

COURSE:

MULTIMODALITY IN LITERARY TEXT

# CDA and MDA as a Theory and a Method of Research Paper

Lecture 12

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# Learning Objectives

1. Research paper in English Literature
2. Structure of research paper
3. Start Writing a research paper
4. Research of CDA and MDA





# **Research Paper in English Studies**

A scientific paper, as described by Robert Day (1983), is a written report that presents research findings and is made available through publication. Day emphasizes that scientific must meet to certain guidelines, not only in terms of content, style, and structure but also in the procedures leading to their publication.



Research papers will contain scientific language with various topics. Different topics also create various writing styles. This means that the way people write varies because of the diverse subjects they choose (Winkler & Metherell, 2016). Therefore, research paper is the dissemination of research process to be publicly consumed and to be a scientific reference.



# Research in English Studies

Qualitative research

Textual Analysis

fiction, poetry, drama, and film  
(Klarer, 2023)

Various Literary Works

MDA

posters, magazines, newspapers,  
social media posts, children's  
literature, novels, biographies, short  
stories, advertisement, songs, video  
clips, and many more.



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## **Structure of Research Paper**

## Structure of Research Paper:

1. Title
2. Abstract
3. Introduction
4. Literature Review
5. Methods
6. Results
7. Discussion
8. Conclusions
9. References

(Wallwork, 2011)

# 1. Title

A concise and indicative research title should reflect the main focus of the research. According to one of Britain's top editors, writing good headlines represents about 50% of the skills vital to article writing. In simple terms, title with a verb and one or more prepositions are generally easier to grasp. In some journal, title should be written in maximum 12 words.

## 2. Abstract

Research abstract consists of a brief summary of the research, including the research question, methods, results, and conclusions.

At the end of the abstract, it should be followed by keywords in between three to five related keywords to the abstract and the article as a whole.

## 3. Introduction

The background knowledge in the Introduction helps readers understand why the paper's findings represent progress compared to what is currently known in the field. The introduction needs to hook the reviewer, making them eager to read further and prompting thoughts like, "Why didn't I think of this before?" The readers should understand the reasons that led you to conduct your research in the background.

## 4. Literature Review

The content of literature review should be able to elaborate the existing scholarship related to the research question as well as establishes the theoretical framework for the research.

According to Klarer (2023), literary studies are distinguished from primary and secondary source.

## 5. Methods

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## 6. Results

Results must be able to present the findings of the study. It often includes tables, graphs, or figures to illustrate data. It is crucial to determine which results accurately represent your study. Afterward, arrange them in a sequence that emphasizes the responses to the goals, hypotheses, or questions established at the paper's outset.

## 7. Discussion

Interprets the results in the context of the research question. Utilize this statement as a foundation for comparing and contrasting your results with existing knowledge in the literature. Using a narrative approach to construct your theory is often suggested by experts.

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## 8. Conclusions

Conclusions do not have to be too long. What matters is that it summarizes the key findings. It should also restate the importance of study or the significance of the study. Avoid simply restating phrases and information from the abstract and introduction. If the research has specific limitation, then suggestions for the next research may also be added to conduct further research in the same area of study.

## 9. References

References consist of list of sources cited in the paper.

References are very much important to see the original sources of your writings. If other researchers cannot find what they need in your paper, they would search for the related sources in your references.

Your references would help them to lead them to the articles and books that would be in accordance with their research.

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**Start Writing a  
Research Paper**

Anthony C. Winkler & Jo Ray Metherell (2016) highlights that the research paper is a formal piece of writing that needs to follow the standards of scholarly writing.

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These guidelines are essential for the need of writing a research paper.

1. Choosing the topic
2. Doing the research
3. Thesis and outline
4. MLA and APA system

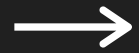


# 1. Choosing the topic

The title needs to have important words that show the main topics in your article.

However, there are also topics that you need to avoid. For examples,

- a. Topics that are too narrow
- b. Based on a single source
- c. Overused or cliché topic
- d. Biased topic, etc.



## 2. Doing the research

After deciding the topic, you must search the main body or the content of your research paper. In your paper, the references you include to support your points usually involve essays, book chapters, articles from magazines, newspapers, or journals, treatises, pamphlets, and transcriptions on tape or disk. These materials might be in printed, electronic, or photographic formats. The specific type of material you should seek depends on the topic, thesis, and even the perspective you adopt in your paper.

### 3. Thesis and Outline

The central idea of the paper is typically summarized in a statement called the thesis. Outline on the hand, a list in a specific order detailing the topics discussed in a paper is helpful for both the writer and the reader.

## 4. MLA & APA System

The MLA was established as an advocate for the study of literature and modern languages. In MLA style, you have to mention each source twice: first within the text where you're writing and then again in a list at the end of your paper.

The American Psychological Association's (APA) style, commonly used in social sciences, business, anthropology, and some life sciences, involves citing sources within the text using parentheses, similar to MLA. However, unlike MLA, APA in-text citations include the author's last name and the publication date instead of the author and page number.

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My personal tips to my students on how to start writing their research paper:

1. Observe the object of research they are interested in
2. Choose the topic of research
3. Decide the research objective or question
4. Make an outline
5. Start writing



04

## **Research on MDA and CDA**

- Both MDA and CDA are in the scope of discourse analysis.
- CDA emphasizes more on the analysis of the linguistic aspects or languages in written and verbal.
- MDA emphasizes more on various semiotic resources, including languages, images (moving and still), colors, shapes, placements and positions, sounds, gestures in moving image, and vector in still image.
- MDA and CDA can work as a theory and a method in research.
- Van Dijk (2013) argues that CDA is not merely a method of analysis but a social movement of scholars that requires various methods of discourse analysis.



- Discourse analysis should be analyzed through transdisciplinary perspective within social theory and research to develop broad interpretation in analyzing texts as elements in social processes (Fairclough, 2003).
- Van Leeuwen and Kress (2021) also stated that analyzing various semiotic resources in MDA should also reflect to the other related theory.

For example, in analyzing colors, researcher should refer to the color theory. In analyzing movies or series, researcher should refer to the theory of mise-en-scene or theory of intrinsic and extrinsic elements of movies.



**Thank you**



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