

CHAPTER III

METHOD OF STUDY

3.1 Research Approach

This study used the mixed method which combined quantitative and qualitative approach in analysing the typical vocabulary used in men's and women's magazines. Mixed method is combination of qualitative and quantitative method in single research project (Dornyei, 2007, P. 44). It is similar with Creswell (2003, P. 24) who stated that this approach usually integrates the result of the two methods which involved data collection of both numeric data and text during interpretation phase.

The quantitative approach was used for classifying feature and counting the data in an attempt to explain what is observed while the qualitative approach was proposed to identify the use of language (McEnery & Wilson, 2001, p. 76). The role quantitative approach for his study was to know the frequency of vocabulary which is automatically calculated by computer program embedded in the corpus tools. Furthermore, the qualitative approach was necessary for giving detailed description. Therefore, the analysis of typical vocabulary which has high keyness used in men's and women's magazines was determined by the mixed approach.

3.2 Corpora

Population is any collection of entities, of whatever kind, that is the object of investigation (Butler, 1985, p. 1). Thus, words in the texts can also be called a population. The collection of words is usually called a corpus. In this study, there are two corpora used. They were taken from Men's Health magazine and Women's Health magazine. Both of the magazines are well-known magazines that mostly give advice related to health lifestyle. Those magazines are accessible in the web. Men's Health Magazine can be accessed from <http://www.menshealth.com> while Women's Health Magazine can be accessed from <http://www.womenshealthmag.com>. Both corpora are published by Rodale. Men's Health Magazine covers eight sections, for instance home, fitness, sex & women, nutrition, health, weight loss, grooming, and video. Women's Health Magazine comprises ten sections like home, fitness, sex and relationships, nutrition, weight loss, life, health, beauty and style, yoga and shop. This study used most recent the articles to see the recent phenomena of the vocabulary used in men's and women's magazines.

For making this research more focused, it was necessary to take a sample. The selection of texts to be included in each corpus is related to the sample of the research. The Health section was considered as a representative that typically related for both magazines. "The distribution of sample means is approximately normal, provided the samples are reasonably larger above 30" (Butler, 1985, p. 55). Therefore, this study selected fifty articles in each group of magazines which means that the total number of articles used for this study was 100 articles. The

number of words in the Men's Health Magazine corpus for this research was 29.898 words and in the Women's Health Magazine corpus was 51.256 words.

3.3 Technique of Data Collection

In collecting the data, the writer took several steps. These steps are important to collect the data in order to lead the writer to obtain adequate and appropriate data for her research. In general, there are two steps in getting the data such as accessing the web and editing the articles.

Firstly, the writer downloaded the articles from the website both in Men's health magazine and Women's health magazine on March 2011- April 2012. In getting articles of Men's Health Magazine, the article was accessible at <http://www.menshealth.com>. Besides, the article of Women's Health Magazine was accessed from <http://www.womenshealthmag.com>. The writer needed to access those section Health magazines in different tab. Those articles were copied, pasted and saved in word document files which named the file as Menshealth.doc and other file of article Women's Health Magazine was named Womenshealth.doc. This study needed to distinguish those articles in different files because the computer program did not analyse the data together. However, the form of data was rough and necessary to be edited in getting more valid data that fit for the computer program.

The second step was cleaning the data in order to get good data to be analysed by a computer program. There are some orthography forms of vocabulary in magazines that cannot be analysed by a computer program. Those

orthography forms are apostrophe (') such as don't, you'll, we've and word abbreviations. Therefore, it was necessary to edit the data by using *find* and *replace* tools of Microsoft Word for instance type the word *don''t* in *find* tool and type *do not* in *replace* tool. In addition the word like photo captions was not necessary to be included in the analysis. After the data was edited as the previous discussion, those files had to be converted into *txt* file. Hence, there were different two files in conducting the research that fit for *TermoStat*. They are *Menshealth.txt* and *Womenshealth.txt*.

3.4 Technique of Data Analysis

There are two techniques for analysing the data which was necessary for this research. They are analysis from computer program, *TermoStat* and interpretation from the writer. Firstly, the writer opened the website of *TermoStat* program. The corpus program is available in French and English language. As consequently, for this research, the writer needed to use the English language by clicking English on the right bottom of the page. However, every user needs to register through the link "Register" in order to obtain a password. After that, the writers had to log in the corpus program by filling some columns on the homepage such as *username*, *password* and clicks on "login as shown on Figure 3.1.

Figure 3.1 The Screenshot of TermoStat

Help

TermoStat Web 3.0

Termostat Web is now usable after login. Results are accessible by internal browsing only. The software is still usable for free for research purposes, you only need to create an account.

Identification

Username

Password

Login

[Register](#)
Forgot your username or password?

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When the writer succeeded in log in the corpus program, the writer needed upload the data by clicking **Browse** and choosing the file **Menshealth.txt** and **Womenshealth.txt** in turn. Selection the word class category was necessary. There are four word class categories like noun, verb, adjective and adverb. The selection can be done by ticking the box beside the word class category, even ticking all categories. For this research, the writer used two word class categories, i.e. noun, and verb plus all word class categories in finding the typical vocabulary. The nature of extraction for each word class category is to see the typical vocabulary based on word class categorization. By involving all word class categories, it was helpful this research to see generally words that frequently occur in each of group magazines. The merits of this program are able to analyse both simple terms and complex terms. The objective of the program is to extract corpus specific lexical items. As Drouin (2003, p. 1) said, ‘These items are identified

using a statistical technique that compares frequencies in a technical and a non-technical corpus.’ The next step was to let the corpus program to analyse the data by clicking *analyse button* as shown on Figure 3.2

Figure 3.2. The Screenshot of TernoStat

After the corpus tool analyse the data, the analysis yielded the list of terms. Then, the result of list of terms was tested by Log likelihood for getting better estimation of word which has high keyness. Keyness is Words are not generally or simply key in a given language, but they may be key in a given text (Scott, 2010, p. 43). Log likelihood test runs by comparing the occurrences in a target corpus with its occurrences in a reference corpus. This study showed list of terms that typically occurred in each class category and all class category. Consequently, the extraction did three times for each file. The total of all analysis extraction for two files are six times.

In further analysing the data, the writer used KWIC (Key Word In Context) from the corpus program by clicking each term and choosing KWIC menu. The KWIC provides the occurrence of particular word which is displayed within word to the left and right. On other words, the KWIC is available in concordance listings. It is helpful to analyse general patterns of word target among numerous of varying words that attached to. Knowing the word pattern leads to figure out the behaviour of the typical nouns and verbs act in different text.

It can be done by tracking the word that immediately attached to the left of the word target and to the right of the word target one by one. It is needed to decide the strongest pattern by looking at circumstances. The analysis leads to show the repeated words. Then, the pattern can be interpreted by linking them or most of them.

The writer analysed the data by focusing on 10 terms from each nouns, verbs plus 10 terms from all word class categories which has high keyness in each of the data. After analysing the data one by one of men's and women's magazine, the analysis ended by comparing the result. The last interpreting of the data aimed to see the similarities and differences of typical nouns and verbs used in men's and women's magazines.