

CHAPTER 3

Methodology

This is a qualitative research study using Fairclough's three-dimensional model of Critical Discourse Analysis (CDA) as the main theoretical framework. The study explains how the chosen texts are produced and consumed and how they send ideological messages to society. The data will be analyzed semiotically to demonstrate how verbal and visual texts involving the notions of gender and sexuality are constructed in a Thai context. With Critical Discourse Analysis and a social semiotic approach, it explores media discourse about homosexuality in Thailand through the semantic and semiotic shifts of the term "metrosexual" as influenced by economic, social and cultural factors.

This study analyzes Thai newspaper articles which reported on metrosexual and other significant visual media related to the identity construction of metrosexual within a semiotic and discourse analytic perspective. The data of this study will focus on news and feature articles from the *Matichon e-library* which appeared and contained the term "metrosexual" or "เมโทรเซ็กชวล" in Thai language and were published from 2004 to 2013. The period of data collection was chosen because it begins from when the term was first introduced and circulated in the Thai press and ends with more recent data in Thai mass media. By using a key word search for "metrosexual" or "เมโทร-เซ็กชวล", 88 articles were found. These articles were analyzed to determine if they reflect identity construction of metrosexual caused by economic, social and cultural factors. Some of the texts were not relevant for the purpose of this study. For example, articles included some product promotions which did not reflect the examined issues. Because the term "metrosexual" has not only been constructed in news articles as a specific communicative event or a single signifier for the mass media, other visual media including a significant film, print and TV advertisements which portrayed and applied

the concept of metrosexuality will be analyzed to study how the mass media visually portrays and constructs the implications of “metrosexual” in a Thai context.

The data includes:

3.1 News and feature articles

News and feature articles searched with key word “metrosexual” or “เมโทรเซ็กซวล” in Thai language are considered as a reliable source which has been verbally and visually constructed, introduced and thereby has distributed implications of the term “metrosexual” as public discourse. It is also a means for producers to define what metrosexual is and how it should ideally be in a Thai context from the borrowed term.

3.2 Other data

Other data including a film, music video, print and TV advertisements are selected to reflect how the term “metrosexual” has been constructed and related in other communicative events which influence and reflect perceptions of people in society towards the term. The mentioned data includes:

3.2.1 Music Video “tɕèp 'mâ:k 'mâ:k” (“เจ็บ (มาก...มาก)”), which literally means “extremely hurt” by Pankorn Boonyachinda

3.2.2 Covers and photos from album “Metro-Sexual” by Pankorn

Boonyachinda 3.2.3 Print advertisement of Garnier Men

3.2.4 Print advertisement of the film “Metrosexual”

3.2.5 TV advertisement “KTC-I am”

3.2.6 TV advertisement of Garnier Men

3.2.7 TV advertisement of Nivea Men

3.2.8 Thai film “kɛŋ 'tɕa 'ni: 'kàp 'ʔi: 'ʔɛp, แก๊งชะนีกับอีแอบ” or “Metrosexual”