

CHAPTER 4

ANALYSIS

The analysis is divided into two sections: a socio-cultural aspect analysis and the verbal techniques analysis. The socio-cultural aspect analysis is done by applying Norman Fairclough theory to analyze blurbs in *Marie Claire* magazine from February, March, April, June and December 2007 and two articles on the issues of March and April 2007. The verbal techniques analysis is done by applying Formal Links and Contextual Links principles in Discourse Analysis by Guy Cook to analyze blurbs from 12 issues of *Marie Claire* magazine from January – December 2007 and two articles from March and April 2007 issues.

4.1 Analysis of Communicative Events principle in *Media Discourse* (1995) by Norman Fairclough.

The following are the analysis of 5 blurbs of *Marie Claire* magazine from February, March, April, June and December 2007 and 2 articles from March and April 2007 issues.

SEX UNCENSORED!!

200 หนุ่มเปิดเผยรสนิยมบนเตียงที่คุณไม่เคยรู้มาก่อน

(200 men revealed their sexual preference that you have never known before)

(*Marie Claire*, February 2007)

Communicative events in sociocultural aspects concern a system of belief of people in society; this belief has been practiced for generations. Thai people believe that sexuality is taboo. In general, portrayal of sexuality is censored. However, in *Marie Claire* sex will be uncensored. The blurb SEX UNCENSORED!! 200 หนุ่มเปิดเพชรสนิยมบนเตียงที่คุณไม่เคยรู้มาก่อน (200 men revealed their sexual preference that you have never known before) is the new practice that the magazine publisher introduces to readers that distorts the beliefs of Thai people by explicitly discussing sex, which is taboo. In sociocultural aspect, when this kind of blurb is published continuously social values toward sexuality can be changed from being a taboo to become something acceptable in a long run.

SHOCKING REPORT

คุณจะยอมไหมถ้าแฟนชวนสวิงกิ้ง

(Would you agree if your girl/boyfriend asked you to join swinging?)

(*Marie Claire*, March 2007)

It is a general point of view that a husband and wife are supposed to be honest and loyal to each other. When they are married, they are not supposed to have sex with other people except their own spouses. In Thai society swinging has never been practiced, but this blurb คุณจะยอมไหมถ้าแฟนชวนสวิงกิ้ง (Would you agree if your girlfriend/boyfriend asked you to join swinging?) is a new practice being introduced to the readers in Thai society by the magazine publisher. In terms of sociocultural practice, swinging is a practice that distorts Thai social values. It is also inappropriate and immoral in Thai society; it can lead to many social problems such as the spreading of sexual diseases, unwanted pregnancy, abortion and so on.

SEX Report

ทำไมครูสาวชอบมีเซ็กส์กับนักเรียนชาย

(Why do young female teachers have sex with male students?)

(*Marie Claire*, April 2007)

In a Thai social context, teaching is a well-respected career since it is the career that teaches other people to learn and to behave well. A teacher is expected by the general public to act as a good role model. ทำไมครูสาวชอบมีเซ็กส์กับนักเรียนชาย(Why do young female teachers prefer to have sex with male students?) is creating a negative image of teachers(especially female teachers). This is a new idea by magazine publishers to provoke the audiences to think negatively of the teaching career. In addition, it can provoke male students to try to have sex with their female teachers. In sociocultural aspect, this blurb violates Thai social belief toward a teaching career and could cause sexual problems in the future.

FANTASY SEX!!!

เจ้าพ่อเพลย์บอยวัย80 มีเซ็กส์กับผู้หญิงคราวเดียว10 คน

(80 years old Playboy godfather has sex with 10 women at the same time)

(*Marie Claire*, June 2007)

During the old days, having more than one wife was acceptable in Thai society; it was a symbol of wealth and power. Nowadays, this belief is fading out from Thai society because of some social efforts to promote gender equality. Having many wives or girlfriends is considered unacceptable and immoral. However, the magazine publisher is trying to bring this practice back by emphasizing it as FANTASY SEX. Having more than one wife is illegal and having sex with more than one woman is immoral, but if the media keep portraying this kind of message it will stimulate people in the society, especially men, to have more than one wife and try to have sex

with more than one woman. Sooner or later it will become acceptable, at the same time more social problems will become increasing.

SEX FOR FUN

เปิดตู้เสื้อผ้าค้นหาเซ็กส์ทอย

(Open the closet to look for a sex toy)

(*Marie Claire*, September 2007)

For traditional Thais, sex is an activity for only married couples. Sex before marriage is taboo, and in some groups of Thai people, such as traditional northern Thais, sex before marriage is fornication. However, this tradition is fading out from Thai society because of the portrayal of sex before marriage by mass media as seen in this blurb SEX FOR FUN. The Thai blurb เปิดตู้เสื้อผ้าค้นหาเซ็กส์ทอย (Open the closet to look for a sex toy) has a similar relation as sex for fun because ทอย (toy) is used and a toy is perceived as a child's plaything so เซ็กส์ทอย (sex toy) is perceived by the readers as a tool to make sex fun. The idea of SEX FOR FUN is being introduced by the magazine publisher to Thai readers and it violates the Thai social values toward sexuality. This idea is adopted from western society where people tend to have more freedom about sex in their culture where sex before marriage is deemed acceptable. However, the social context between Thai and westerners is different. If the perception of sex in Thai society is changed from sex for human reproduction to sex for fun many social problems will arise such as unwanted pregnancy, abortion and the spreading of sexual diseases.

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Alternative SEX!

ทางเลือกใหม่ของสาวชอบลอง

(Alternative ways for young women who like to try new things)

(Marie Claire, December 2007)

The original concept in Thailand is that women are expected to be well mannered and save their virginity for their husband. They are not supposed to try to have sex before marriage since it is taboo. However, in this blurb the writer is stimulating the female readers to try to have sex in an alternative way. This is a new practice introducing to female readers as shown in this blurb ทางเลือกใหม่ของสาวชอบลอง (An Alternative way for young women who likes to try new things). In terms of sociocultural aspect, the perception about premarital sex and freedom to try alternative sex for women is being reconstituted as being appropriate, which distorts Thai social values. If the media keep portraying this kind of message, in the long term the idea about virginity in women will be changed, and it will also leads to many social and sexual problems.

คุณจะยอมไหมถ้าแฟนชวนสวิงกิ้ง?

(Would you agree if your girlfriend/boyfriend asked you to join

swinging?)(*Marie Claire* article, March 2007; page 74 – 77).

คู่นี้สามีจบปริญญาโทเป็นข้าราชการส่วนกรรยาจบปริญญาตรีเป็นเจ้าของกิจการพวกเขาเคยผ่านการสวิงกิ้งมาแล้วเราดูรูปเขาแล้วคิดว่าโอเคเพราะพวกเขาดูสะอาด

(In this case, the husband is a government officer with an advanced university degree.

The wife is a business owner with an undergraduate degree. They used to have swinging experiences. We saw their pictures and we think they look O.K. because they both look clean)

Government officials are considered to be a well-respected and powerful career in Thailand. The power is not only authoritative, but also influential. The writer includes this information in the article in order to coerce the reader to believe that swinging activity occurs even with highly educated and well-respected people like government officials. The hidden agenda of the writer is to spread a new practice by giving this sort of example. This article mentions swinging government officials in order to influence the reader by this behavior. In terms of sociocultural aspect, the information in this article distorts the image of government officials in Thai society. In the future, perceptions of Thai people toward government officials can be changed from honoring to disrespecting.

“สวิงกิ้ง”รสนิยมทางเพศที่หลายคนลองแล้วเลิกไม่ได้

(“Swinging” the sexual preference that many people have tried, but can not be stopped)

In Thailand, swinging is unacceptable and immoral; it had never been practiced during the old days. It is a new practice being introduced to Thai readers by the magazine publishers. In terms of sociocultural aspect, swinging violates Thai traditional social values because a couple is supposed to be honest with each other, the appropriate way of thinking is that to have sex with other people apart from their own spouses is immoral. From this, the perception of Thai people toward swinging can get changed in the long run if the media keep portraying this kind of information as acceptable in the society.

“สามีบอกว่าทำสวิงกิ้งดีกว่าปล่อยให้อีกฝ่ายไปมีคู่”

(“My husband said swinging is better than letting my partner have an affair”)

Having an affair is immoral and illegal in Thai society. However, the writer introduces a new way to have sex with others apart from their spouses. This is the way of swinging is better than letting another partner to have an affair with somebody else. The writer tries to say that having an affair is not right, but swinging is not the same as having an affair because the couple do not need to keep it secret, as a result it is 'better' than having an affair. This is a new practice being spread to the reader. In terms of sociocultural aspect, swinging violates Thai social values since it is immoral and taboo. If this information keeps being portrayed in the long run this practice will become acceptable and thus cause many social problems.

สวิงกิ้งในสังคมไฮโซ

(Swinging in high society)

In Thai society, rich people are well accepted by anyone looks regardless of what they are doing. This kind of attitude is similar to a Thai proverb คนรวยทำอะไรก็ดูดี (no matter what the rich do it looks good). A high society is mentioned in this article in order to frame the attitude of general public towards sexuality because the writer knows that rich people are a powerful and influential group in the society. Spreading the new practice is easier when dealing with rich people, so that a new practice will be spreading to other groups of people in the society more easily. In the long run, distorting Thai social values toward sexuality also destroys the image of people in a high society if they adopt new sexuality practices from other cultures and spread it to Thai society.

นุชจรีวัย 28 ปี ดอกเตอร์สาวที่จบมาจากต่างประเทศฐานะทางบ้านมีอันจะกิน

(Nujaree is 28 years old. She has received a Ph.D. degree from overseas. Her family is rich)

Thai people consider rich people with the university degrees from overseas as wise experts. So the writer uses the information of educational background and the social class of the person in their article to spread the new practice of swinging. The writer intends to spread swinging as a new activity that even a “wise” person accepts it. This information not only violates Thai social values toward sexuality, but also creates negative images of overseas graduates as ours who bring in a new sexual practice from foreign countries to Thai culture.

“....กระตุ้นให้ฉันลองกับฝรั่งดูบ้างจะได้รู้ในสิ่งที่ไม่รู้ฉันก็เลยลอง”

(“...stimulating me to try with a foreigner so I will learn new things that I have never known before-so I tried”)

The perception of Thai people since the old days is that westerners are rich, smart, and are better than Thai people. This information shows that swinging is an activity done by foreigners and suggests that a Thai person should try something new in which Thai people have never known before. The writer includes this information because he/she knows that Thai people value and respect westerners, so when westerners stimulate Thais to try something new which is acceptable in western society. In this case, the new thing means swinging. This practice is new in Thai society and, in terms of sociocultural aspect, if this new idea is practiced, it will become an acceptable practice in Thai society.

จากครั้งเดียวกลายเป็นความชอบจนเลิกไม่ได้ช่วงนั้นนุชบอกว่าอยู่ด้วยกัน 4 ปีเมียไม่เคยหึงหวงแต่แบ่งปันเซ็กส์ให้กันและกัน (From once to affectionate that cannot be stopped (not sure of your meaning of these 8 words). Nuj said at that time four of them; husbands and wives, were living together, never jealous but sharing sex with each other)

In Thailand, a married couple consists of a husband and wife. They are not supposed to have sex with other people since it is taboo. However, in this article the writer has introduced the new idea that a married couple can share sex with another couple without sparking jealousy. This information leads the reader to perceive that sexual activity is not limited only to one husband and one wife, but it can be two husbands with two wives and that they can be happy altogether. This practice distorts the Thai social value of a marriage. It not only distorts social values, but also increases the risk of spreading sexual diseases and cause more social problems.

“...เราไม่ได้เป็นโรคจิตหรือวิตถารเกิดมาทั้งทีคนเราต้องรู้คุณค่าของชีวิต”

(We are not psychopaths or sexual perverts; we were born once we should know values of our lives (not sure of meaning of phrase after semi-colon))

It is generally assumed in Thai society that having sex with others besides one's husband or wife is immoral and illegal. However, the writer suggests that life will be more valuable if we have innovative thinking by breaking some social rules. In this case, the writer suggesting that breaking social norms of sexuality by conducting the practice of swinging. The writer conveys that the social norms, traditions and culture in Thai society that has been practiced for generations is a way to control one's life by not seeing the true value of his/her life. This is a new concept being introduced to the Thai readers in order to reconstitute the system of belief emphasizing that swinging is valuable to one's life. If the readers adopt this kind of message in the long run, swinging will be perceived as acceptable in Thai society.

คู่ที่เคยทำสวิงก็แล้วลงได้ลองจะติดเหมือนติดยาเสพติด

(The couple that used to try swinging will be addicted like being addicted to drugs)

It is generally agreed that drug use is illegal and dangerous for health. It causes many social problems. In this article, the writer compares swinging to as a drug

suggesting that if one gives it a try, one will addict to it like drugs. Drug use is used as a comparison because the general public knows that when one addicts to drugs, it is hard to quit. The hidden message is that the writer stimulates the readers to practice swinging; and one can addicts to it. This message violates Thai social values toward sexuality by introducing the new practice of swinging, as well as introducing drug use to the readers by insinuating that using drugs will be enjoyable, like having sex. In terms of sociocultural aspect, the new practice of swinging and the idea of using drugs is being spread by the magazine writer. If the readers keep consuming this kind of information, the perception towards swinging and drug use will become acceptable in Thai society.

คุณรู้สึกอย่างไรถ้าทอมจะไปเที่ยวผู้หญิง

(How do you feel if a tomboy (homosexual woman) is going to a girly bar?)

(*Marie Claire* article, April 2007; pages 83-85):

In Thai society cocktail lounges, clubs, bars or massage parlors are perceived to be places for men, and of course not very good men. However, Thai people still give freedom and rights to men to visit these places under the concept that men do not get pregnant and do not need to be celibate until they get married. In addition, the general point of view of homosexual women by Thai people is that they remain to be women even though they act, dress, and have the same mentality as men. However, the concept of third gender discrimination has never happened before in Thai society. The sentence คุณรู้สึกอย่างไรถ้าทอมจะไปเที่ยวผู้หญิง (How do you feel if a tomboy (homosexual woman) is going to a girly bar?) conveys the message that the writer is provoking the readers to think negatively towards homosexual women. According to the article, it is inappropriate for homosexual women to go to such places. In terms of sociocultural aspect, if the magazine writer keeps portraying the information, it could provoke the readers to think negatively toward third gender. In this case, we are concerned with homosexual women, but it could expand to homosexual men and transgender groups in the future.

สุขแท้หรือสุขเทียม

(True happiness or deception?)

During the old days, third gender was not acceptable in Thai society. However, from some social efforts to promote human rights and gender equality, the third gender has become more acceptable nowadays. In the sentence สุขแท้หรือสุขเทียม (True happiness or deception?), the writer questions the reader's interpretation that if homosexual women go to cocktail lounges, clubs, bars or massage parlors, (that are considered the places for men) will they have true happiness like men do or is it deception? This information provokes the general public to think and react negatively to homosexual women as behaving inappropriately. By going to such places, they are framing the idea of the readers that even though they act, and dress like men, and are men mentally, they are considered to be women. It also contrasts with the social effort to promote human rights and gender equality. In the long run, it can lead to third gender discrimination in Thai society.

In conclusion, after analyzing texts in blurbs and articles in *Marie Claire* magazine for sexuality construction in socio-cultural aspect, it is found out that social values and beliefs of Thai people are being reconstituted. Practices about sexuality are introduced to the readers in Thai society before. If these new practices continue to be portrayed by printed media, in the long run these practices will become more and more acceptable and lead to new social values. As shown in these blurbs and articles, these new sexual practices are western concept; this could distort traditional Thai social values because the sexual practices and customs that our ancestors practiced were completely different from the traditions of the west. As a result, the reader might follow these practices and consider to be acceptable in Thai society. Some activities such as swinging or premarital sex are considered to be taboo in Thai society. Apart from that, we should not admire everything that foreigners do and we should not accept that everything is correct. On the other hand, we should not jump into conclusion too quickly because they have different background and values.

Absorbing other cultures/practices is good since Thailand is not an isolated country, but we must be selective in our choices of what we adopt from other cultures and consider whether they are acceptable in Thai society or not.

4.2 Formal Links and Contextual Links Principles in Discourse Analysis by Guy Cook.

Following are the analysis of word choice, signs and schematic knowledge from 12 blurbs of January – December 2007 and 2 articles from March and April 2007 issues of *Marie Claire* magazine.

4.2.1 Word Choice

SEX D.I.Y. เสียวซี้ดซ้าดสไตล์คุณ

(Sexual pleasure in your own style)

(*Marie Claire*, January 2007)

The technique used in this blurb is **substitution** as can be seen in D.I.Y, and เสียวซี้ดซ้าดสไตล์คุณ (Sexual pleasure in your own style). D.I.Y is an abbreviation of Do It Yourself. The abbreviation is used in order to catch the attention of the reader and to stimulate the readers to find out more. Wording in Thai เสียวซี้ดซ้าดสไตล์คุณ (Sexual pleasure in your own style) has the same meaning as in English “SEX: Do It Yourself.” The meaning of SEX D.I.Y. and เสียวซี้ดซ้าดสไตล์คุณ (Sexual pleasure in your own style) is masturbation in your own style, but it is taboo to use explicit words so substitution is used instead.

SEX UNCENSORED!!

200 หนุ่มเปิดเพศรสนิยมบนเตียงที่คุณไม่เคยรู้มาก่อน

(200 men revealed their sexual preference that you have never known before)

(*Marie Claire*, February 2007)

In this blurb, **substitution** technique is used. The word รสนิยมบนเตียง (preference in bed) is the substitution of รสนิยมการมีเพศสัมพันธ์ (sexual preferences). Substitution is used in order to avoid using explicit words because it is taboo in Thai society. However, the meaning remains the same.

Moreover, the Thai word รสนิยมบนเตียง (preference in bed) is also ambiguity because it can be interpreted as referring to sexual preferences. Ambiguity is used to catch the attention of the readers.

Furthermore, the word SEX UNCENSORED!! is used to catch the attention of the reader because sex is taboo and is supposed to be censored in Thai society, but in *Marie Claire* sex is uncensored. Substitution, ambiguity, and the explicit word SEX UNCENSORED!!! are used to encourage readers to find out more about the sex story in the magazine. In order to find out, the readers have to buy the magazine first.

SHOCKING REPORT

คุณจะยอมไหมถ้าแฟนชวนสวิกิ้ง

(Would you agree if your girlfriend/boyfriend ask you to join swinging?)

(*Marie Claire*, March 2007)

The technique used in this blurb is **substitution**. สวิงกิ้ง (swinging) is written in English, but pronounced as “swinging.” Substitution is used because it is much quicker to draw the reader’s attention and means the same thing. It also attracts the attention of the readers when they have a quick look at the vendor’s shelf rather than using the full word การแลกเปลี่ยนคู่นอน (exchange partner). Moreover, substitution technique is used in order to avoid using explicit wordsการแลกเปลี่ยนคู่นอน (exchange partner) because it is taboo.

SEX Report

ทำไมครูสาวชอบมีเซ็กส์กับนักเรียนชาย

(Why do young female teachers have sex with male students?)

(*Marie Claire*, April 2007)

The technique used in this blurb is **substitution**. The word เซ็กส์ (sex) is written in Thai, and is pronounced as “sex.” Substitution is used because it is shorter than using the full meaning เพศสัมพันธ์ (sexual intercourse), but has the same meaning. Substitution is used because a space on the magazine cover is limited so the writer has to shorten the word. Also, the word has to catch the attention of the readers. More importantly, substitution is used to avoid using explicit words which is taboo.

ความเชื่อผิดๆเรื่องเซ็กส์ที่ควรเปลี่ยน

(Beliefs about sex that should be changed)

(*Marie Claire*, May 2007)

The technique used is **repetition**. The repetition sign “ๆ” in Thai is used after the word ผิด (misunderstanding) in order to emphasize an idea about ความเชื่อเรื่องเซ็กส์ (Belief about sexuality) of Thai people that it is wrong and should be changed. Repetition of ผิด (misunderstanding) is used in order to stimulate the reader to think about why the belief about sexuality of Thai people is wrong. This would make the readers feel curious and make them want to find out more.

HOT SEX

ปฏิบัติการยั่วเล็ๆเพื่อเซ็กส์ที่ร้อนแรง

(Few flirting for hot sex)

(*Marie Claire*, July 2007)

In Thai ปฏิบัติการยั่วเล็ๆเพื่อเซ็กส์ที่ร้อนแรง (Few flirting for hot sex), repetition is used in the Thai blurb ยั่วเล็ๆ (few flirting). The repetition sign “ๆ” in Thai is used after the word ยั่ว (flirting). Repetition is used to emphasize the word ยั่ว (flirting). This technique is used by the writer to suggest that some little flirting will make sex hotter.

Moreover, substitution technique is used in this blurb to reinforce the reader through the word เซ็กส์ (sex). เซ็กส์ (sex) is written in Thai, and spelled as “sex” in order to avoid using an explicit Thai word การมีเพศสัมพันธ์ (sexual intercourse). This would undoubtedly be censored.

Furthermore, sound parallelism is also used in Thai blurb ปฏิบัติการยั่วเล็ๆเพื่อเซ็กส์ที่ร้อนแรง in order to catch the attention of the reader.

AMAZING SEX!!!

เซ็กส์สุดขั้วที่ผมไม่มีวันลืม

(Amazing sex that I will never forget)

(Marie Claire, August 2007)

ผม (I) as a pronoun is used to create an intimate feeling with the readers. Based on Guy Cook, the use of pronoun is considered to be called ‘**referring expression**.’ In addition, the target audience of this magazine is women aged 25 – 35 so the readers feel that a man is telling them about his amazing sex experience with women to other women readers. This technique is used to catch the attention of the female readers in order to show an insight about a sexual experience from a man so the female readers may follow the information gained from the article.

Moreover, exclamation marks are used to emphasize the importance of sex that it is amazing thing to practice. This kind of information stimulates the reader to want to know more about the content of the article in the magazine. By doing this way, the sale of the magazine will be increased.

SEX FOR FUN

เปิดตู้เสื้อผ้าค้นหาเซ็กส์ทอย

(Open the closet to look for a sex toy)

(Marie Claire, September 2007)

Substitution technique is used in this blurb which is เซ็กส์ทอย (sex toy). The Thai word is substituted from the English word it is spelled as “sex toy”. There is no translation of sex toy in Thai. However, the readers can understand that sex toy means a play thing to make sex fun because toy means a child’s play thing. Substitution is used in order to catch the readers’ attention.

Moreover, sound parallelism is used in the Thai blurb เปิดตู้เสื้อผ้าค้นหาเซ็กส์ทอย (Open the closet to look for a sex toy) in order to catch the attention of the reader. Sound parallelism is used apart from substitution technique in order to influence the readers to buy the magazine.

HOT TIPS

ไคลแมกซ์หรือ...เรื่องจิปาถะ

(Climaxing is not a big deal)

(*Marie Claire*, October 2007)

The technique used in this blurb is **substitution**. The word ไคลแมกซ์ (Climax) in Thai is pronounced the same as it is in English. This is to avoid using the explicit word in Thai การถึงจุดสุดยอด (orgasm). Otherwise, it will be censored. Substitution is also used to shorten the sentence, but the meaning remains the same. This is because of the limitation of time that readers have when they have a quick look at the magazine covers. Substitution helps the readers to understand the underlying message faster, reinforcing their decision to buy the magazine.

คุณจะยอมไหมถ้าแฟนชวนสวิกิ้ง

(Would you agree if your girlfriend/boyfriend asked you to join swinging?)

(*Marie Claire* article, March 2007; page 74-77)

The technique used in this heading is **referring expression**. In this case, it is the word คุณ (you). Referring expression is used in order to create an intimate feeling with the readers so they feel that they are a part of the conversation.

“...แม้แต่คู่ของหมอก็น่าจะมีเกิน 25 เปอร์เซ็นต์...นอกนั้นก็ยังมีข้าราชการทหารตำรวจครูพ่อค้าคารา

นักร้องที่มีชื่อเสียงก็มาให้ความช่วยเหลือ...” (“...even the couples who were medical doctor were over (over what? I’m not sure) (25 percent, others were government officials; soldiers, polices, teachers, merchants, famous movie stars and singers were also sought for help...”)

(*Marie Claire* article, March 2007; page 74-77)

The writer repeated the well-respected careers หมอ (doctor), ข้าราชการ (government officials), ทหาร (soldier), ตำรวจ (police) and ครู (teacher) in the article since the writer knows that government officials are well respected in Thai society. The **repetition** technique is used in order to emphasize the idea that swinging is good well accepted by well-respected people.

เธอชอบเที่ยวอาบอบนวดและออฟหมอนวดสาวมารับบริการความสุขให้ (She likes to visit massage parlors and purchased from the masseuse “happiness services.”)

(*Marie Claire* article, April 2007; page 83 - 85)

Substitution technique is used through the word ออฟ (buy sexual service).

This is to avoid using explicit words ซื้อบริการทางเพศ (buy sexual service) because the writer knows that the word is taboo and is censored.

เราไม่ค่อยหิ้วได้ก็ออกไปข้างนอกกัน

(We rarely take the girls out)

(*Marie Claire* article, April 2007; page 83 - 85)

Substitution is used in the Thai word หิ้ว (carry/taking). หิ้ว denotes carrying a bag or object in Thai. หิ้ว in this case means buying a sex service. Substitution is used in order to shorten the word to make it more interesting and also to create an intimate feeling of the readers. More importantly, substitution is used in order to avoid using explicit words ซื้อบริการทางเพศ (buy sex service), otherwise, it will be censored.

4.2.2 Signs

FANTASY SEX!!!

เจ้าพ่อเพลย์บอยวัย80 มีเซ็กส์กับผู้หญิงคราวเดียว10 คน

(80 years old Playboy godfather has sex with 10 women at the same time)

(*Marie Claire*, June 2007)

In this blurb, **exclamation marks** are used to emphasize the word FANTASY and the sentence in Thai เจ้าพ่อเพลย์บอยวัย80 มีเซ็กส์กับผู้หญิงคราวเดียว 10 คน (80 years old Playboy godfather has sex with 10 women at the same time) is used as additional emphasis. The intention of the writer to use exclamation marks is to catch the attention of the reader and to emphasize the message that sex is fantasy. The hidden agenda of the writer is to convince the readers to buy the magazine.

“สวิงกิ้ง” รสนิยมทางเพศที่หลายคนลองแล้วเลิกไม่ได้

(“Swinging” the sexual preference that many people have tried, but can not be stopped)

(*Marie Claire* article, March 2007; page 74-77)

Quotation marks are used to emphasis the word “swinging.” The sentence รสนิยมทางเพศที่หลายคนลองแล้วเลิกไม่ได้ (the sexual preference that many people have tried and can not be stopped) is added after the quotation mark for additional emphasis. The writer intends to tell the reader that swinging is something that is interesting, fun, and shouldn’t be missed.

“สามีบอกว่าทำสวิงกิ้งดีกว่าปล่อยให้อีกฝ่ายไปมีชู้”

(“My husband said swinging is better than letting my partner have an affair”)

(*Marie Claire* article, March 2007; page 74-77)

A **quotation mark** is used in this sentence in order to emphasize the importance of swinging and how it is better than allowing your partner to have an affair with other people. The word choice ชู้ (affair) is used to emphasize the idea of a writer that swinging is better than having an affair because either husband or a wife can experience.

‘แต่ละคู่เป็นไฮโซทั้งนั้นถ้าเอ่ยชื่อรับรองเป็นข่าวหน้าหนึ่งแต่เราไม่ทำความเดือดร้อนให้ใครทุกคนล้วนสมัครใจมาตัวเองและยังเก็บเรื่องนี้เป็นความลับสุดยอด’ (Each couple are in high society. if I said their names there will be big news on the front page of the newspaper, but we are not going to create any trouble for them. It was from their willingness that we are going to keep their secret confidential)

(*Marie Claire* article, March 2007; page 74-77)

Single quotation marks are used to emphasize the idea that swinging is being practiced in high society. There is emphasis on the sentence เก็บเรื่องนี้เป็นความลับสุดยอด (keep it as top secret). The intentions of the readers to use single quotation marks are: 1) to emphasize that swinging is a practice of people in high society, and 2) to gain the trust of the readers that a swinging service agent is trustworthy. Even well-known people in a high society are trusted to accept the service. This sign is used to convince the readers to try swinging.

4.2.3 Schematic Knowledge

ART OF SUPER SEX

สุดยอดเซ็กส์จากกามาสูตรา

(The best sex from Karma sutra)

(*Marie Claire*, November 2007)

Schematic knowledge technique in this blurb is used through the word กามาสูตรา

(Karma sutra). When the target audience of the magazine who are young women aged 20 – 35 years old read the blurb, they can interpret from their schematic knowledge or experiences that Karma sutra is an ancient Indian text widely considered to be standard written text on human sexual behavior. Schematic

knowledge technique is used to catch the attention of a reader in order to promote the magazine.

Alternative SEX!

ทางเลือกใหม่ของสาวชอบลอง

(Alternative ways for young women who like to try new things)

(*Marie Claire*, December 2007)

ทางเลือกใหม่ของสาวชอบลอง (An alternative way for young women who like to try new things) even though the wordการมีเพศสัมพันธ์ (sexual intercourse) is excluded in this blurb, it can be understood through the reader's schematic knowledge. A **schematic knowledge** technique is used in order to avoid using an explicit word การมีเพศสัมพันธ์ (sexual intercourse), since it is forbidden.

คุณรู้สึกอย่างไรถ้าทอมจะไปเที่ยวผู้หญิง

(How do you feel if a tomboy (homosexual woman) is going to a girly bar?)

(*Marie Claire* article, April 2007; page 83 - 85)

The **schematic knowledge** technique is used in the wordเที่ยวผู้หญิง (using sexual service). The sentence เที่ยวผู้หญิง (using sexual service) is ambiguous because it means using sexual service or it can mean going to visit a girl. However, this can be understood through the schematic knowledge of the reader.

Moreover, ellipsis technique is used in the sentence เที่ยวผู้หญิง (using sexual service) that is from เที่ยวผู้หญิงขายบริการทางเพศ (using sexual services from sex

workers). Ellipsis is used when the speaker and listener are close friends because the closer we are the more we eliminate words. This is understandable because the writer wants to create an intimate feeling with the readers because they feel that they are talking to a friend.

สุขแท้หรือสุขเทียม

(True happiness or deception?)

(*Marie Claire* article, April 2007; page 83 - 85)

A schematic knowledge technique is used in this sentence. If the readers read the whole article, they might interpret that sexual activity between a homosexual woman and a sex worker could be true sexual happiness or deception. Schematic knowledge technique is used in order to create an intimate feeling with the reader.

Moreover, ellipsis is used สุขแท้หรือสุขเทียม (True happiness or deception?) instead of giving full explanation ความสุขทางเพศที่แท้จริงหรือหลอกตัวเอง (True sexual happiness or deception?) in order to avoid being censored and to create an intimate feeling with the reader.

In conclusion, after analyzing verbal techniques in blurbs and articles in *Marie Claire* magazine using Formal Links and Contextual Links Principles in Discourse Analysis (1989) by Guy Cook, it is found out that verbal techniques word choice; substitution and repetition, signs; exclamation marks, question marks and single quotation marks, and schematic knowledge techniques are used in order to avoid using explicit words because the writer knows that it is taboo and will be censored. Moreover, verbal techniques are used to emphasize the idea of the writer towards sexuality in order to convince the readers to agree with it. Furthermore, the

techniques are used to catch the attention of the readers to convince them to buy the magazine.



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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