

Focus as hypothesis

- Creates an investigation that seeks to test one or more assumptions or expectations against data that you produce

Example

Female speakers will use more politeness strategies than males in informal mixed gender conversation.

- ✓ Female speakers will use more positive lexis towards other speakers than males in informal mixed gender conversation
- ✓ Female speakers will use more fluent turn-taking strategies than males in informal mixed gender conversation.
- ✓ Female speakers will give more back channel support than males in informal mixed gender conversation.

This type of focus is particularly appropriate for challenging existing research, or for testing a stereotype.

Focus as question

- Creates an investigation that is more exploratory in focus

Example

What differences are there in the language used by David Cameron and Gordon Brown to describe the issue of climate change?

- ✓ What differences are there in the language used by David Cameron and Gordon Brown to describe the issue of climate change?
- ✓ Does the language that David Cameron and Gordon Brown use reflect differing attitudes towards the issue of climate change?

Your Turn:

For the following area of investigation, frame a focus in the form of a hypothesis and a question:

Area for investigation: representation and construction of ideas of masculinity and femininity in fiction

Focus as hypothesis:

Focus as question: