CHAPTER III

RESEARCH METHOD

This chapter elaborates design of research, the conversation on talk show programs which are taken as the data sources, the instrument which is used to collect the data, the steps of collecting data and data analysis.

3.1 Research Design

In analyzing this topic, the writer uses qualitative method because the data were taken from the conversation in television talk show "The Talk". According to Loraine Blaxter (1966), qualitative research is concerned with the collecting and analyzing in as many forms, chiefly non-numeric form (1966: 60). It means that this study is studying in real world situation.

The thesis applies descriptive qualitative method. According to Robert C. Bogdan and Sari Knopp Biklen (1992: 30), descriptive qualitative research is concerned with collecting data in the form of words or pictures rather than numbers. This thesis concerns with collecting data in attempt to discribe a subject as accurately as possible. The data were taken from the face to face conversation that happens in television talk show "The Talk".

3.2 Source of Data

The source of the data is the conversations in television talk show "The Talk". The data was taken from Youtube. The duration of this program is 38.14

minutes. The writer uses an episode on the program which airs on November 3rd, 2014 as the data.

This episode has six topics, they are; (1) Chris Rock's jokes about the Boston Marathon bombings, (2) Wayne Brady opens up about his battle with depression, (3) A relationship expert causes controversy, (4) A movie *"Fifty Shades of Grey"* gets full frontal controversy, (5) Roseanne Barr's birthday party and *Roseanne*'s family reunion, (6) The brand-new cooking competition "The Talk Chef".

This program is presented by five female hosts; Julie Chen, Sara Gilbert, Sharon Osbourne, Aisha Tyler, Sheryl Underwood. However, the main hosts is Julie Chen who also becomes the moderator.

3.3 Instrument of the Research

In this qualitative research, the instrument of the study is the writer herself as a participant observer. The writer is the one who writes the transcription and analyze the data based on the theory that she used in this research. Thus, the writer would identify the utterances to find the answers of the question by using her knowledge. In this study, the writer uses computer as an equipment in collecting the data.

3.4 Data Collection Procedure

In collecting the data, the writer begins with watching the programs. In order to understand the programs, she downloaded that episode from Youtube.

After downloading one episode of "The Talk" on Youtube, the writer transcribed the dialogues into written form. She used the transcripts as the data of the research. Then, the writer identified and classified the data. The writer was devided the data into six sections, each section has one topic discussion and each of them also has different guests. The writer also gave the codes so the analysis could be done easily.

3.5 Data Analysis Procedure

The data will be analyzed after the data collecting is done. The data will be analyzed through the following steps:

First, the structural elements of conversation are identified in conversation in television talk show "The Talk". The writer analysis the utterances produced by The Talk's participants, thus she will be making a table of conversation and classifying the data into the elements of conversation based on Halliday's theory. To make the illustration of the utterances the writer used some of the keys of classification which were adapted from "Analysing Casual Conversation" by Suzanne Eggines & Diana Slade (1997), like O:attend, O:I:give fact, O:I:demand, O:I:question, R:D:elaboarte, R:A:extend, R:s:affirm, etc. The data will be put in the Appendix 1.

Second, structural organization of conversation are identified in conversation in television talk show "The Talk". The writer will be observing what elements of conversation that often occur, then grouping them into a general pattern of the whole conversation of "The Talk" in November 3rd, 2014 episode.