CHAPTER THREE
METHODOLOGY

This chapter presents the methodology used in this study. It describes the materials, the procedures used in the collection and analysis of the data, and, the data analysis.

3.1   SUBJECTS

As this is a genre analysis of the content in a public address discourse, the text itself is, therefore, considered to be the subject of the study. The PA used in this analysis is the announcement made on board flights of THAI airlines. It should be noted that only announcements routinely made on every flight were chosen to be analyzed, i.e. the welcoming announcement before take-off, regular announcements made during the flight (i.e. flight and service information), the announcement made before landing, and the farewell announcement made after arrival at the destination. Consequently, due to less frequency of use, spontaneous announcements or emergency announcements were not taken into consideration.

3.2   MATERIALS

Merriam (2002) stated that, in a qualitative research, the researchers themselves are primarily the instrument for data collection and data analysis. Due to their responsive abilities, humans as research instrument seem to be the practical means of collecting and analyzing data. A qualitative paradigm is likely to be applied to the study of genre analysis which involves an examination into the content of the texts. In the analysis of move structure in a genre, it is necessary to investigate and explain the data on the basis of the researchers' understanding and judgment. The research instrument in this study, therefore, was the researcher herself.

3.3   PROCEDURES

As mentioned earlier in the first chapter, this study is merely to initiate the realization that a pattern exists in this type of genre. Instead of using the random

technique to select the text, the genre-text or data was, therefore, purposively chosen from THAI's public address handbook.

The public addresses chosen to be analyzed are as follows:

1. Welcoming Announcement: After all the passengers are on board and the aircraft door is closed, ready for take-off, the responsible flight attendant will welcome the passengers and provide the flight details (i.e. flight number, flight time to destination, destination, captain's name, etc.).

2. In-flight Service Announcement: The in-flight manager or air purser (i.e. the supervisor on board) will again welcome the passengers and provide details about the service on the flight (e.g. the number of meals serve, time of meal, regulations on alcohol consumption, etc.).

3. Descending: Before landing at the destination, an announcement concerning the local time at the destination, safety regulations on board, and, immigration and customs formalities at the destination will be made.

4. Farewell Announcement: After the aircraft has landed, the responsible flight attendant will farewell the passengers.

3.4   DATA ANALYSIS

Since communicative purpose is the main factor to identify a genre, in the present study, the communicative purposes of the public address discourse were first identified. Then an analysis of rhetorical structures of "move" was undertaken.

In summary, this chapter has shown the methodology of the present study. It consists, in detail, of the subjects, material, procedures, and data analysis. In the next chapter, the results of the analysis will be presented.