up because the aim of the study is to compare the women linguistic features used by male and female models. There are 16 episodes in the America’s Next Top Model Season 20. The writer focuses on episodes one until eight. These data are sufficient because it already contains 5789 words, in which 2338 words are uttered by

Jourdan and 3451 are uttered by Marvin. Jourdan Miller is the winner of America's Next Top Model Season 20. She is a 21 years old contestant from Bend, Oregon, US. In the early of the career, actually she did not get permission to be model by her ex-husband but after she divorced, she tried to participate in America's Next Top Model Season 20 and became a professional model. Jourdan was one of the strongest contestants in this season. Jourdan often got rewards and benefits because of her performance in the challenge. One of the best performance was her paint photograph was deemed by Tyra Banks as one of the best produced in the history of America's next Top Model.

Marvin Cortes is the runner up of America's Next Top Model Season 20. He is a 20 years old contestant from South Bronx, New York, US. His motivation in participating America's Next Top Model Season 20 is to raise his family economy and make his family happy. Marvin was the strongest male contestant in this show. He often made an amazing photo shoot in the show. He was a humble person and had a lot of friends in the show. His partner during the show was Don and he always shared his rewards with him.

3.3 Technique of Data Collection

There are three steps to collect the data. The first step, the writer chose and downloaded the data from torrent by inserting "America's Next Top Model 20" keyword. In order to download the data, the writer used bit torrent application for linking the file source in torrent website and the writer's torrent application. The

writer chose the appropriate file source link torrent and waited until the data downloaded in the writer's application.

Second, as mentioned in the previous sub chapter, the writer only chose episodes one until eight. The writer watched the videos and identified the two groups of data that will be analyzed. The first is when the contestants (Jourdan and Marvin) were conversing with others. The second is when the contestants were talking to the camera.

Third, the writer transcribed the utterances by using orthography transcription. According to Cahill and Karan (2008) orthography is a system for representing a language in written form. It encompasses symbols, word breaks, punctuation, diacritics, capitalization, hyphenation and other aspects. Orthography is used for transcribing sound into written form. Orthographic transcription includes placement of symbols used for indicates intonation, pause, stop, volume, unclear utterances and other aspects. According to Wray and Bloomer (2012) in orthographic transcription, the transcription is written using courier new font type in order to make the same amount of space of the letters. It can make the readers easier in adding the symbols and analyzing the letters in the transcription.

In transcribing the speech of the contestants, the writer only used some symbols in orthographic transcription which are relevant to this research. The writer used symbols of pause, intonation and emphasis.

3.4 Technique of Data Analysis

After transcribing the data, the analysis can be started. There are four steps to analyze women linguistic feature used by Top two contestants of America's Next Top Model Season 20. First, the writer categorizes the transcriptions into four groups. The first group is Jourdan when she was conversing with others. The second is Jourdan when she was talking on the camera. The third is Marvin when he was conversing with others. The last is when Marvin was talking on the camera.

Second, the writer identifies the women linguistic features by using Lakoff's theory. The women linguistic features based on Lakoff's theory (1973) are hedge, super polite form, intensifier, hypercorrect grammar, avoidance of strong swear word, rising intonation on declarative, the use of figurative adjective, tag question and precise colour term.

Third, the writer compares the result of women linguistic features used by Jourdan and Marvin. The writer also compares the women linguistic features between two different settings. The settings are when they were conversing with others and when they were talking on the camera. Finally the writer interprets the findings and compares the results between Jourdan and Marvin.