CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This research is aimed at finding women linguistic feature used by Oprah Winfrey in same-sex and cross-sex communication. Furthermore, this research also describes the women linguistic features found and compares the emergence of women linguistic feature between cross-sex and same-sex conversation. In order to answer the statement of the problems the writer used descriptive qualitative approach in conducting her research.

According to Newman (1991) qualitative research entire orientation is organized around theorizing, collecting, and analyzing qualitative data. This approach is considered to be appropriate to be used in this research because the data to be analyzed are from the transcription of six episodes of talk show. In analyzing the data, the writer used certain theory for the references and then observed it whether the data show the same idea as the theory or not. Furthermore, Dornyei (2007) claimed that there are some characteristics of qualitative research, for instance it takes place in natural setting and it works with a wide range of data including recorded interviews, various types of texts and images. This research took recorded interviews as the data which took place in natural setting and it did not work with numbers so it seemed appropriate to use descriptive qualitative approach.

3.2 Source of Data

The sources of data in this study were conversations between aOprah Winfrey and the guest in the talk show while the data of this study were from the transcription of interviews in Oprah Winfrey Show. Oprah Winfrey Show is a popular talk show which has been aired in more than 50 countries all over the world. It has produced 25 seasons in 25 years with thousands episodes. Although it has come to its finale show, Oprah Winfrey Show is still considered as inspirational talk show for viewers all over the world. In the analysis of women linguistic features used by Oprah in same-sex communication, the sample of data were taken from its last season episodes.

There are three episodes which are analyzed, first is from the 15th episode in season 25, entitled *Harry Potter Phenomenon* aired on October 1, 2010 with J.K. Rowling, the author of Harry Potter as guest; second is from the 48th episode, entitled *Do You Believe in Miracles?* aired on November 20, 2010 with Susan Casey, the author of õThe Waveö, as the guest; third is from the 56th episode, entitled *Country Superstar Keith Urban and His Wife, Nicole Kidman* aired on November 29, 2010 with Nicole Kidman as the guest. Meanwhile, when analyzing cross-sex communication, the writer also took three episodes from the last season of Oprah Winfrey Show. First is from the 124th episode in season 25, entitled *Oprah's Most Memorable Guests: James Frey After the A Million Little Pieces Controversy Part 1* aired on May 16, 2011 with James Frey, the author of A Million Little Pieces, as the guest; second is from 57th episode, entitled *The Untold Secrets Behind MJs Controversial Album Plus Author Jonathan Franzen*

& Oprah's New Book aired on December 6, 2010; third is from 112th episode, entitled *Rob Lowe Opens Up: The Brat Pack, Love, Sex, Scandal, Sobriety* with Rob Lowe, the author of õThe Story I Only Tell My Friendö aired on April 28, 2011.

Those episodes are chosen because the guests from all the episodes are in the age of forties. Because age differences can cause different linguistic form, so the writer chooses the participants who are in the almost-same in age. Therefore, the writer considered that the language used by the host will be closely similar.

In analyzing the chosen episodes, the writer did not analyze those six episodes in whole show. The episodes which are analyzed in full duration are only episodes which have J. K. Rowling and James Frey as its guests. The rest of the episodes are only analyzed in the first part of conversation done by Oprah and the chosen guests.

3.3 Technique of Data Collection

In determining women linguistic feature used by Oprah Winfrey in same-sex and cross-sex communication, the writer needs to take four steps to collect the data. The first step was determining the episodes of talk show that would be analyzed from a particular season. Second, she watched the chosen episodes from video compact disc. The third step was transcribing the interview between the host of the talk show and the guest star. In transcribing the video recording, the writer had done some efforts to get the transcription as accurate as possible and to maximize the reliability of the transcription. When transcribing, she listened the

video recording for several times to make sure that the transcription is correct. The transcription has many limitations that is caused by the limited ability of the writer in interpreting English spoken language since English is her foreign language. Another effort done is by asking a proof-listener to make a correction in the transcription which had been made by the writer. Although several alternatives had been done to obtain a highly reliable transcription, there are still some words missing in the transcription that maybe caused by the unclear utterances of the speaker. Cameron (2001) claimed that a series of crosses xxx is one of the conventional symbols in transcribing indecipherable chuck of talk. Therefore, in this study, the writer used crosses xxx for the inaudible utterances. The last step was identifying the women linguistic features in the talk.

In obtaining the data of rising intonation on declaratives, the writer used *Praat* software which can produce figure of sound wave from the recording. First step taken is converting the format of video recording to mp3 using *Format Factory* software. After converting the video, the writer opened the mp3 file in the *Praat* software and observed the figure of sound wave which is obtained by getting the pitch contour of the utterances.

3.4 Technique of Data Analysis

There are some steps to analyze women linguistic feature used by Oprah Winfrey in cross-sex and same-sex communication. First, the writer identified women linguistic features found in the dialog based on Robin Lakoff theory. Second, the writer examined women linguistic feature in same-sex

communication. Third, the writer analyzed women linguistic features in cross-sex communication. Fourth, she compared the result of women linguistic features from same-sex and cross-sex conversation. Fifth, she interpreted the finding between cross-sex and same-sex communication. The last step was concluding the findings of women linguistic features in Oprah Winfrey Show.

Considering the ten women linguistic features proposed by Lakoff, there are two features which cannot be defined only by looking at the written transcription, they are emphatic stress and rising intonation. This is done to avoid subjective interpretation because one's interpretation of rising intonation and emphatic stress can be different one another. Those two features need special software which can define pitch and stress by inputting recording data. The writer only found software which can define rising intonation, so the writer excluded emphatic stress in this research.

In analyzing rising intonation on declaratives, the writer used *Praat* software which can produce figure of pitch from the recording. The pitch pattern is used to determine the pattern of intonation so the writer could decide in which part the intonation is rising.