

METHODS OF ANALYSIS

This article is for the students in general and the undergraduates in particular to understand how the research is done, what points out the professionalism of the research realization, what should they ask the researcher at first.

A generic method for the approach to close reading involves the following elements: the experience of literature, the interpretation of literature, and the evaluation of literature. By experience, we mean the subjective dimension of reading and responding to literary works, including pre critical impressions and emotional responses. By interpretation, we mean the analysis of literary works through close reading to arrive at an understanding of their multiple meanings. By evaluation, we mean both an assessment of the quality and artistic achievement of literary works and a consideration of their social and cultural values. All three of these aspects of reading are important for a course in the English Language and Literature. Moreover, each of the three aspects of reading corresponds to an approach to writing about literary works.

Language and humanity are interdependent. Where is the one the other will be found and conversely, where one is not the other will not be found. In light of this point it is easier to see the benefits of language study in all fields – as a rule, the process of language discovery and analysis is accompanied by a better understanding of humanity. Language study always reveals something to us about ourselves, our individual and collective perceptions of the universe, the relationships between individuals and groups within a society and about our culture, customs, artistic achievements and social and political movements of a given era or across a time period. When we view language as dynamic rather than static we reveal its changes and its progressions.

The purpose of this paper is to discuss methods for text analysis. Writing to understand a literary work may involve writing response and reaction papers along with annotation, free writing, and keeping some form of a reading journal. Writing to explain a literary work involves analysis and interpretation, and may include writing brief focused analyses on aspects of language and structure. Writing to evaluate a literary work involves making and explaining judgments about its artistry and exploring its underlying social and cultural values through analysis, interpretation, and argument. In short, students in an English Literature and Composition course should read actively. The works taught in the course should require careful deliberative reading. And the approach to analyzing and interpreting them should involve students in learning how to make careful observations of textual detail, establish connections among their observations, and draw from those connections a series of inferences leading to an interpretive conclusion about the work's meaning and value.

Although neither linguistic nor literary history should be the principal focus the students should be aware of literary tradition and the complex ways in which imaginative literature builds upon the ideas, works, and authors of earlier times.

Writing should be an integral part of the English Literature and Composition course.

The approach to analyzing and interpreting the text should involve students in learning how to make careful observations of textual detail, establish connections among their observations, and draw from those connections a series of inferences leading to an interpretive conclusion about the work's meaning and value. Writing to understand a literary work may involve writing response and reaction papers along with annotation, free writing, and keeping some form of a reading journal. Writing to explain a literary work involves analysis and interpretation, and may include writing brief focused analyses on aspects of language and structure. Writing to evaluate a literary work involves making and explaining judgments about

its artistry and exploring its underlying social and cultural values through analysis, interpretation, and argument. In short, students in the English Literature and Composition course should read actively

Methods considered:

Preparation of the research

The realization of any research undermines big preparatory work, whether it requires numerical or qualitative information or whether it is carried out as a sociological (marketing) research. The quality of this preparatory work defines the quality of the research itself in many ways. It often happens that new solutions for the client's problems come up during the preparatory work and are tested later.

The basic elements of preparatory work are:

Program of the research

Program of research is a systematic statement of theoretical-methodological conditions and general concept according to the main purposes of undertaken work. And, also, according to the hypotheses of the research with the instruction of the rules and logic sequence of hypotheses testing. A program should contain the following elements:

Description of a problem situation - description of the contradictions between practical need and ignorance of means to satisfy it.

Research objective - search of a typical problem solution, which is later practically applied or a practical regulation of social / economic processes.

Research object and subject specification - we can not investigate all interactions in the society, we even can not investigate all interactions and interrelations, which concern a researched problem. Therefore, it is necessary to allocate the most significant connections and interactions (subject of research), to pick out a social group (or a part of the social reality), which contains such significant interrelations (object of research).

Notional clarification of the concepts - all previous actions are connected with different kinds of terms (demand, quality etc.), which are understood differently by each person (and researcher). That is why it requires a precise description of the terms and concepts in the program. The main problem at a given stage of the program preparation is to allocate the essential features and properties of events and processes.

Empirical interpretation of concepts - translation of the concepts into a language accessible to the empirical observation of the facts. The most clear example - to form the questions in a way that they can only be answered unambiguously by the respondent, and which, we can interpret only in one way. This kind of questions could be used as reflecting significant variables.

The description of registration procedures and methods - description of methods and procedures of feature and event registration which are essential to establish the expected facts (toolkit of research).

A complete preliminary analysis of the object - is carried out in parallel with concept clarification (it is a necessary empirical interpretation concept element which could be either realized or not realized) - the systematization of the available information in the given field and concerning the given object. Working hypotheses (as the reasonable assumptions about the structure of processes and events being a subject to the analysis, and/or as the assumptions of interconnections, interdependences, and determination of the event investigated) are formed on the basis of all preliminary work.

Determination of the general research plan - description of the research type and expected results.

Determination of the sample type (if a selective research is carried out) - the sample of research is formed depending on material resources and required reliability of the information received. In a general form, the sample is a representative part of a general total, which reproduces the distribution law of a significant feature in this total. Special attention should be

paid to an adequate representation of a significant feature - the volume of the sample doesn't always determine its quality.

The preliminary description of methods of the received data analysis - includes the description of the possible variables interactions, which were changed during the research. It also includes: the possibilities of the variable's mathematical and logical analysis, indication of different averages according to their significance - to some extent - the mathematical model of the researched event, which is missing the numerical connections characteristics.

The description of the expected results' character - at that there's a description not so much of the expected results as of the possibility of their application in practice.

The working plan of the research - calendar plan with the indication of the material resources required.

Interaction with a customer - our sociological agency pays special attention to the interaction with a customer, because no one except the customer can be aware of the specific points of the work in a certain field.

Organization of the research (administrative) - this part is mainly related to the researcher himself, yet the customer should know how much time would the field part of the research take, and how is the confidentiality of information ensured? In the sociological agency the following practice of the work organization is used: after the preparation of the tools and their check up during the pilot research the project manager (supervisor) is appointed, who directly interacts with the interviewers - he gives them instructions on conducting the research, gives them assignments on the selection of the respondents and controls the timeliness.

Pilot research - a pilot research is often necessary, even in the case of the research of a very well-known problem (described in many scientific and practical works). We especially need this research if we have decided to turn to a problem, which has no known way to solve it, or the methods of the adapting the standard ways of its solution are not fully described. A pilot research is a research of a "shorter" plan - small selections are used in it, the collection of the information is not done to the fullest extent, and the obtained information is analysed only according to the significant criterion. If a pilot research is done in the cycle of a well-known problem, it helps to "perfect" the tools of the research, helps to find and correct its flaws and the flaws of the mathematical analysis approach. In this case, conducting the pilot research helps to avoid the collection of information on "hollow" questions, the answers of the respondents, that cannot be analysed, or the ones inadequately understood by the respondents themselves. The pilot research gives the information for specification of many points of the program to the search research (the research in a sphere not so developed), which, in the future, provides a big research resource savings. In practice, the pilot research looks like a research with a developed tool kit on a small selection (under 50 people).

Methods of the data collection

Questionnaire poll - is the most famous way of obtaining sociological information. The distinctive feature of this poll is that the form is filled by the respondent himself. The questionnaire poll can be: distributive (when the interviewer gives out the questionnaires to the respondents, but is not present during the filling process; he collects them after a certain time), and personal, when the interviewer is present while the form is being filled in. The questionnaire poll has certain requirements to the preparation of the research's tools. Among these requirements is a restricted size of the questionnaire (not more than 80 questions, because the respondents become tired), the restricted amount of open questions (because the respondents don't like writing anything down by themselves), the restriction to give the respondents a full range of answers and a special requirement for the question to be in a simple form (to use short sentences and words from the respondent's active vocabulary). All the above mentioned restrictions exist in order to ensure the fullness and the reliability of the information obtained.

The questionnaire poll seems attractive because it gives an opportunity to get a relatively cheap and, to some extent, reliable information

Interview is a special way of a research communication with a respondent, which is used

as a method of information collection.

A chat lies in the basis of an interview. However, the roles of the two people here are fixed, regulated, and the aims of the talk are set from the "outside" by the program of the sociological research. Therefore, an interview as a research communication is a "pseudo-communication" motivated from outside, which creates a simple interpersonal motivation. The success of the interview and the quality of the information obtained, in many ways depends on: the nature of communication, the closeness of the contact and mutual understanding.

The procedure of the interview undermines: a) selection of the object (a person, that will be interviewed), b) setting the time and the place of the interview, c) writing down the answers and complete preparation of the materials. The time and the place of the interview is also set beforehand by a sociologist in the program of the research, or he sets it "in the field", depending on a situation. At the same time, it is very important that the conditions of the time and place of the interview would be set, possibly, the same for all the respondents.

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Generally, during the chat, an interviewer rights down the answers of the respondents himself. Sometimes, the assistant of the interviewer is present, he writes down everything very carefully, so that the chat won't be disturbed and so that it would be easier for the interviewer. Often, the recording of the chat is made (with the help of tape recorders), especially during the mass opinion polls and in journalism.

Telephone survey - one of the types of polling, which is used in the sociological researches. The specific point of the telephone survey is the relatively frank character of the interviewer - respondent interaction, which is based on verbal communication.

Contact questions, that stimulate the respondent's interest towards the topic, play an important methodic role in the procedure of the telephone survey. The phone survey methods, based on the increase in the number of contacts with respondents, are very significant. Another call to the persons, who refused to answer the questions, notice about the survey in advance or a mailed notice increases the amount of those taken part by 80-90%. The advantages of the organization of a telephone survey are: efficiency, the opportunity to get information quickly, high economy, decrease of time and money needed to do the survey. The methodical advantages of the telephone survey are connected with a possibility of avoiding the effect of "third person" and of the specification of the questions for respondents, etc.

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