

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

The Analysis of Animals Inc.: the Writing Style and the Use of Business Parable

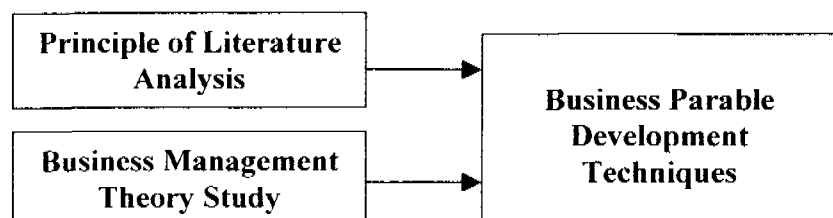
3.2 MATERIALS

The research instruments in the study were journals, books, Internet sources and web boards.

3.3 PROCEDURES

3.3.1 Research Design

The content analysis of the research is based on a qualitative approach. Due to the analysis of the writing style in the novel, same or similar works of writers and elements of literature and management were analyzed to support the result. Therefore, secondary sources such as library books, documentary research and database from websites were required for this study. Conceptual framework of this study is as follows:



3.3.2 Data Collection

Data was collected from books at the Pridi library and Commerce and Accounting Library at Thammasat (Tha Pra Chan) University, from book stores such as Asia Book Store, SE-ED Book Store, Prae Book Store, Nai Inn Book Store and B 2 S Book Store where relevant management books are available, and from many relevant websites through the search engines of Google and Yahoo websites.

3.4 DATA ANALYSIS

Data is analyzed from reviewing literary principles and business management theory. Then it is compared with writing techniques in *Animals, Inc.* in order to find the result of the writing style of a business parable.