CHAPTER 3

METHODOLOGY

3.0 Introduction

The purpose of this descriptive study is to analyse the language used in Malaysian radio advertisements from two aspects - literary devices and vocabulary. This research aims to ascertain and provide evidence to the existence of literary devices in Malaysian radio advertisements. As for the vocabulary, two facets are investigated. Firstly, words and phrases that are frequently employed in the radio advertisement are looked into. Secondly, based on the findings of research done by Leech (1966), a comparison is done on the frequency of verbs and adjectives used in Malaysian radio advertisements. Leech's (1966) findings research revealed verbs such as *make, get, give, have, see, go, come, buy, need, go know, keep* and *look* were the most frequently used. As for adjectives *new, free, fresh, delicious, good/better/best, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe* and *rich* were found to be frequently used in the same samples. As mentioned in the previous chapter, radio is ubiquitous and has a high level of penetration into the homes and lives of its users. As time goes by, radio advertisements are getting more creative and competitive in order to not only attract but to also be memorable in the hearts and minds of its listeners.

3.1 The Data

The data for this research are radio advertisements in English. Thirty advertisements were used from two prominent radio stations in Malaysia.

3.1.1 Rationale for Data Source

The radio stations which were chosen are hitz. fm and MIX fm. These two radio stations were chosen based on certain criteria. First and foremost, the researcher identified the radio stations available in Malaysia from a well known local newspaper; The Star. Table 3.1 lists the broadcasting stations in Malaysia as well as the medium of language.

Table 3.1

List of Radio Stations in Malaysia and the Language Medium Used

Radio Station	Language Medium
988	Mandarin and Cantonese
red fm	Malay and English
Suria	Malay
hitz.fm	English
mix fm	English
lite fm	English
era	Malay
my fm	Mandarin and Cantonese
Thr	Malay, Tamil and Hindi
Best 104	Malay
hot fm	Malay
Traxx fm	English
Muzik fm	Malay
Klasik Nasional	Malay
ai fm	Mandarin
minnal fm	Tamil

Table 3.1, continued

ikim.fm	Arabic and Malay
Fly Fm	English and Malay
Xfresh	Malay
Sinar fm	Malay
KL fm	Malay
RADIO 24	English and Malay

Based on the list, four radio stations using only English as the medium of communication were shortlisted. These radio stations were hitz.fm, mix fm, lite fm and Traxx fm. Next, radio stations that share similar target audiences were identified. Each radio station has its own target audience and aim. The target audience determines the songs played, the type of advertisements broadcast and the principal language of broadcast. It also affects the quality of the English used and the importance given to English. The target audience basically sets the tone and setting of the station. Hence, the researcher chose hitz,fm and mix fm. Both these two radio stations are relatively similar in broadcast style, although, hitz.fm is slightly more youthful than mix fm. Nevertheless, both stations share the same exuberance and vibrance. As highlighted, the bulk of the advertisements in both these radio stations are the same.

Thus, these two popular radio stations which are widely known among Malaysians were the source for the radio advertisements used in this research.

3.2 Data Collection

The data for this research was derived from 30 radio advertisements that were recorded from two prominent radio stations. Thus, the first step in the data collection procedure

was to record as many radio advertisements as possible from mid 2006 to mid 2007. The researcher recorded the radio advertisements from her residence.

All the advertisements were recorded from a radio into cassettes. None were recorded from the Internet or other sources. The researcher strove to record the advertisements during peak hours of the day which are typically in the mornings, during lunch or in the evenings when people are on their way back from work. This is because these are the times when more listeners tune in and hence a viable time to air advertisements. However, the researcher was usually travelling at those times, too, making it difficult to record the advertisements. Majority of the radio advertisements would be similar as both radio stations shared a considerable number of advertisers using the same advertisements. This prolonged the duration of data collection.

Radio advertisements can be public service announcements, commercials, traffic updates, advertisements for future programmes and contests or advertisements for the radio stations. The researcher recorded all the various types of advertisements aired on the selected radio stations. However, for the purpose of this research, only commercial advertisements were needed. As a result, the researcher gleaned all the commercial advertisements from the corpus of recorded radio advertisements. It is also to be taken into consideration that some advertisements are done by the advertisers where else some are done by the station crew or disc jockeys (DJs). Radio advertisements used in both radio stations were the same unless they were created and done by the station personnel themselves. Hence, the researcher chose advertisements that were done by the advertisers and eliminated the ones that had been outsourced from the station crew.

Next in the data collection procedure was the implementation of the method of elimination. Here, repeated radio advertisements were identified and removed.

The researcher made a list of the remaining radio advertisements. 30 radio advertisements were then randomly chosen from the pool of collected radio advertisements. These radio advertisements were then transcribed and analysed.

3.3 Data Analysis

The 30 randomly chosen radio advertisements were first transcribed. This data was then analysed. Data analysis for this research was done in three phases.

3.3.1   Phase One of Data Analysis

The first part of the data analysis was to ascertain and provide evidence of the presence of literary devices. As stated in Chapter 1, many types of literary devices exist. However, all the advertisements could not be analysed for evidence of every literary term. The data was analysed to ascertain and identify the existence of fourteen common literary devices.

3.3.2 Phase Two of Data Analysis

This part of data analysis dealt with the vocabulary of the radio advertisements. Words and phrases that were frequently used were identified and documented. The words that were analysed belonged to certain word classes. Verbs and adjectives were chosen for analysis. Certain words such as *today, less, more, now, just, dreams, only, prize, available, chance, every day, everything, something, ringgit* and *sen* were also analysed. First, the researcher listed down all the verbs and adjectives that appeared in each advertisement. Next, the usage frequency of these words was documented.

Following this, the researcher counted the number of times each word was repeated in all the advertisements. Verbs and adjectives that were used four times and more were taken into account.

3.3.3 Phase Three of Data Analysis

The final stage of the data analysis procedure was to make a comparison between the findings and results of Leech (1966) with the data collected in this research. Leech (1966) dealt with verbs that were constantly repeated. His research revealed verbs such as *make, get, give, have, see, go, come, buy, need, go know, keep* and *look* were the most frequently used. As for adjectives *new, free, fresh, delicious, good/better/best, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe* and *rich* were found to be frequently used in the same samples.

3.4 Conclusion

The course and method of data collection together with the procedure for data analysis are described in this chapter. The findings of the analysis conducted on the transcribed radio advertisements will be discussed in the subsequent chapter.