

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Method

This research is a qualitative research based on 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.

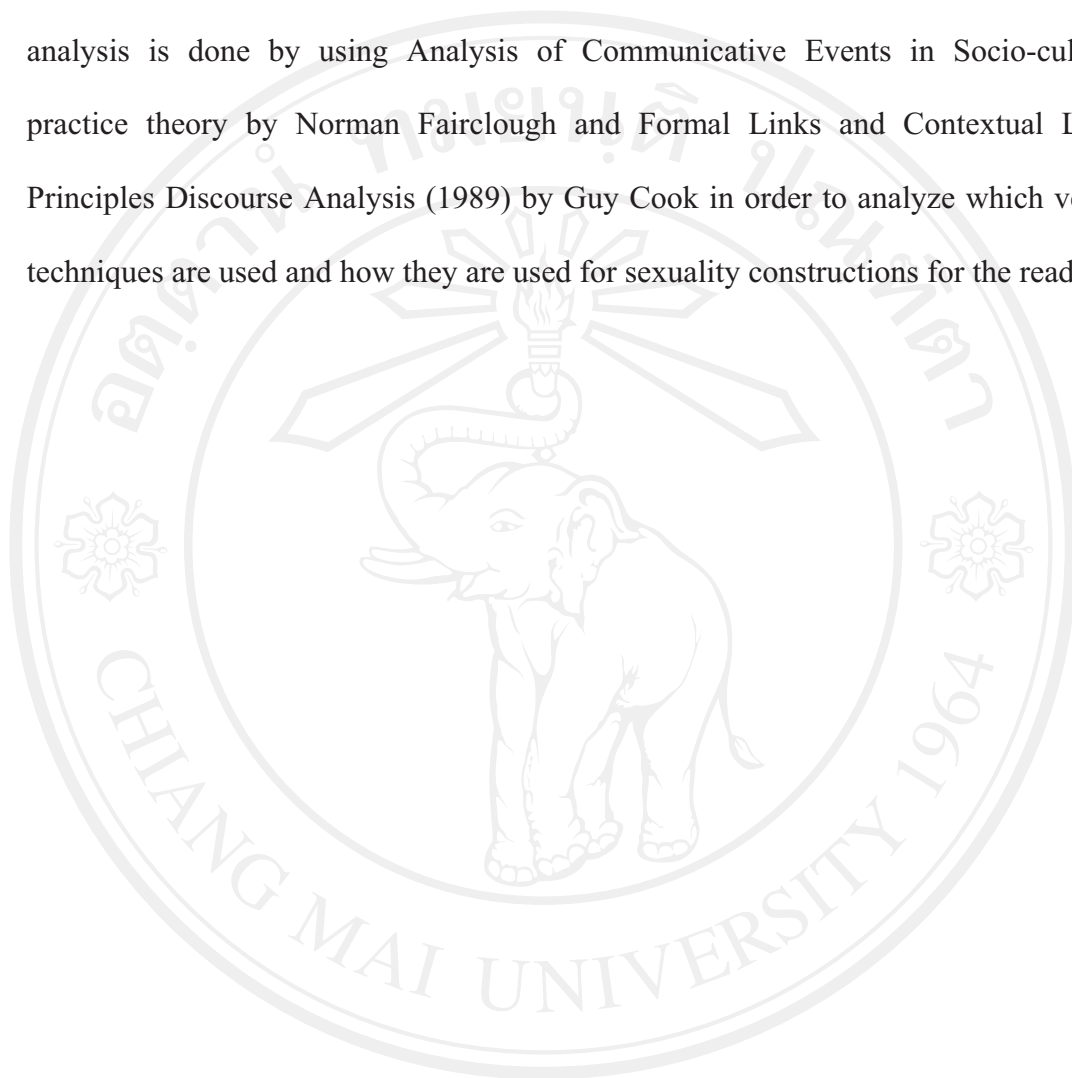
#### 3.2 Scope of the Study

The data for this study are collected from *Marie Claire* magazine that is printed and circulated in Thailand. The data are collected from the issues from January 2007 until December 2007, totaling 12 issues. Only blurbs on the cover and selected articles written by Thai writers are analyzed. The translated article from the original issues in English are excluded.

#### 3.3 Procedures

Blurbs from 12 issues of *Marie Claire* magazine from January – December 2007 are used for the analysis as well as two selected articles from March 2007 and

April 2007 issues. The reason for choosing these two articles is because the articles most clearly demonstrate the verbal techniques for sexuality construction. The analysis is done by using Analysis of Communicative Events in Socio-cultural practice theory by Norman Fairclough and Formal Links and Contextual Links Principles Discourse Analysis (1989) by Guy Cook in order to analyze which verbal techniques are used and how they are used for sexuality constructions for the readers.



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