CHAPTER III

METHODOLOGY

The purpose of this chapter is to describe the research methodology used for answering three research questions stated in the introductory chapter. This chapter consists of the selection of English and Thai news articles, data collection, data analysis and investigation on the reliability of the research findings.

Samples

In this study, the sample is a number of news articles selected and used for analysing data with the intention of providing information about the group. As defined by Richards and Schmidt (2002: 465), sample refers to any group of individuals that is selected to represent a population. The news articles published in **Bangkok Post** and **Post Today** local newspapers were selected and used as samples in this study. The reasons for choosing these newspapers are:

1. Terry (2000b) maintains that **Bangkok Post** is an English-language newspaper where style and content are very similar to other quality English-language newspapers around the world. **Bangkok Post** is very consistent in terms of writing styles. Thus, Thais or non-native learners can learn and understand **Bangkok Post** much faster than other kinds of English-teaching materials.

2. Thai news articles published in **Post Today** were used in the comparison of cohesion between English and Thai because **Post Today** belongs to the same publication as **Bangkok Post**; therefore, it was easy to collect news articles which report the same event and/or issue.

To sum up, the researcher collected news articles from two local newspapers: **Bangkok Post** and **Post Today** for this study and used these newspapers as a source of data for the investigation of cohesion in English and Thai news articles.

Other Criteria for Selecting Samples

1. The type of news articles selected was general national and international news articles. When focusing on general news articles, there is a wide range of topics; e.g. crime, health, accident, terrorism. The researcher focused not only on specific topics, but she also attempted to collect various topics because she assumes that a variety of topics may provide interesting results than only a specific one.

2. Monday and Friday were set as the days for collecting members of samples. The researcher thought that Monday is the first day of the week, news writers may include events and/or issues occurring during the weekend. Since Friday is the last day of the weekday, news writers may present the summary of events and/or issues happening during the whole week.

Sampling Design

As stated by Kumar (1996: 152), aims in selecting a sample are to achieve maximum precision within a given sample size. The sampling design of this study was a random sampling design. This design gives a way to all members of the individuals to have an equal and independent chance of being selected as a member of the sample (Gall, Borg and Gall, 1996: 223; Kumar, 1996: 154). This method was used because it helped the researcher in avoiding bias in term of numbers of words and/or topics of the news articles. In sum, all items of the news articles had an equal and independent chance to be a sample of this study.

Within a random sampling design, the method used for drawing a sample was the fishbowl drawn method. According to Kumar (1996: 155), the fishbowl draw is appropriate for the study which the total population is not too large. The process of drawing a sample from the fishbowl drawn was done by numbering all English news articles in a separate piece of paper, then putting all pieces of paper in the bowl, after that picking out one by one without looking until the number equaling the sample size decided upon was reached.

After getting all the English news articles equaled the sample size, the Thai news articles, reporting the same event and/or issue, were picked out. The number of words of each news article was not the main focus since the number of words reporting the same event and/or issue between English and Thai is not the same. Sometimes, news articles of one language may be shorter or longer than in the other. As a result, news articles collected were mainly based on topics of the news articles. The researcher chose English and Thai news articles reporting the same event and/or issue because the purpose of this study is to compare the use of cohesion between English and Thai. Sugiura (1996) suggests that when making a comparative study, texts from similar sources or areas are more desirable. Similar types of stories in different newspapers would surely make interesting data for a comparative study at the discourse level. Hence, English and Thai news articles reporting the same event and/or issue were selected.

<u>The Sample Size</u>

The total size of the samples for this study was twenty English news articles and another twenty Thai news articles. Kumar (1996: 152) claims that "findings based upon larger samples have more certainty than those based on smaller ones. As a rule, the larger the sample size, the more accurate will be the findings." However, the researcher collected only twenty news articles from each language because Langacker (1972: 16) quotes that:

…No matter how many written texts a linguist scans, the sentences he observes will never exhaust the grammatical expressions of the language … Regardless of how many sentences are examined, the linguist can never be sure that he has come across all the lexical items of the language …

Consequently, twenty news articles from each language were collected and used for analyzing English and Thai cohesion.

Data Collection

Twenty news articles selected from each language, English and Thai were scanned in order to search for cohesive devices and their presupposed items. As for the basis of the analysis of English cohesion, the researcher followed Halliday and Hasan's (1976: 31-273) grammatical cohesion, while Wipah's (1986: 35-117, 167-215) grammatical cohesion was applied for the analysis of Thai cohesion. Moreover, lexical cohesion proposed by Hasan (1984 cited in Hoey, 1991) was applied for analyzing data of both languages; therefore, cohesive elements in this study include grammatical cohesion: reference, substitution, ellipsis and conjunction, and lexical cohesion: repetition, synonymy, antonymy, hyponymy and meronymy (More information on grammatical and lexical cohesion on pp. 9-23).

As mentioned, there are five types of cohesion: reference, substitution, ellipsis, conjunction and lexical cohesion. The schemes of these types of cohesion adapted from Halliday and Hasan (1976: 333-338) can be sub-categorized and coded as follows:

Types of Cohesion	Coding
1. Reference	**R**
1.1 Personal Reference	R1
1.2 Demonstrative Reference	R2
1.3 Comparative Reference	R3
2. Substitution	**S**
2.1 Nominal Substitution	S1
2.2 Verbal Substitution	S2
2.3 Clausal Substitution	S3

3. Ellipsis   **E**

    3.1   Nominal Ellipsis   E1

    3.2   Verbal Ellipsis   E2

    3.3   Clausal Ellipsis   E3

4. Conjunction   **C**

    4.1   Additive Conjunction   C1

    4.2   Adversative Conjunction   C2

    4.3   Causal Conjunction   C3

    4.4   Temporal Conjunction   C4

    4.5   Continuative Conjunction   C5

5. Lexical Cohesion   **LC**

    5.1   Repetition   LC1

    5.2   Synonymy   LC2

    5.3   Antonymy   LC3

    5.4   Hyponymy   LC4

    5.5   Meronymy   LC5

As stated earlier, the researcher collected data by searching for cohesive elements and their presupposed items. The data, obtained including number of ties, cohesive items, types of cohesion and presupposed items, was listed in the table (See Appendix C with the rating).

Data Analysis

The data analysis of this study consists of two main sections: Quantitative Analysis and Comparative Extracts.

Quantitative Analysis

Quantitative Analysis is suitable for the data which is in the numerical forms. Quantitative analysis involves the analysis of numerical data. It involves statistic, percents and/or figures (numbers). Moreover, researcher is an objective observer who does not participate and have no influence on what is being study (Barnes, Conrad, Demont-Heinrich, Graziano, Kowalski, Neufeld, Zamora, and Palmquist, 2005). Neill (2004) states that quantitative analysis is available for researcher who classifies features, counts number and constructs statistical models in an attempt to give an explanation of the data observed. Furthermore, quantitative analysis of a language allows researcher to discover a precise picture of frequency of particular phenomena (Lancaster University, 2004).

As the first research question of this study is 'What is the frequency of each type of English and Thai cohesion found in English and Thai news articles?', the analysis relied on quantitative analysis because it helped the researcher in finding the frequency of English and Thai cohesion in the news articles. In order to find the frequency of cohesion used in the news articles, each type of cohesion found was counted. Then, the researcher calculated the percentage of each type of cohesion.

In this study, the percentage of cohesion was calculated by the Microsoft Excel program. The steps of calculating data are shown in Appendix D. The Microsoft Excel program was chosen as the formula of this study because the researcher believes that it is systematic. After calculating, the frequency of each type of cohesion was shown in the bar charts. The highest percentage implies that the particular type of cohesion is the most preferable among all categories of cohesion in each language. However, the outcomes gained from twenty news articles of each language were investigated together to identify the preference for certain type of cohesion of each language.

Comparative Extracts

This thesis is the study of English and Thai cohesion including their similarities and differences. The best way to find out how cohesion of these languages is different is by conducting a comparative study.

James (1980: 168-169) asserts that languages are comparable since comparability does not presuppose absolute identity, but it presupposes only a degree of shared similarity. In comparing the linguistic items of two languages, a researcher makes sure that the two languages used for comparing must share some certain attributes while differing in some respects. James further suggests that textual characterization is one of the approaches for text analysis. Textual characterization, according to James (1980: 113), can be referred to as "the collection of data on the preferences shown by each of a pair of languages for the use of certain devices for achieving textual cohesion." He claims that "while every language has at its disposal a set of devices for maintaining textual cohesion, different languages have preferences for certain of these devices and neglect certain others."

As a comparative study focuses on the comparison in order to see the similarities and differences of two linguistic systems, this analysis was applied to answer the following questions: 'How have both English and Thai cohesive devices been used in the news articles?' and 'What are the similarities and differences between English and Thai cohesion used in the news articles?'

After all English and Thai cohesive devices were counted, they were analyzed on their differences. In this process, the researcher compared and contrasted the items used between two languages in order to see their functions and how they have been used. The researcher compared English and Thai cohesion by translating cohesive elements appearing in the text in order to show the similarities and differences between English and Thai.

The examples of how to compare cohesion between English and Thai are shown below.

English

Ex. 1: *Where's **Simon**? –* **He** *is in the kitchen.*

- **He** (Subject: pronominal – singular, non-possessive) refers back to ***Simon***.

(Beaumont and Granger, 1992: 185)

When the above sentence was translated, it is as follows:

Thai

Ex. 2: *ไซมอนอยู่ที่ไหน-* เขา*อยู่ในครัว*

- เขา (khǎw : he) (Subject: pronominal-singular, non-possessive) refers back to *ไซมอน* (saj mɔ̂ːn : Simon).

In this case, these sentences show personal reference in both English and Thai. Their functions are in the same way in these sentences; therefore, there is no difference between *he* and เขา (khǎw : he) used between languages.

Thai

Ex. 3: *ขณะที่นักมวยขึ้นชก อัตราการเต้นของหัวใจจะขึ้นๆลงๆ ระหว่าง 80 ถึง 100 ครั้ง ต่อนาที* ซึ่ง*ตามปกติอัตราการเต้นของหัวใจจะอยู่ระหว่าง 75 ถึง 80 ครั้งต่อนาที*

'While boxing, a boxer's heart beats fluctuate between eighty and a hundred times a minute. In a normal situation, the rate is between seventy-five and eighty times a minute.'

- ซึ่ง (sɯ̂ŋ : which, that): Continuative

(Wipah, 1986: 207)

ซึ่ง (sûïŋ : which, that) is continuative conjunction in Thai. However, when it was translated into English, this word does not perform as conjunction in English. Thus, English and Thai continuative conjunctions are different in this aspect.

Apart from cohesion used between English and Thai, if there is any feature which is different between these languages, it will also be included in the comparative extracts since the researcher sees that they will provide useful information to readers.

Verification of the Research Findings

Verification is the process of checking, confirming, making sure, and being certain. Verification is very important to researchers as it is the mechanisms used for ensuring reliability and validity of the research findings (Morse, Barrett, Mayan, Olson, and Spiers, 2002). Verification in this study is reliability.

Reliability refers to the consistency of the findings gained from the study. It is the extent to which an experiment, a test or any measuring procedure yields the same result on repeated trials (Howell, Miller, Park, Sattler, Schack, Spery, Widhalm, and Palmquist, 2005).

The researcher ensured reliability of the results by employing external consistency procedure, repeatability test. In other words, it involves triangulation of the research method because the researcher calculated data twice by using the same method but on different occasions. The researcher calculated the data twice in order to see whether the instrument gave the same result or not. Moser and Kalton, 1971: 353 mention that "A scale or test is reliable to the extent that repeat measurements made by it under constant conditions will give the same result." Therefore, if the results gained are the same, the instrument was judged to be reliable. Moreover, the researcher also had the external judge, supervisor, checking the data collected. The table used as the form for verifying data is shown in Appendix E.

The researcher used the table shown in Appendix E for comparing the researcher's answers which are unsure with the supervisor's answers. In doing this, it will help the researcher in ensuring the answers and also increasing reliability of the research findings.

<u>Summary</u>

This chapter focuses on the methodology used in this study. The samples of this study were English and Thai news articles published in **Bangkok Post** and **Post Today** newspapers. All news articles used in this study were selected by using the fishbowl drawn method (Kumar, 1996: 155). After gaining all news articles equaled the sample size, they were analyzed by employing quantitative analysis in order to find out the frequency of English and Thai cohesion. The program used for calculating data was the Microsoft Excel program. Moreover, comparative extracts were another method which was accounted for answering 'How have both English and Thai cohesive devices been used in the news articles?' and 'What are the similarities and differences between English and Thai cohesion used in the news articles?' Besides, the data collected was compared with the supervisor, and the findings were re-checked in order to ensure reliability of the research findings.

In the following chapter, Chapter IV, the results of cohesion used in English and Thai news articles will be presented.