

CHAPTER 2

LITERATURE REVIEW

This chapter demonstrates the theoretical framework of Analysis of Communicative Events and Analysis of the Order of Discourse principles in *Media Discourse* (1995) by Norman Fairclough and Formal links and contextual links principles in *Discourse Analysis* (1989) by Guy Cook as well as previous studies on verbal techniques in printed media.

2.1 Theoretical Framework

2.1.1 Analysis of Communicative Events and Analysis of the Order of Discourse principles in *Media Discourse* by Norman Fairclough (1995).

According to Fairclough (1995: 201), the media and media discourse are clearly a powerful presence in contemporary social life; particularly since it is a feature of late modernity that cultural facets of society are increasing silent.. It follows that it becomes essential for effective citizenship that people should be critically aware of culture, discourse, and language, including the discourse language of media. The term “discourse” is explained by Fairclough to refer to a spoken or written language, such as visual images (photography, film, video, and diagrams) and non-verbal communication. Language used in any text always consists of social identity, social relations, and a system of knowledge and belief. That means any

text makes its own contribution to shaping or framing society and culture. Fairclough has defined discourse analysis according to two aspects: analysis of communicative events and analysis in the order of discourse.

Analysis of Communicative Events – to study attribution of discourse in 3 aspects: text, discourse practice and sociocultural practice.

Texts mean the analysis of texts that includes the analysis of vocabulary and semantics, the grammar of sentences and smaller units, and the sound and writing system. It also includes analysis of a textual organization above the sentence, including the way in which sentences are connected together. Or, we can refer to all this as ‘linguistic analysis’. Analysis of texts is concerned with both meanings and their forms.

Discourse Practice is the practice dimension of the communicative event that involves various aspects of the processes of text production and text consumption. Some of these have a more institutional character, whereas others are discourse processes in a narrower sense. Institutional routines such as editorial procedures involved in producing media texts, and also discourse processes in the narrower sense, in discussing the transformations which texts undergo in production and consumption. These can be called ‘institutional processes’ and discourse processes’.

Sociocultural Practice is the analysis of the sociocultural practice dimension of a communicative event may be at different levels of abstraction from the particular event: it may involve its more immediate situational context, the wider context of institutional practices the event is embedded within, or the yet wider frame of the society and the culture. All of these layers may be relevant to understanding the

particular event and indeed particular events that cumulatively constitute and reconstitute social and cultural practice at all levels.

Fairclough's sociocultural practice is a type of discourse analysis, not a social or cultural analysis. His work emphasizes the linguistic analysis of texts, intertextual analysis of texts, and a sociocultural practice (this is selective since he is not a sociologist or cultural analyst, but a discourse analyst).

In this study, only the sociocultural practice aspect in Analysis of Communicative Events is used to analyze blurbs and articles in *Marie Claire* magazine. This theory is used to analyze texts in blurbs and articles that distorted Thai social values toward sexuality.

2.1.2 Formal links and contextual links principles in *Discourse Analysis* by Guy Cook (1989).

In *Discourse Analysis* theory purposed by Guy Cook (1989) there are two approaches to the study of language: the contextual approach which refers to outside language such as situation, the people involved, what they know and what they are doing, and the formal approach which refers to the facts inside the language which create meaning. The differences of these two approaching languages can be understood from the formal link, something we understand when we read and hear and then make contextual links. This is something outside of the physical realization of language, or something pre-existing in the minds of the participants.

Formal Links includes verb form, parallelism, referring expressions, repetition and lexical chain, substitution, ellipsis and conjunction.

Verb Form is the form of a verb in one sentence that can limit the choice of the verb form in the next. We may be justified in saying that a verb form in one sentence is ‘wrong’, or at least ‘unlikely’ because it does not fit within the form of another.

Parallelism is used to create unity. Parallelism is a device which suggests a connection because the form of one sentence or clause repeats the form of another. This is often used in speeches, prayers, poetry, and advertisements. It can have a powerful emotional effect, and it is also a useful *aide-memoire*. Parallelism, which suggests a connection of meaning through an echo of form, does not have to be grammatical parallelism. It may be a *sound parallelism*:—as in the rhyme, rhythm, and other sound effects of verse.

Referring Expressions are words whose meaning can only be discovered by referring to other words or elements of the context which are clear to both the sender and receiver. The most obvious example of them is the third person pronouns such as he, she, it, and they or in Thai: เขา, เธอ, มัน and พวกเขา (he, she, it and they).

Repetition and lexical chain. Repetition of words can create the same sort of chain as pronouns, and there are sometimes good reasons for preferring it. Using repetition on these grounds are discouraged because it is ‘bad style’. Instead, the use of a device known as ‘elegant repetition’ is encouraged, where synonyms or more general words or phrases are used.

Substitution is another kind of formal link between the sentences like *do* or *so* for a word or group of words which have appeared in an earlier sentence. It would be very

long-winded if we had always to answer a question like คุณชอบทานมะม่วงไหม?(Do you like mango) With a sentence like ฉันชอบทานมะม่วงค่ะ(Yes, I like mango).It is much quicker and it means the same thing, if we sayชอบค่ะ(Yes).

Ellipsis means deleting or dropping out. The closer we are the most we drop out and the less we need to say. Sometimes we do not even need to provide a substitute or a word or phrase that has already been said. We can simply omit it, and know that the missing part can be reconstructed quite successfully. Instead of answering คุณจะรับน้ำส้มสักแก้วไหมค่ะ? (Would you like a glass of orange juice?) With ค่ะฉันต้องการน้ำส้มแก้วหนึ่ง (Yes, I would like a glass of orange juice)we can just say ค่ะ(Yes)knowing that ต้องการน้ำส้มแก้วหนึ่ง(I would like a glass of orange juice)will be understood.

Conjunction is another type of formal relationship between sentences. Perhaps the most apparent is provided by those words and phrases that explicitly draw attention to the type of relationship which exists between one sentence or clause and another.

Conjunctions may simply add more information to what has already been saidและ, นอกจากนี้, ยิ่งไปกว่านั้น (and, in addition, moreover) or elaborate or exemplify it ตัวอย่างเช่น, ด้วยเหตุนี้, อีกนัยหนึ่ง (For example, thus, on the other hand).

Contextual Links refer to outside language such as situations, the people involved, what they know, and what they are doing. Contextual features are somewhere outside this physical realization of the language-in the world, or pre-existing in the minds of the participants. We cannot see the contextual links, but it is schematic knowledge that we know the link from our knowledge of our past experience. For example:

A: What are these two pills you gave me?

B: You've gained ten pounds this week.

The above conversation is the conversation between the patient A and the doctor B. A knows what B means because A has health problem. We cannot see the link, but it is a schema. A can interpret from his schematic knowledge that the pills are diet tablets for his overweight problem.

The formal links and contextual links are used in this study to analyze what verbal techniques are used, in this case, for sexuality construction. This is done by analyzing blubs on the cover of 12 issues of *Marie Claire* magazine and two articles printed in the March and April 2007 issues.

2.2 Previous Studies

2.2.1 Previous studies by international scholars

Ana Garner, Helen M. Sterk, and Shawn Adams have conducted a study on *Narrative Analysis of Sexuality in Teenage Magazines* (1998). The study surveyed

five magazines aimed at teenage girls pertaining to their advice on sex. *YM*, *Teen*, and *Seventeen* aimed at a younger audience of girls aged 12 to 19 years old and *Glamour* and *Mademoiselle* aimed at an older audience of age 18 – 24 years olds. They interpreted the articles and columns by specifically looking for sexual metaphors, phrases, and sentences as they related to setting, character and action, following the guideline of Silverman (1993) and using Bormann's symbolic convergence theory (1972, 1985a). The findings indicated that teen magazines' columns, stories, and features on sex and heterosexual relationships present a clear and simple rhetorical vision: that females followed advice by containing themselves and by adapting and subjugating themselves to male desires. In this study Garner, Sterk, and Adams examined the use of sexuality in magazine advice columns. The purpose of this study was two-fold: to find out which messages about social and cultural norms for sex and relationship were presented to readers by the magazines and to examine the explicit sexual advice that magazines have been presented to young girls over the past 20 years. This study was conducted to analyze health, sex, and relationships, in directly related feature articles, stories, or editorials in the magazines that gave direct sexual or relationship advice to young women. The data of this study were collected from April and October magazines issues from 1974, 1984 and 1994. They chose advice columns and features because they provided readers with the clearest possible pictures of what sex and sexual relationships should be like.

Rhajan N. Colson-Smith conducted the study on *A Content Analysis of Popular Men's and Women's Magazine Cover Blurbs and the Messages They Project to Their Readers* (2005). She examined cover blurbs from the popular men and women's magazines *Esquire*, *Gentlemen's Quarterly*, *Vogue*, and *Good Housekeeping* from 1999 through 2003. This study was conducted following the cultivation theory purposed by George Gerbner (1994). The findings of this study indicated that the message in the blurbs presented gender, stereotypical/objectifying messages that caused females to be primarily concerned with beauty and body image, reinforcing the belief that if they had a beautiful self image, their life would be good. Colson-Smith conducted the study by investigating the messages that coverlines alone communicated, cultivated and framed to the audiences of today's popular men and women's magazines. This study concentrated on stereotype messages conveyed in *Esquire*, *Gentlemen's Quarterly*, *Vogue*, and *Good Housekeeping* magazines. The message were cultivated and framed through their cover text.

Linda McLoughlin conducted the study on *The Social Construction of Female Sexuality in Teenage Magazines* (2003). She applied the theory of Norman Fairclough's *Discourse and Social Change* in order to examine two teenage girls' magazines: *Bliss* and *Sugar* from a collection gathered from the years 1995 until 1998. She investigated the ways in which sexuality was represented and how the readers themselves made sense of such texts in the articles of both magazines. She stated that since the 1990s there had been an increased number of features appearing in British magazines aimed at young women that offered various forms of sexual

knowledge. Such materials were controversial in British society because it violated social norms. She stated that the magazine industry was a major institutional force in the commodification (changes affecting contemporary orders) of cultural forms. Moreover, magazine producers used text to create intimate feelings so that the readers felt they were in need of information such as scripts presented in sex articles portraying young women as passive and in need of protection. Furthermore, the sexual content of teenage magazines contributed to the loss of innocence in young women, encouraging them to rush out and put this into practice. There is added pressure on young women by making them feel that everybody was doing it so they should follow it too.

All the researchers in these previous international studies examine verbal techniques for sexuality construction. They found that magazines' producers used text to create intimate feelings with the readers so that they felt in need of further information. Also the verbal techniques used in the magazine were cultivated and framed to the audiences' perceptions. Moreover, magazines were major institutions that caused changes affecting contemporary orders. So I would like to further study the analysis of texts in a sociocultural aspect and analyze verbal techniques for sexuality construction. The idea I got from these studies so that I could further my study on analysis of verbal techniques used in *Marie Claire* magazine is because my concern about the use of sex as a marketing tool through verbal techniques which could pose a risk factors to people in Thai society. Also, there are many international magazines that are printed in Thailand in the Thai language so these can be a tool to spread new practices about sexuality from foreign countries to Thai society.

2.2.2 Previous studies by Thai scholars

Wilasinee Pipitkul conducted the study on *Sexuality Discourse in Newspapers* (วาทกรรมเรื่องเพศในหนังสือพิมพ์) (2006). Pipitkul aimed at investigating the phenomena of sexual communication in Thai newspapers (*Thai Rath* and *Mathichon*) through theoretical analysis of national and international academic documents. This includes reviews of sexuality research from 1997–2002 and discourse analysis on sexual communication phenomena in newspapers. In her study she defined sexuality as the system of sexual beliefs, social value, and culture including sexual pleasure, desire, sexual intercourse, dressing, sexual preference and sexual imagination. Sexuality in her study also involved social norms and political control of people in the society. The study found that sexuality has been portrayed in newspapers in various aspects such as sexual harassment discourse, sex and beauty discourse, and gender discourse—all of which consider sex to be taboo. The role, impact, and performance of the media to public interest were studied, including the analysis of the word choice in the newspaper's headline. Following the data that she collected from 1997 – 2002, sexual harassment was popularly portrayed by the media. It was concluded that repeated portrayals of sexual harassment discourse, sex and beauty discourse, and gender discourse led to misunderstanding and distorted views of sexuality, thus reflecting the problem of sexual communication in Thai society.

Jermisiri Luangsupporn studied *Female Sexual Fantasy through Teen-Magazines* (จินตนาการทางเพศของผู้หญิงผ่านนิตยสารวัยรุ่น) (2002). She conducted the in-depth

interview to study female sexual fantasy expressed through teen-magazines *Ther Kub Chan* (เรอกับฉัน) and *The Boy* (เดอะบอย). She analyzed every issue of the magazines printed in 2001, totaling 24 issues. She analyzed verbal, non-verbal language, and discourse analysis in the magazines using theoretical framework from Analysis of Communicative Events and Analysis of the Order of Discourse principles in *Media Discourse* (1995) by Norman Fairclough. The findings showed that teenagers used magazines as both a source of information and as a role model. It is clear that the information led to premarital sex which violated the Thai social value that sex before marriage is taboo. Luangsupporn mentioned *Ther Kub Chan* and *The Boy* used verbal techniques to create an intimate feeling, including the domination of readers' perceptions. It was concluded that teen magazines presented sexual fantasy in terms of verbal and non-verbal language in two levels: manifest and latent level of meaning. Moreover, teenagers used the characteristic of sexual fantasy in teen magazines to create meanings of sexual fantasy relating to romance, the exposure of sexual relations, the pattern of creating an ideal woman, and the fantasy of a romantic hero. In addition, magazines were considered as a sphere to construct the meanings of female sexual fantasy.

The next Thai study was conducted by Suwallaya Nurayon *Information Seeking, Uses and Gratifications about Sex on Foreign Title Women Magazines among Readers in Bangkok* (การแสวงหาข่าวสารและความพึงพอใจต่อความรู้เรื่องเพศของกลุ่มผู้อ่านนิตยสารผู้หญิงภาษาไทยชื่อต่างประเทศในเขตกรุงเทพมหานคร)(2004). Nuray examined the

information seeking, uses and gratifications about sex in most frequent reading magazines (*Elle, Cleo and Cosmopolitan*) of women age 18 to 60 years old in Bangkok. She aimed to study five aspects that included the information seeking and uses and gratifications of sex education from foreign magazines for woman. The relationship varied according to sex, age, education, occupation, income, the relationship between information seeking, and uses of sex education of the readers and the relationship between information seeking and gratification of sex education of the readers. The findings indicated that the primary purpose of the information seeking on sexual intercourse was the most popular topic. She also found that magazines' readers tended to apply the knowledge from magazine to their sex life the most often. Nuray mentioned that sex discussion was taboo in Thai society; however, media often presented sexuality in an academic style such as advice programs on TV or advice columns in newspaper and magazines. She also claimed that there were more advice columns in newspapers and magazines because of cultural influences from western countries. Furthermore, magazines played an important role in spreading information about sexuality, impacting the readers' perceptions, understanding and social value towards sexuality in Thai society.

All previous studies done by Thai researchers emphasize the impact of media toward perceptions' of the readers through verbal techniques used. However, these studies were focused on discourse analysis on sexual communication in printed media, the female sexual fantasy through the magazines, and the information seeking for sex information while my study focuses on texts analysis for sexuality

construction within a sociocultural aspect. What verbal techniques are deployed and how are they used for sexuality construction?



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