

บรรณุกรม

ภาษาไทย

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Output จากโครงการวิจัยที่ได้รับทุนจาก สกอ. และ สกว.

1. ผลงานตีพิมพ์ในวารสารวิชาการนานาชาติ

Phakdeephassook, Siriporn. 2009. Discourse of femininity in the advertisements in Thai health and beauty magazines. **MANUSYA**, Regular issue, 12 (2) (Forthcoming)

2. การนำผลงานวิจัยไปใช้ประโยชน์

2.1 เชิงสาธารณะ

1. การบรรยายเพื่อให้ความรู้ในรายการ “หนึ่งในพระราชดำริ” ในหัวข้อ “รู้ทันภาษาโฆษณา” ออกอากาศทางสถานีโมเดิร์นไนน์ทีวี วันเสาร์ที่ 27 กุมภาพันธ์ 2553 เวลา 20.30 – 21.00 น.

2. การบรรยายเพื่อให้ความรู้ในรายการ “อักษรพาที” ในหัวข้อ “วาทกรรมความเป็นผู้หญิงในนิตยสารสุขภาพและความงามภาษาไทย” จัดโดยฝ่ายวิจัย คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ออกอากาศทางสถานีวิทยุจุฬาลงกรณ์มหาวิทยาลัย FM. 101.5 เมกะเฮิรตซ์ ในวันเสาร์ที่ 24 กรกฎาคม 2553 เวลา 8.30 - 8.55 น.

2.2 เชิงวิชาการ

1. นำงานวิจัยนี้ไปประกอบการสอนในหัวข้อ “ภาษากับเพศภาวะ” ในรายวิชา 2201 607 ภาษากับวัฒนธรรมไทย ภาคการศึกษาปลาย ปีการศึกษา 2552 สำหรับนิสิตระดับมหาบัณฑิต สาขาวิชาภาษาไทย คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

2. นำงานวิจัยนี้ไปประกอบการสอนในหัวข้อ “ภาษากับเพศภาวะ” ในรายวิชา 2201 876 ภาษาในสังคมไทย ภาคการศึกษาปลาย ปีการศึกษา 2552 สำหรับนิสิตระดับดุษฎีบัณฑิต สาขาวิชาภาษาไทย คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

3. นำงานวิจัยนี้ไปประกอบการสอนในหัวข้อ “Thai language and gender” ในรายวิชา 2200 637 Gender in Thai society ภาคการศึกษาต้น ปีการศึกษา 2553 สำหรับนิสิตระดับมหาบัณฑิต สาขาวิชาไทยศึกษา คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

2.3 อื่น ๆ

1. การตีพิมพ์บทความภาษาอังกฤษในวารสารวิชาการระดับชาติ

เสนอบทความวิจัยภาษาอังกฤษเรื่อง “How to Become Desirable Women: Discourse of Femininity in How-to Articles in Thai Health and Beauty Magazines” เพื่อขอรับการพิจารณาตีพิมพ์ต่อวารสาร **The Journal**

2. การเสนอผลงานในที่ประชุมวิชาการระดับนานาชาติ

เสนอบทความวิจัยเรื่อง The Discourse of Femininity in the Advertisements of Health-claimed Food in Thai Health and Beauty Magazines ในการประชุมวิชาการนานาชาติ International Conference of Asian Folklore 2009 ระหว่างวันที่ 2-3 กรกฎาคม 2552 ณ โรงแรมมิราเคิล แกรนด์ กรุงเทพฯ

MANUSYA: Journal of Humanities

Room 1332, Boromrajakumari Bldg.

Chulalongkorn University

Bangkok 10330, Thailand

Tel. 0-2218-4663, Fax. 0-2218-4663, e-mail: manusyajournal@gmail.com

March 8, 2010

Subject: Notice of acceptance of your paper

Dear Dr.Siriporn Phakdeephassook,

I am pleased to inform you that your paper on "Discourse of Femininity in the Advertisements in Thai Health and Beauty Magazines" has been accepted to be published in *MANUSYA*, Regular Issue Volume 12, Number 2 (2009).

Yours sincerely,



Amara Prasithrathsint, Ph.D.
Editor-in-chief



บันทึกข้อความ

ส่วนงาน งานส่งเสริมผลงานวิชาการ คณะอักษรศาสตร์ โทร. 84899

ที่ ศธ 0512.23.01(วจ)/

วันที่ 14 มิถุนายน 2553

เรื่อง ขอเชิญเป็นวิทยากร

เรียน อาจารย์ ดร.ศิริพร ภักดีผาสุข

ตามที่ฝ่ายวิจัย คณะอักษรศาสตร์ มีโครงการจัดรายการวิทยุ “อักษรพาที” ในปี พ.ศ. 2553 ทุกวันเสาร์ เวลา 08.30 - 08.55 น. เพื่อเผยแพร่ผลงานวิจัยของคณาจารย์ นั้น ในการนี้ฝ่ายวิจัย คณะอักษรศาสตร์ขอเรียนเชิญท่านเป็นวิทยากรเรื่อง “วาทกรรมความเป็นผู้หญิงในนิตยสารสุขภาพและความงามภาษาไทย” ในวันอังคารที่ 15 มิถุนายน 2553 เวลา 13.00 – 14.00 น. ณ สถานีวิทยุจุฬาฯ ฝ่ายวิจัยได้จัดรถรับส่งโดยรถจะจอดรอที่ลานจอดรถคณะอักษรศาสตร์ เวลา 12.50 น.

จึงเรียนมาเพื่อพิจารณาให้ความอนุเคราะห์ด้วย จักขอบคุณยิ่ง

(รองศาสตราจารย์ ดร.ก้องกาญจน์ เทพกาญจนา)

รองคณบดีฝ่ายวิจัย

ICAF 2009
Conference Program

Thursday 2 July 2009	Room 1 folk narratives, myth, folktale, legend, motif	Room 2 performing folklore : song, lullabies, ballad, music, drama, game	Room 3 belief, ritual, festival
11.00 pm.-01.30 pm.	The Crow and The Bitter gourd : Journey of an Indic Formula Tale <ul style="list-style-type: none"> ● Giribala Mohanty Visva-Bharati University India 	A Study of Nepal Lokramayana <ul style="list-style-type: none"> ● Kusumakar Neupane Tribhuvan University Nepal 	Yao : Ritual and Music therapy of Phu Tai <ul style="list-style-type: none"> ● Danai Chatiphot Sakonnakorn Rajaphat University Thailand
01.30 pm.-02.00 pm.	An Exploration into The Female Immortal World in The Heavenly Walled City <ul style="list-style-type: none"> ● Xiaohuan ZHAO The University of Otago New Zealand 	Development of Central Thai Folk Song : A Case Study of Thai Folk Songs Contests for Primary and Secondary School Students Organized by The University of The Thai Chamber of Commerce from 2004 to 2008 <ul style="list-style-type: none"> ● Buaphan Suphanyot ● Panchai Poonwathu The Thai Chamber of Commerce University, Thailand 	Sacred Power Transmission and The network of PhuThai Yao Ritual Practitioners at Tambon Nonyang, Amphoe Nongsung, Changwat Mukdahan <ul style="list-style-type: none"> ● Surachai Chinnabutr Ph.D. Candidate at Chulalongkorn University, Thailand
02.00 pm.-02.30 pm.	Seeing Mythology Through a Different Perspective : A Guidance from Joseph Campbell <ul style="list-style-type: none"> ● Baranee Boonsong Naresuan University Thailand 	The Image of birds in Korean folk songs minyo <ul style="list-style-type: none"> ● Pogadaeva Anastasia Russian State University for the Humanities, Russia 	Naga Talisman : A Concrete Belief of the Tais <ul style="list-style-type: none"> ● Kanyarat Vechatat Silapakorn University Thailand
02.30 pm.-02.45 pm.	Tea break		
02.45 pm.-03.15 pm.	Myth as The Supportive Evidence for Chicken Domestication <ul style="list-style-type: none"> ● Sukanya Sujachaya Chulalongkorn University Thailand 	Folklore Lullabies among Bangkok- Malays <ul style="list-style-type: none"> ● Unaiyah Haji Umar University of Malaya Malaysia 	The Ritual of The Calling of Rice Mother's soal in Contemporary central Thailand <ul style="list-style-type: none"> ● Nammon Yoo-in Ph.D. Candidate at Chulalongkorn University , Thailand

Thursday 2 July 2009	Room 1 folk narratives, myth, folktale, legend, motif	Room 2 performing folklore : song, lullabies, ballad, music, drama, game	Room 3 belief, ritual, festival
03.15 pm.-03.45 pm.	The Origin and Classification of Russian anecdotes as a folklore genre <ul style="list-style-type: none"> Victor A. Pogadaev University of Malaya Malaysia 	Dynamism of Phra Malai Funerary Chanting Tradition at Ban Nong Khao, Kancanaburi <ul style="list-style-type: none"> Poramin Jaruworn Chulalongkorn University, Thailand 	The Teej : A popular Folklore and Emergence of Feminist movement in Nepal <ul style="list-style-type: none"> Rup Kumar Shrestha Nepal
03.45 pm.-04.15 pm.	Asean Tales: Revitalizing storytelling Among Asean Youth <ul style="list-style-type: none"> Wajuppa Tossa Mahasarakham University, Thailand 	Lullabies : The Legacy That Still Exists in Phitsanulok <ul style="list-style-type: none"> Onusa Suwanpratest Nareasuan University , Thailand 	The Relation of the People and the Bull of Bullfighting in Tokunoshima <ul style="list-style-type: none"> Chomnard Setisarn Chulalongkorn University Thailand
04.15 pm.-04.45 pm.	Significance of Folk Narrations : Folklores of The KHASI Tribe of Meghalaya, India <ul style="list-style-type: none"> Bibhash Dhar Anthropological Survey of India N.E.Regional Centre. Mawblei Shillong India 	The Moon and the Mind : A Folkloristic Interpretation Principal Investigator <ul style="list-style-type: none"> Makbul Islam St.Paul's College (University of Calcutta) India 	Preservation of Guardian Spirit in Urban Community ; A Case Study of Hang Dong Municipality, Hang Dong District, Chiang Mai Province <ul style="list-style-type: none"> Bongkoch Sudasna Na Ayudhaya North-Chiangmai University
04.45 pm.-05.15 pm.	Unusual wives in Thai tales <ul style="list-style-type: none"> Preeyarat Chaowalitprapan Thaksin University Thailand 	Myanmar Lullabies : An Analysis of Linguistics and Literary Techniques <ul style="list-style-type: none"> Myint Thandar Thein and Monthira Tamuang Naresaun University , Thailand 	The Mekong River in the Thai-Lao Culture <ul style="list-style-type: none"> Pathom Hongsuwan Mahasarakham University, Thailand

Friday 3 July 2009	Room 1 folk narratives, myth, folktale, legend, motif	Room 2 performing folklore : song, lullabies, ballad, music, drama, game	Room 3 Language, local wisdom, urban folklore
11.00 pm.-01.30 pm.	“The Floating Buddha Image” : A Distinctive Motif in Mythical Legend of the Riverine and the Coastal Areas in Central Thailand <ul style="list-style-type: none"> ● Saipan Puriwanchana Ph.D. Candidate at Chulalongkorn University , Thailand 	Folk Music as A Reflection of Social Identity of Western Assam : A Study of Goalparia Lokageet of Pratima Barua Pandey <ul style="list-style-type: none"> ● Pratima Neogi Chilarai Callege, Assam India 	Verbal Code of Orissa : Paradign of Practices <ul style="list-style-type: none"> ● Kailash Pattanaik Oriya, Visva-Bharati University India
01.30 pm.-02.00 pm.	The Malay Hikayat Indraputra and The Jatakas <ul style="list-style-type: none"> ● Husni Abu Bakar University of California Riverside USA 	Local Asian Folklore beyond Borders : Sleeping Beauty and the Toad Prince <ul style="list-style-type: none"> ● Pornrat Damrhung Chulalongkorn University Thailand 	Plant Names : An Aspect of Language that Reflects a Folk Conceptual System of the Lower Northern Part of Thailand <ul style="list-style-type: none"> ● Unchalee Singnoi ● Supatra Jiranathanaporn Naresuan University Thailand
02.00 pm.-02.30 pm.	An Analysis of Generic Structural Potential of Thai Folktales : Systemic Functional Linguistics <ul style="list-style-type: none"> ● Pattama Patpong Mahidol University Thailand 	doDDa:Ta : A Unique Performing Art of South Indian folk-lore <ul style="list-style-type: none"> ● Rajeshwari Maheshwaraiah Karnatak Arts College India 	The Discourse of Femininity in the Advertisements of Health-claimed Food in Thai Health and Beauty Magazines <ul style="list-style-type: none"> ● Siriporn Phakdeephasook Department of Thai, Chulalongkorn University
02.30 pm.-02.45 pm.	Tea break		
02.45 pm.-03.15 pm.	Historical Narratives on King Narasuan the Great : A Case Study on Historical Record to Fiction <ul style="list-style-type: none"> ● Marasri Sorthip Ph.D Condidate at Chulalongkorn University, Thailand 	Linking Archetypes in Fine Art with Folklore <ul style="list-style-type: none"> ● Morgan Lake Prince of Songkla University- Phuket, Thailand 	Hindu Gods and Goddesses and their Influences on Naming <ul style="list-style-type: none"> ● Sophana Srichampa & Amarjiva Lochan Mahidol University, Thailand Delhi University, India

Friday 3 July 2009	Room 1 folk narratives, myth, folktale, legend, motif	Room 2 performing folklore : song, lullabies, ballad, music, drama, game	Room 3 Language, local wisdom, urban folklore
03.15 pm.-03.45 pm.	Pressimistic Images of Indian Ancient Women in Sanskrit Emboxed Stories : Semiological Viewpoint <ul style="list-style-type: none"> • Narongkan Rodsap Nareasaun University Thailand 	Video Documentation of Local Knowledge bearers in the context of Globalization <ul style="list-style-type: none"> • H.M. Maheshwaraiah Karnatak University India 	Rogues and Morality <ul style="list-style-type: none"> • Aporn Ukrit Institute of Physical Education, Krabi Campus, Thailand
03.45 pm.-04.15 pm.	Sorrow from Separation in Thai Pannaasa Jataka : Emotion that Leads to the Cessation of Suffering <ul style="list-style-type: none"> • Patcharin Buranakorn Ph.D Condidate at Chulalongkorn University, Thailand 	The Succession of Popular Aesthetic in Thai Soap Opera <ul style="list-style-type: none"> • Kittisak Kerdarunsuksri The Thai Chamber of Commerce University, Thailand 	Cultural Adaptation in Northern Thailand : Current Strategies for Passing On Traditional Local Wisdom <ul style="list-style-type: none"> • Joel Akings M.A.Student at Chulalongkorn University, Thailand
04.15 pm.-04.45 pm.	Closing Ceremony		

ภาคผนวก

บทความเรื่อง Discourse of Femininity in the Advertisements in Thai
Health and Beauty Magazines พร้อมบทคัดย่อ
ตีพิมพ์ในวารสาร Manusya; Regular Issue Volume 12 Number 2 (2009)

ABSTRACT

Discourse of Femininity in the Advertisements in Thai Health and Beauty Magazines

Siriporn Phakdeephasook

This paper aims to study the discourse of femininity in the advertisements of products and services for women published in Thai health and beauty magazines by adopting Critical Discourse Analysis approach. The research questions are: 1) what is the ideology of femininity represented in these advertisements? And 2) what are the linguistic strategies used for representing these ideological concepts? It is found that these advertisements convey an ideology of 'desirable women' which consists of three related concepts. 1) Desirable features for women include slim and slender figure; youthful appearance; white, clear, and radiant skin; large, firm, and shapely bust; and odorless hidden spot. These features are construed signs of "healthy beauty." 2) Some natural bodily conditions which are opposite to the desirable features are problems and enemies. Women with these "problems" are in trouble and lacking in confidence. 3) Bodily management can be done effortlessly and effectively owing to the magic of the advertised products and services. Thus, women should improve themselves to be better persons by selecting the right products and services for themselves. Various linguistic strategies were manipulated for representing these ideological concepts including the use of lexical selection, claiming common fact, metaphors, overstatements, rhetorical questions, presupposition manipulation, and intertextuality creation. As for lexical selection, positive words as well as the trendy terms "healthily beautiful" and "healthy" are selected to ratify the attributes to be construed "desirable." Also, terms denoting problem and anxiety are used for describing some natural features which are opposite to the "desirable" ones as "undesirable features". Lexical choices denoting ease, short period of time, and effectiveness are used to describe the effectiveness of bodily improvement process. Claiming common fact for women is adopted to validate the ideological concepts. WAR metaphor is used to construe the opposite features as enemies with whom women are fighting against. Overstatement is used for describing the delightful feeling of achieving "desirable" features and the miraculous power of the advertised products or services. Presupposition manipulation is used for implicating that some of the features are problem, shame, and even disease. This further implies that women with what is deemed to be "undesirable" features are in trouble. The use of intertextuality in the form of personal narratives insertion and scientific facts quotation is used for suggesting that there exist the right products and services for women.

บทคัดย่อ

วาทกรรมความเป็นผู้หญิงในโฆษณาในวารสารสุขภาพและความงามภาษาไทย

ศิริพร ภักดีผาสุข

บทความนี้มุ่งศึกษาวาทกรรมความเป็นผู้หญิงในโฆษณาผลิตภัณฑ์และบริการสำหรับผู้หญิงในวารสารสุขภาพและความงามภาษาไทยโดยใช้มุมมองวาทกรรมวิเคราะห์เชิงวิพากษ์ คำถามวิจัยคือ 1) อุดมการณ์เกี่ยวกับผู้หญิงที่เสนอในโฆษณาเหล่านี้มีอะไรบ้าง 2) กลวิธีทางภาษาที่ใช้ในการเสนอความคิดเชิงอุดมการณ์เหล่านี้มีอะไรบ้าง ผลการวิจัยพบว่าโฆษณาเหล่านี้ถ่ายทอดอุดมการณ์เกี่ยวกับ "ผู้หญิงที่พึงประสงค์" ซึ่งประกอบด้วยความคิดที่สัมพันธ์กัน 3 ความคิด ได้แก่ 1) ลักษณะที่พึงประสงค์ของผู้หญิงคือ เรือนร่างที่ผอมเพรียว รูปลักษณ์ที่อ่อนเยาว์ ผิวขาว กระจ่างใส หน้าอกใหญ่ กระชับ ได้สัดส่วน และจุดซ่อนเร้นที่ปราศจากกลิ่นไม่พึงประสงค์ 2) ลักษณะร่างกายตามธรรมชาติที่ตรงข้ามกับลักษณะที่พึงประสงค์ถือว่าเป็นปัญหาและศัตรู ผู้หญิงซึ่งมี "ปัญหา" เหล่านี้ต้องพบกับความยุ่งยากและทำให้ขาดความมั่นใจ 3) การจัดการร่างกายสามารถทำได้ง่ายดายและเปี่ยมประสิทธิภาพด้วยพลังมหัศจรรย์ของผลิตภัณฑ์และบริการที่โฆษณา ผู้หญิงควรจะปรับปรุงตนเองเพื่อที่จะเป็นคนที่ดีกว่าโดยการเลือกใช้ผลิตภัณฑ์และบริการที่เหมาะสมแก่ตนเอง มีการใช้กลวิธีทางภาษาหลายกลวิธีเพื่อเสนอความคิดเชิงอุดมการณ์ดังกล่าว ได้แก่ การเลือกใช้คำศัพท์ การกล่าวอ้างว่าเป็นข้อเท็จจริงทั่วไป การใช้อุปลักษณ์ การกล่าวเกินจริง การใช้มุขบท การสร้างสทอบท ในส่วนการเลือกใช้คำศัพท์ มีการคำที่มีความหมายในเชิงบวกและคำที่กำลังเป็นที่นิยม คือ "สวย สุขภาพดี" และ "สุขภาพดี" เพื่อชี้ให้เห็นว่าลักษณะบางอย่างนั้นเป็นลักษณะที่พึงประสงค์ นอกจากนี้ มีการใช้คำที่สื่อถึงปัญหาและความกังวลเพื่อทำให้เห็นว่าลักษณะตามธรรมชาติบางอย่างซึ่งตรงข้ามกับลักษณะที่ "พึงประสงค์" นั้นเป็นลักษณะที่ไม่พึงประสงค์ คำศัพท์ที่สื่อถึงความง่ายดาย ระยะเวลาอันสั้น และประสิทธิภาพถูกใช้เพื่อบรรยายประสิทธิภาพของกระบวนการปรับเปลี่ยนร่างกาย มีการทำให้ความคิดที่นำเสนอมีความน่าเชื่อถือโดยการกล่าวอ้างว่าความคิดนั้นเป็นข้อเท็จจริงสำหรับผู้หญิง สำหรับอุปลักษณ์นั้นพบว่าอุปลักษณ์ "สงคราม" ถูกนำมาใช้เพื่อทำให้ลักษณะที่ไม่พึงประสงค์นั้นถูกมองว่าศัตรูซึ่งผู้หญิงต้องต่อสู้เอาชนะ ส่วนการกล่าวเกินจริงนั้นมีการใช้เพื่อบรรยายความเปลี่ยนแปลงสามารถปรับเปลี่ยนรูปลักษณ์ให้พึงประสงค์ได้และเพื่อบรรยายพลังมหัศจรรย์ของสินค้าและบริการที่โฆษณา สำหรับการใช่มุขบทนั้น ใช้เพื่อแนะนำความว่าลักษณะบางอย่างเป็นปัญหา ความน่าละอาย และเชื้อโรค ซึ่งสื่อต่อไปว่าผู้หญิงซึ่งมีลักษณะเหล่านั้นกำลังประสบความยุ่งยาก สำหรับการใช้สทอบทนั้น มีการแทรกเรื่องเล่าประสบการณ์ส่วนบุคคลและข้อเท็จจริงทางวิทยาศาสตร์เพื่อชี้ว่ามีสินค้าและบริการเป็นคำตอบสำหรับผู้หญิงที่ต้องการปรับเปลี่ยนรูปลักษณ์ของตน

Discourse of Femininity in the Advertisements in Thai Health and Beauty Magazines^{*}

Siriporn Phakdeephasook

Introduction

Gender is socially constructed rather than biologically given (de Beauvoir 1952, West and Zimmerman 1987, Lorber 2003, Barker 2005). In the case of femininity, Simone de Beauvoir (1949) states that “one is not born a woman, one becomes one.” The process of becoming a woman is socially constructed. In the social construction of femininity, several social institutions such as family, school, and religion, create different sets of ideas or ideologies regarding the definitions, attributes, roles and rules of being a woman.

In most societies, including Thai society, the media also play a significant role in constituting and distributing ideological concepts of femininity. At present, owing to the increasing concern for health and physical well being in Thai society, which is in tune of global trend, health and beauty magazines have become more popular as evidenced by the increasing number of such publications on the newsstands. Obviously, women are the main targeted readers of these magazines. It is therefore not surprising that the contents presented in these magazines are mostly targeted for a female audience including the advertisements of products and services specifically aimed for women. In order to promote the sales of such products and services, the manufacturers and the service providers make use of the advertisements to provide information about their products and services. Inevitably, in the process of stimulating increased consumption of these products and services for women, some ideologies of femininity are constituted and represented in these ads as an attempt to influence the readers, especially the women.

This paper aims at studying the discourse of femininity in the advertisements of products and services for women in Thai health and beauty magazines. The approach and frame works of Critical Discourse Analysis (CDA) proposed by Fairclough (1992, 1995) and Van Dijk (2001, 2003, 2006) are adopted. The two research questions are

- 1) What is the ideology of femininity represented in the advertisements of products and services for women in Thai health and beauty magazines?
- 2) What are the linguistic strategies used for representing these ideological concepts?

This paper consists of four sections. In section 1, more details about the data and the approach used in this study will be provided. Next, the overview of the text and discursive practice of advertisements of products and services for women will be presented in section 2. Sections 3 and 4 will be devoted to the analysis of the ideology

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constituted by the ads as well as the linguistic strategies adopted for constructing such ideology. In section 5, the socio-cultural practice dimension of the discourse of femininity will be discussed in order to sum up all the findings.

Data and approach

The data: Advertisements of products and services for women in Thai health and beauty magazines

The data used for this study was drawn from advertisements of products and services for women in six Thai health and beauty magazines, published during May 2008 and April 2009, including:

- | | |
|--|-----------------|
| 1. Health Plus | 2. Health Today |
| 3. <i>Sukkhaphap Dee</i> (Good Health) | 4. Shape |
| 5. Slimming | 6. Slim Up |

These magazines were selected on the basis that they were widely sold in different locations such as in franchised bookstores, at the book and magazine corner in franchised convenience stores, in local bookstores and bookstalls which means that the magazines can reach an extensive group of readers.

Altogether one hundred and five pieces of advertisements of products and services for health and beauty were gathered. These advertisements apparently aim at female readers. Two main criteria were used for data collection. First, the presenter(s) in the ads is female. Second, the term, *phuuying* (woman) is mentioned in the ads.

The approach: Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is considered the most appropriate approach for this research since it aims at analyzing ideologies constituted by discourse, especially public discourse and media discourse, and at unmasking the relationship between discourse and manipulation. Critical discourse analysis is a type of discourse analytical research that focuses on the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. One of the ultimate goals of critical discourse analytical research is to expose and resist social inequality (Van Dijk 2003: 352).

Despite the difference in terms of background of the critical discourse researchers, their main interest is on power, especially institutionally produced power. The purpose of CDA is to analyze the opaque as well as transparent relation between language and power in order to see the ways in which language/discourse is manipulated for producing and maintaining the power inequality (Van Dijk 1993, 2003; Wodak 1995; Blommaert 2005). In so doing, CDA attempts to analyze how discourse is manipulated for constituting and representing ideology in favor of the power dominance (Van Dijk 1993, 2006).

Among various frameworks in CDA, Fairclough's (1992a, 1995) three dimensional framework has been widely adopted. According to Fairclough, language use is a communicative event consisting of three dimensions namely text, discursive practice, and social practice. The first dimension, discourse as text, focuses on the linguistic features and organization of concrete instance of discourse (i.e., speech, writing, image, or the combination of these). The second dimension, discourse as discursive practice,

involves the production and the distribution and consumption of the text. In this dimension, discourse is viewed as something produced, circulated, distributed, and consumed in society. The last dimension, discourse as social practice, concerns about socio-cultural situations related to the production and distribution of the text as well as the influence upon the socio-cultural contexts that may cause by the text. It focuses on the roles of discourse in hegemonic process—how discourse is manipulated for controlling the minds of people in the society (Fairclough 1995, Blommaert 2005, Van Dijk 2006). All the three dimensions should be taken into account in order to reach a thorough analysis.

Previous studies

Literature related to the present study can be discussed in three groups, namely studies on women or femininity in print media, studies on critical discourse analysis in Thai, and finally studies on critical discourse analysis focusing on gender or femininity. The last group which is directly related to the present study will be discussed in more detail.

Studies on women or femininity in print media

Studies focusing on women or femininity in print media cover various research topics such as women's roles and their status as reflected in media (Swasburi 1989), women's ideas presented in print media (Choosaengsri 1991), values and attitudes on gender as reflected in print media (Thamsarnsunthon 1994), women's images in print media (Kanjana-urairoj 1994) values on beauty represented in print media (Pongudom 2005).

Most of these works are aimed at providing content analysis. Works focusing on analyzing linguistic strategies are Liwcharoenchai (2004) and Pongudom (2005). Liwcharoenchai (2004) analyzes linguistic strategies for giving advice in quizzes published in women's magazines in order to see the features of 'desirable' women and ideal persons. Pongudom (2005) adopted critical discourse analysis for analyzing cosmetics advertisements in women's magazines in order to see the relation between language and beauty values.

Studies adopting critical discourse analysis in Thai

Research adopting critical discourse analysis as framework in Thai are done on different groups of data such as newspaper's front page and other columns (Hongladarom 1996, Hongladarom 2000, Hongladarom and Hongladarom 2006), the discourse of Thai identity in various advertisements in Thai (Anantsuchartkul 2001), awarded children's books (Wongbiasaj et al. 2006), quizzes in magazines (Liwcharoenchai 2004), cosmetics advertisements in women's magazines (Pongudom 2005). The research topics are varied including identity of hill tribe ethnic minorities (Hongladarom 2000), beliefs on ideal persons and desirable women (Liwcharoenchai 2004), and values on beauty as represented in cosmetics advertisement in women's magazines (Pongudom 2005), discourse of violence in the southern region of Thailand (Hongladarom and Hongladarom 2006), ideology and power relations represented in awarded children's book (Wongbiasaj et al. 2006), ideology in the advertising discourse of cosmetic surgery (Panpothong 2007), and ideology of smart consumers in advertising discourse of health-claimed products and services (Phakdeephasook 2007).

Critical discourse studies on femininity as well as gender in Thai society

Critical discourse studies on femininity as well as gender in English are increasing (i.e. Chaudhuri 2001, Calasanti and King 2007, Crawshaw 2007, Soden 2008) while those in Thai are relatively lacking. Literature on critical discourse analysis that directly related to the present study on ideology of femininity in the advertisements of products and services for women in health and beauty magazines are as follows.

Ponprateep (2000) analyzes the logics of consumption represented in the advertisement of health-claimed food supplements in Thai women's magazines and health magazines. Baudillard's theory of the four logics of consumption was adopted as the main framework. It was found that the functional logic of usage values of health-claimed food supplements; i.e., the health benefits, was most prominently represented in the ads. The logic of sign value, the economical logic of exchange value, and the logic of symbolic exchange were also less frequently presented. In terms of the logic of sign value, food supplements were represented in relation to the concept of beauty. As for the logic of symbolic exchange, food supplements were defined as gift of health concern. The economical logic of exchange value was rarely found in the ads. Several advertising techniques were used for presenting these logics of consumption. The technique that was mostly used was advertorial advertising. The ads functioned as rational motives rather than emotional motives.

Pongudom (2005) studied cosmetic advertising discourse in Thai in order to see the relationship between language and values on beauty in Thai society. It was found that advertising discourses on cosmetic functions in constructing, emphasizing, and expressing the values on beauty. Cosmetic advertising discourse implies that women are beautiful only when they possessed what is perceived to be features of perfect beauty. The concept of 'perfect beauty' represented by the ads is influenced by the Western model. Namely, 'perfect beauty' means 'being young and healthy.' Moreover, these ads indicate that women are beautiful only when they use cosmetics to beautify themselves according to what current fashion trends dictate. The linguistic strategies used in these discourses can be categorized into two main groups—semantic strategies and pragmatic and discourse strategies. Semantic strategies include the use of verbs describing beauty, the use of intensifier, and the use of words to negate the non-beauty features. Pragmatic and discourse strategies include the use of figure of speech, claiming, rhetoric questions, and presupposition manipulation.

Panpothong (2007) investigates the ideologies represented in the advertising discourse of cosmetic surgery adopting the approach of Critical Discourse Analysis (CDA). The findings reveal that cosmetic surgery has been redefined as a necessity instead of an optional process. Also, aging characteristics as well as some features of the oriental face are represented as deformities or diseases while cosmetic surgery is represented as a required treatment for better appearances. With the "magic" of cosmetic surgery, women can become beautiful in the way they desire, and forever maintain their youthful looks. In addition, this ideal beauty enables them to become successful in the modern Thai society. Various linguistic strategies including lexical choices, presupposition manipulation, metaphors, narratives with direct quotations, etc, are exploited for representing these concepts.

It can be seen that there exist only a few studies on gender or femininity in Thai society adopting critical discourse analysis approach. None of them has been done on discourse of femininity in advertisements of products and services for women in Thai health and beauty magazines. Therefore, it is anticipated that this present study will more or less help extend the scope of study of the critical discourse research on gender in Thai society.

Traditional concepts of beauty and health in Thai society

It is worthwhile and appropriate to take a look at the tradition perception of beauty in Thai culture since it is more or less related to the concept of femininity in Thai society. The concept of *Benja Kanlayanee* ‘women with five features of supreme beauty’ often mentioned in Thai literature is considered a predominant traditional notion of beauty in Thai culture. The five beautiful features of *Benja Kanlayanee* include 1) *phom ngam* ‘beautiful hair’, 2) *nue ngam* ‘beautiful flesh’, 3) *kraduk ngam* ‘beautiful bone’, 4) *phiw ngam* ‘beautiful skin’, 5) *wai ngam* ‘beautiful age’. To further clarify, to have *phom ngam* is to have a long and shiny black hair which when tied in bunch at the back of the head is look like the tail of a peacock. *Nue ngam* refers to pink and firm gums. Next, the indicator of *kraduk ngam*, which literally means ‘beautiful bones, is white and even teeth. *Phiw ngam* means white radiant skin and black shiny skin. Last, *wai ngam* refers to youthful appearance (Khananulak 1981). It can be noticed that these features of beauty are mostly naturally given. Some of these, such as pink and firm gums and youthful appearance can be considered signs of good health. Hence, it can be said that the traditional concept of beauty is somewhat related to the concept of health. Nonetheless, these features were not termed “healthy beauty”.

In addition to the concept of *Benja Kanlayanee*, according to Chaisingkananont (2001), in the traditional Thai society, slim and slender figure as well as white, spotless, and radiant skin were considered features of standard beauty. Chaisingkananont (2001) argues that this notion of beauty was related to class distinction. That is, the social dominant group tended to place high value on the physical features mostly found among their members, namely slim and slender figure as well as fair and radiant skin. On the contrary, those of the lower class who had to work hard outdoor generally tended to have stout figure and dark complexion. These two features were construed inferior.

It can be seen that according to the traditional concepts of beauty in Thai society, some desirable features were related to healthy physical features. However, they were not referred to as ‘healthy beauty’. It seems that this term has been used to define these features recently.

An overview of the advertisements of products and services for women in Thai health and beauty magazines

Before launching out on an investigation of the ideology on femininity represented in the advertisements in health and beauty magazines, an overview of advertising discourse of products and services for women in Thai health and beauty magazines should be presented. In other words, this section deals with the text and the discursive practice of these advertisements while the social practice of these adverts will be discussed later in the last section.

The discursive practice

In terms of the discursive production, the advertisements of products and services for women are produced by manufacturers as well as service providers apparently for commercial purposes. The manufacturers and service providers gain access to the production of advertising discourse and to the publication of health and beauty magazines which is a powerful communicative tool (cf. Van Dijk 1993). This enables them to produce the ads for their products and services and distribute these ads to the public through the health and beauty magazines. These ads are aimed at introducing the products and services and persuading consumers to buy the products or use the services. As for persuasive ends, several tactics have been employed. One of them is to create the need and desire for the products and services by means of some ideologies (cf. Phakdeephasook 2007).

This is in accordance with Williams' (1980) argument that advertisements function in creating consumer's desire and taste in the ways the manufacturers prefer. According to Williams (1980), advertisements directly serve the manufacturers in manipulatively motivating the consumers' desire and taste to match the patterns designed by the manufacturers. In line with Williams (1980), Williamson (1978) points out that an advertisement does not simply provide information about the product. Rather, it simultaneously makes the product being advertised mean something to the consumers by using linguistic and symbolic codes.

The advertisements used as data in the present study are distributed in health and beauty magazines which are the print media sold nationwide. Consequently, the ads of the products and services for women can reach an extensive group of readers including the health-concerned female readers who are the potential customers. By associating with other educational and/or medical discourses in the health and beauty magazines, these ads seem to gain more credibility.

The text

The text of the advertisements of products and services for women in health and beauty magazines consists of both words and pictures. The words in the ads are used for presenting products' and services' brand name, slogans, description about the products or services, and pieces of health-related information such as scientific facts, personal narratives on health problems and solutions. The pictures used in the ads mostly are the illustrations of the female presenters and the products. In the ads of products for women, both the illustrations of the presenter and the product are presented. In the case of services for women's health and beauty, mostly the pictures of the presenter are shown. Most of these presenters are female celebrities who are noticeably slender and physically attractive. Sometimes, the pictures of the service providers are also included in the ads.

According to Bernstein (1974 in Cook 1992: 10), two main types of advertisements are "reason ads" and "tickle ads." Reason ads aim at suggesting motives for purchase while tickle ads appeal to emotion, humor, and mood. From the analysis, most of the advertisements of products and services for women in Thai health and beauty magazines tend to be of a hybrid nature—a combination between tickle ads and reason ads. That is, they tend to appeal to emotion and mood of the consumers as demonstrated by the use of large pictures of appealing presenters. However, health-related information,

especially scientific facts, about the products and services is also provided too as motives for purchase. This hybrid nature seems to dovetail with the hybrid attributes of health and beauty magazines which is a combination of women's magazines and health magazines. The following pictures illustrate the hybrid nature of these ads.



Picture 1: An advertisement of Boo-BenLarge breast enlarging cream (Health Plus; October 2008: 36-37)

In this picture, the large picture featuring a sexy-looking presenter, who is an actress, is depicted in order to appeals to the mood and emotion of the readers. In the right hand side section, information including the presenter's personal narrative about her experience and comments about the product and scientific fact about the product ingredients is provided.



Picture 2: An advertisement of Srim Cup coffee (Slimming; September 2008: 31)

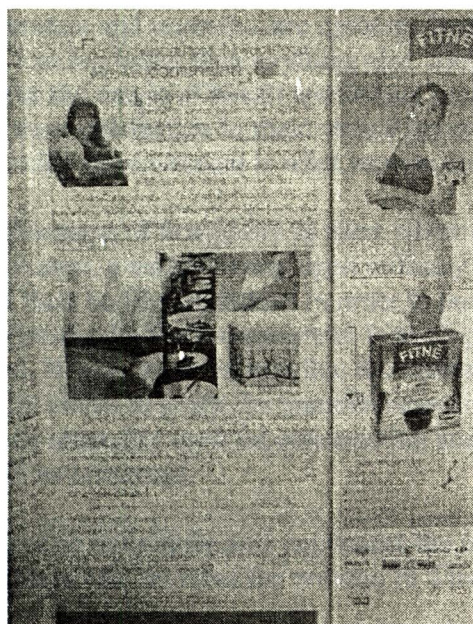


Picture 3: An advertisement of Vite Secret (Health Plus; November 2008: 18-19)

Pictures 2 and 3 also demonstrate the hybrid nature of trickle-reason ads found in the text of two products for women. Pictures of attractive presenters who are well-known celebrities are used for representing the prototype of women with good figures who are also endowed with beautiful and radiant skin. These pictures are accompanied by health-related information and a personal narrative of skin problem and solution respectively in order to provide reasons for the consumers to select these products.

The ads of health and beauty products and services appear in two main forms namely, advertising texts, as seen above, and advertorials. Advertorials are lengthy entries in magazines and newspapers which attempt to combine an article and an advertisement. The article section in the advertorials presented seemingly “general” information on health and beauty issues. The ad section alongside gives specific information about the advertised products and services which can be related to the information provided in the article-section.

Picture 4, shown below, is an example of advertorial. In this advertorial, an article on cellulite is presented in the column entitled “Sweet and Fit.” Side-by-side, an advertising text of “Fitnè low calorie sweetener powder for weight control” is presented. It can be seen that these two parts are closely related.



Picture 4: An advertorials on “Sweet and Fit” by Fitnè (Shape; August, 2008: 31)

After providing an overall picture about the text of the advertisements of products and services for women in Thai health and beauty magazines, in the following section, the findings of the analysis of ideology of femininity will be presented.

The ideology of femininity represented in the advertisements of products and services for women in Thai health and beauty magazines

The analysis of the advertisements of products and services for women reveals that it is not only the information about the products and services but also concepts about women that are conveyed to the readers. In other words, these ads function in constituting and representing ideology of femininity or a set of ideological ideas about women, especially the desirable ones, to readers in contemporary Thai society. The ideology constructed and represented in these advertisements consists of three related ideological concepts.

- 1) Desirable features for women are a slim and slender figure; youthful appearance; white, clear, and radiant skin; large, firm, and shapely bust; and odorless hidden spot. These features are construed signs of “healthy beauty.” These “desirable” features are what every woman wish to attain since they make them feel confident.
- 2) Some natural bodily conditions which are opposite to the desirable features are problems, and enemies. Women with these “problems” are perceived to be in trouble and lacking in confidence.
- 3) Bodily management can be done effortlessly and effectively owing to the miraculous power of the products and services for women’s health and beauty. Hence, women should make certain improvements to themselves in order to improve their looks and be new and better persons by selecting the right products and services for themselves.

According to this ideology, it can be seen that all these “desirable” features pertain mainly to physical attributes. The intellectual and behavioral aspects, as previously emphasized in

some Thai didactical literature and proverbs, are ignored. To be a desirable woman, one must be primarily good looking rather than anything else. Since it is very easy to become a desirable woman owing to the magic of health and beauty products and services, women should not simply limit their satisfaction to their natural but unsatisfactory bodily conditions. Therefore, bodily improvement is what women must undertake.

To sum up, the discourse of femininity in these advertisements defines the “desirable” features of women, creates anxiety upon ordinary women and encourages these women to manage their bodily conditions in order to become better and more “desirable women.” Definitely, bodily improvement is made possible by the products and services being advertised. Hence, it can be said that the construction and representation of this ideology is ultimately aimed to profit the manufactures and service providers. In the next section, the linguistic strategies used for constructing and representing these ideological concepts will be presented.

Linguistic strategies used to constitute and represent the ideology of femininity in the advertisements of products and services for women in Thai health and beauty magazines

The ideological concepts about women represented in the advertisements of products and services for women in Thai health and beauty magazines discussed in the previous section are constructed and represented by means of linguistic strategies. The linguistic analysis reveals that several linguistic strategies were used for constructing and representing this ideology such as the use of lexical selection, metaphor, overstatement, rhetorical question, claiming, presupposition manipulation, and intertextuality. In this section, the linguistic strategies used for constructing and representing each ideological concept will be presented.

Concept 1: Desirable features for women are slim and slender figure; youthful appearance; white, clear, and radiant skin; large, firm, and shapely bust; and odorless hidden spot. These features are construed signs of “healthy beauty.” These “desirable” features are what every woman wish to attain since these features make them feel confident.

Linguistic strategies used for representing this ideological concept include the use of lexical selection, claiming, metaphor, and overstatement.

Lexical selection

- Using positive words to ratify features to be construed “desirable”

The positive words such as “ปรารถนา (to desire),” “อยากมี (to want/wish to have),” “ต้องการ (to want, to need),” “มั่นใจ (to be confident),” “ภูมิใจ (to be proud of)” are used with the words or phrases denoting feature(s) such as “รูปร่างดี (good figure),” “ผอมเพรียว (slim and slender),” “ผิวสวย (beautiful skin),” “ความอ่อนเยาว์ (youthfulness)” in order to signify that they are “desirable” features for women. The following examples demonstrate the use of this lexical selection.

Extract 1: ผู้หญิงทุกคนอยากมีรูปร่างที่ดี เพื่อเพิ่มความมั่นใจให้กับตนเอง แต่ความสวยและความผอมมักมากับอุปสรรคที่เอาชนะได้ยาก

(กาแฟ Nature Gift; Slimming ต.ค. 2551: 90-91)

Translation: Every woman **wants to have** a shapely figure to increase her self-confidence. However, beauty and slimness usually come with obstacles that are difficult to overcome.

(Nature Gift coffee; Slimming, October 2008: 90)

Extract 2: ...เพราะความสวยอ่อนเยาว์นั้นเป็นสิ่งที่สาว ๆ ทุกคนปรารถนา...

(DHC Alpha Lipoic Acid + CO Q10; สุขภาพดี, กันยายน 2551)

Translation: ...Because youthful beauty is what every woman **desires** ...

(DHC Alpha Lipoic Acid and CO Q10; *Sukkhaphap Dee*, September 2008)

Extract 3: ...ผู้หญิงทุกคนก็อยากมีผิวสวยกันทั้งนั้น

(Vite Secret; สุขภาพดี, มิถุนายน 2551: 18-19)

Translation: ...Every woman **wants to have** beautiful skin.

(Vite Secret, *Sukkhaphap Dee*, June 2008: 18-19)

In the above examples, the co-occurrence of these words and phrases leads to the interpretation that slim figure, youthful beauty, and beautiful skin are desirable for women.

In the following two examples, breasts and hidden spot are construed as desirable female body parts.

Extract 4: เป็ยรู้สึกว่า “ทรวงอก” เป็นเสน่ห์ที่ผู้หญิงทวงแหนและน่านุญมิใจที่สุด

(Boo-BenLarge – Breast Enhancing Cream; Slimming ธ.ค. 2551: 19)

Translation: I think that the breast is what constitutes a woman's charm and attractiveness and it is something she should cherish and feel very proud of.

(Boo-BenLarge – Breast Enhancing Cream; Slimming, December 2008: 19)

Extract 5: เพราะผู้หญิงต้องการการดูแลจุดซ่อนเร้นที่ต่างกัน
บีโนซ์ ผลิตภัณฑ์เพื่อจุดซ่อนเร้นจึงสร้างสรรค์คุณค่าความอ่อนโยน
ให้คุณเลือกดูแลจุดซ่อนเร้นได้ครบครัน ทั้งสูตรน้ำแร่และน้ำมัน
ตอบทุกความมั่นใจให้สาวยุคนี้

(Be Nice; Slimming, ต.ค. 2551: 19)

Translation: Because women **want different ways of taking-care of** that hidden spot.
Be Nice--cleansing product for the hidden spot-- creates the valuable

gentleness allowing you to select the right way to take care that hidden spot, with both mineral water formula and milk formula. This product responds to every need of **confidence** for today's women.

(Be Nice; Slimming, October 2008: 19)

- Using the trendy term “สวย สุขภาพดี (healthily beautiful)” and “สุขภาพดี (healthy)” to positively redefine the “desirable” features

Due to the health concerns in contemporary Thai society, the term “สวย สุขภาพดี (healthily beautiful)” and “สุขภาพดี (healthy)” become trendy. “สวย สุขภาพดี” is a new trend of beauty being promoted. In the advertisements, these two terms are used to create new favorable definition for some features especially slender and slim body, youthful appearance, and clear and radiant skin, as shown in the following extracts.

Extract 6: เคล็ดลับสวยสุขภาพดี

ง่าย มั่นใจ ไร้ส่วนเกิน ...

(ผลิตภัณฑ์เสริมอาหาร DHC Citrus Aurantium; Shape, ต.ค. 2551: 11)

Translation: Tips for **healthy beauty**.

Effortless, Reliable, No more overweight ...

(DHC Citrus Aurantium; Shape, October 2008: 11)

Extract 7: นวัตกรรมจัดไขมันล้ำยุค CLS สวยเพรียว สุขภาพดี

(Cellu Loss Sculptor โดย Phillip Wain; Slimming, ต.ค. 2551: 87)

Translation: CLS—cutting edge innovation for cellulite reduction,

Beautifully slender and healthy

(Cellu Loss Sculptor by Phillip Wain; Slimming, October 2008: 87)

Extract 8: ล้างพิษแนวใหม่ เคล็ดลับสุขภาพดี หุ่นสวย หน้าใส

(Bio Grow DeyTox; สุขภาพดี; เดือน 2552: 73)

Translation: New way of detoxication. Tips for **healthy, beautiful shape, and clear face**.

(Bio Grow DeyTox; Sukkhaphap Dee, MONTH 2009: 73)

Extract 9: ด้วยการผสมผสานเทคโนโลยีอันล้ำสมัยเข้ากับวิทยาศาสตร์การอาหารจึงช่วยฟื้นฟูและบำรุงผิวพรรณได้อย่างมีประสิทธิภาพจนคุณรู้สึกถึงผิวที่ดูสวยสุขภาพดี แข็งแรงจากภายในจนเปล่งประกายสู่ภายนอกในเวลาเพียงไม่กี่สัปดาห์

(Vite Secret- dietary supplement product; สุขภาพดี, กันยายน 2551: 1-2)

Translation: The combination of cutting edge technology and nutritious sciences help effectively resuscitate and nourish the skin. So you can feel the

healthily beautiful skin--healthy from within and be shingly radiant in a few weeks.

(Vite Secret; Sukkhaphap Dee, September 2009 : 1-2)

In these extracts, “no more overweight,” “beautifully slender,” “beautiful shape,” “clear face” and “beautiful and radiant skin” are considered as signs of healthful beauty.

Claiming common fact for women

The terms “ผู้หญิง (women),” “ผู้หญิงทุกคน (every woman),” “ผู้หญิงยุคใหม่ (modern women),” “สำหรับผู้หญิง (for women)” are often used in order to claim that every woman wishes to attain “desirable” features. The following illustrations demonstrate the point.

Extract 10 : ...ผู้หญิงทุกคนก็อยากมีผิวสวยกันทั้งนั้น

(Vite Secret; สุขภาพดี, มิถุนายน 2551: 18-19)

Translation: ...Every woman wants to have beautiful skin.

(Vite Secret, Sukkhaphap Dee, June 2008: 18-19)

Extract 11: “ยุคนี้...เรื่องความสวยความงามสำหรับผู้หญิงต้องรวดเร็ว ทันใจ ตอบสนองความต้องการได้อย่างรวดเร็วตรงจุดที่สุด ‘Boo-BenLarge’ ครีมกระชับและขยายขนาดทรวงอก ที่แม้แต่ดาราและนางแบบสาวสุดเซ็กซี่ ‘เป้ย ปานวาด’ ยังทิ้งและยอมรับในประสิทธิภาพที่เกินคาด”

(Boo-BenLarge – Breast Enhancer Cream; Slimming ธ.ค. 2551: 19)

Translation: Today... beauty for women must be quick and respond to each and every specific requirement. ‘Boo-BenLarge’ is a breast enlarging and firming cream that even Peuy Panwad, a sexy star and model, has been amazed and accepted its extraordinary effectiveness.

(Boo-BenLarge- Breast enlarging cream; Slimming, December 2008: 19)

In extract 10, it can be construed that women beautiful skin is what all women wish. Extract 11 implicates that large and firm bust is desirable feature for women. By claiming that the concepts represented are common facts for women, the ideology represented sounds more convincing for readers.

Metaphor

In the following two examples, หุ่นสวย (beautiful shape) and ผิวสวย (beautiful skin) are the goals of a presumably military action. In other words, these features are what women should protect or fight for. The use of metaphor in these examples is indirectly related to the concept of ‘healthy beauty’. That is, the features of ‘healthy beauty’ are construed something women should try to achieve.

Extract 12: การกิจพิชิตหุ่นสวย

(Nature Gift coffee; Slimming ต.ค. 2551: 90)

Translation: **Mission to conquer beautiful figure**
(Nature Gift coffee, Slimming, October 2008: 90)

Extract 13: ปฏิวัติผิวสวย...เผยผิวขาวเนียนในรูปร่างเพรียวกระชับ
(Nu Vite; Health Plus, April 2009: 2)

Translation **Revolution for beautiful skin...** reveal white, smooth skin in slim and firm body
(Nu Vite; Health Plus, April 2009: 2)

Overstatement

It is found that in the ads the delightful feeling after achieving more attractive features is often overstated. This implies that these features are desirable for women since attaining them could make them feel so elated.

Extract 14: จะเกิดใหม่อีกครั้ง ไม่มีคำว่าเป็นไปได้

“เลิกฝันมานานแล้วค่ะ ว่าตัวเองจะกลับไปมีรูปร่างที่ผอมเพรียวเหมือนตอนเข้าวงการใหม่ๆ เพราะแอนพยายามลดแล้วหลายวิธีแต่ก็ไม่ได้ผล เพื่อนๆ เลยแนะนำให้เข้าไปที่ Kristie France ไม่น่าเชื่อค่ะว่าแค่ครั้งแรกก็เห็นได้เลยว่าหุ่นเพรียวลง แอมนั่งดูดีขึ้นจนตัวเองยังตกใจรู้สึกเหมือนเกิดใหม่จริงๆ ค่ะ

คุณแอน วาสนา พูนผล/ ดารา นักแสดง

(Kristie France; Slimming, ธ.ค. 2551: 79)

Translation: **Rebirth is not impossible.**
“I had stopped dreaming that I would become slim and slender like when I started my career. It was because I have tried several methods but they were all unsuccessful. Then, my friends recommended me to visit Kristie France. It was unbelievable that since the first time, my body became noticeably more slender. Also, I felt that I had become so much more attractive that even I myself was amazed. I felt as if I was experiencing rebirth.

(Wassana Poonphol/ actor)

(Kristie France; Slimming, December 2008: 79)

Extract 15: - คืนชีวิตใหม่...ให้ตัวคุณ
เล็กลง...กับส่วนเกินตลอดไป
(Mind & Care, สุขภาพดี, มิถุนายน 2551: 53)

Translation: **Return a new life for yourself.**
Stop worrying about extra weight forever.

(Mind & Care, diet program; *Sukkhaphap Dee*, June 2008: 53)

In these two examples, the experience of becoming slender is overstated and equated to the improbability of getting a new life. Also, this leads to the implication that being fat and overweight makes a woman's present life unbearable.

Concept 2: Some natural bodily conditions which are opposite to the desirable features are problems, and enemies. Women with these “problems” are in trouble and lacking in confidence.

The linguistic devices for representing this ideological concept include the use of lexical selection, presupposition manipulation, metaphor, and intertextuality. The use of these linguistic strategies are demonstrated and discussed below.

Lexical selection

Several strategies are used for defining some natural features such as “ไขมันส่วนเกิน (cellulite),” “น้ำหนักส่วนเกิน (overweight),” “ริ้วรอยแห่งวัย (aging wrinkle),” “ผิวหมองคล้ำ (skin with impurities and darkness),” as problem and anxiety. First, terms denoting problem and anxiety such as ปัญหา (problem), กังวล (to be anxious), and ไม่มั่นใจ (to be lack of confidence) are used for describing these features. Next, verbs implying problem and anxiety are associated with these “undesirable” features.

- **Using terms denoting “problem, anxiety, lack of confidence” to negate some features to be construed undesirable**

By using the negative terms such as ปัญหา (problem), กังวล (to be anxious), and ขาดความมั่นใจ (to be lacking in confidence) for describing some features such as “มีไขมันส่วนเกิน (to have cellulite),” “น้ำหนักส่วนเกิน (overweight),” “ริ้วรอยแห่งวัย (aging wrinkle),” “ผิวหมองคล้ำ (skin with impurities and darkness),” and “(sagging and drooping bust), these features are unfavorably construed as undesirable problems for women. The following extracts illustrate the use of this strategy.

Extract 16: Bustina ผลิตภัณฑ์ดูแลทรวงอก ที่มีคุณภาพและความปลอดภัยสูง ช่วยทำให้ทรวงอกกระชับ เติ่งติ่ง อวบอุ่ม และเพิ่มความชุ่มชื้นให้กับผิวหนังของทรวงอก อีกทั้งแก้ปัญหาอกหย่อนคล้อยในเวลาเดียวกัน

(ผลิตภัณฑ์ดูแลทรวงอก Bustina; Slimming, ก.ย. 2551: 57)

Translation: Bustina, Bust care product with high quality and safety helps with firming and shaping the bust, moisturizing the bust skin, and simultaneously **fixing the problem of sagging and drooping bust.**

(Bustina, bust care product; Slimming, September 2008: 57)

In this example, the sagging and drooping of busts is defined a problem that needs to be fixed by the combination of “ปัญหา” and “ออกหย่อนคล้อย”

Extract 17: ปัญหาเรื่องรูปร่างและส่วนเกิน ใครบอกว่าแก้ไม่ได้?
อีกหนึ่งวิธีในการแก้ปัญหาส่วนเกินกับสองผลิตภัณฑ์ ที่ตอบสนองปัญหาได้ครบสูตร
(Golden Life Coffee Srim และ Fiberry-Detox; Health Plus, พ.ย. 2551: 17)

Translation: Who said that **body shape and cellulite problems** cannot be fixed?
Another way to **fix cellulite problems** is to use these two products that absolutely respond to **the problems**.
(Golden Life Coffee Srim and Fiberry-Detox; Health Plus, November 2008: 17)

Extract 18: “ความจริงเป๊ยเป็นคนหน้าอกเล็กทำให้ขาดความมั่นใจเลยคะ...”
(Boo-BenLarge – Breast enhancing cream; Slimming, ธ.ค. 2551: 19)

Translation: “In fact, I have a **tiny bust** which **affects my confidence and sense of self-esteem**.
(Boo-BenLarge – Breast enhancing cream; Slimming, December 2008: 19)

Extract 19: บอกลาความกังวลเรื่องริ้วรอยแห่งวัย
(Lamuca emollient; Slimming, ก.ย. 2551:15)

Translation: Say goodbye to **the anxiety** over aging wrinkles.
(Lamuca emollient; Slimming, September 2008:15)

- Using verbs implying “problem” or “undesirable condition”

Verbs such as กำจัด (to get rid of), ขจัด (to eradicate), ลดเลือน (to reduce/ to eliminate), ชะลอ (to suspend), ต่อต้าน (to resist), แก้ (to repair, to fix) and บอกลา (to say goodbye), imply that the conditions being described are problematic or undesirable conditions. The trendy phrase ต่อต้านความชรา (anti-aging) which is often used in the ads serves as an outstanding example. Also, extracts 16 and 17 above demonstrate the use of “แก้ (to fix, to repair) and extract 19 illustrates the use of “บอกลา (to say goodbye). Some other examples are shown below.

Extract 20: ชะลอการเกิดริ้วรอย... คืนความอ่อนเยาว์สู่ผิวพรรณ
(Avana Perfect Beauty Skin Collection สลิมมิ่ง ธ.ค. 2551: 49)

Translation: **Suspend** wrinkling process... return youthfulness to the skin.
(Avana Perfect Beauty Skin Collection; Slimming, December 2008: 49)

Extract 21: ชะลอการเกิดการสะสมของไขมัน ผิวพรรณผ่องใสและนุ่มชุ่มชื้น

อย่างเป็นธรรมชาติด้วย ProLachrystine A และ 3 Steps Chronotech
ลิขสิทธิ์เฉพาะของเอเอ็กซ์ทู เท่านั้น

(axii Body control firming cream และ Speed Chrono Shaping
Cream; Shape, พ.ย. 2551: 11)

Translation: **Suspend** cellulite accumulation making skin look naturally radiant,
smooth, and moisturized by ProLachrystine A and 3 steps chronotech
which are exclusive formula of axii.
(axii Body control firming cream and Speed Chrono Shaping Cream
Shape, November 2008: 11)

Extract 22: ล็อคปัญหาไขมัน

(Siam Laser Clinic; Slimming, ก.ค. 2551: 9)

Translation: **Lock** the cellulite problem.

(Siam Laser Clinic; Slimming July 2008: 9)

Extract 23: ลดเลือนริ้วรอยแห่งวัย

(Slight โปรแกรม ทรีทเม้นต์; สลิมมิ่ง, พ.ย. 2551:73)

Translation: **Reduce** aging wrinkles

(Slight, treatment program; Slimming, November 2008: 73)

Presupposition manipulation

Presupposition is a prior assumption about the world or background belief or knowledge implicating by an utterance. Presupposition manipulation can be used as a strategy to implicate some implicit knowledge or concepts without apparently mentioning them. It is found that in some of the ads, presupposition is manipulated in order to implicate that some features are undesirable.

Extract 24: ใครว่า ผิวแตกลาย รักษาไม่ได้

(Siam Laser Clinic; Slimming, ธ.ค. 2551: 33)

Translation: Who says wrinkled and chapped skin cannot be cured?

(Siam Laser Clinic; Slimming, December 2008: 33)

This sentence is a rhetorical question presupposing that wrinkled and chapped skin is something to be cured. Further, the verb “รักษา (to cure)” implies that wrinkles and chapped skin is construed as an ailment or a problem.

Extract 25: ผมขาวแก้ได้...โดยไม่ต้องโกรกย้อม

ปิดผมขาวได้ตั้งแต่แรกที่ใช้

(ผลิตภัณฑ์สมุนไพรดูแลสีผม แคทเธอริน สุขภาพดี ธันวาคม 2551)

Translation: Grey hair **can be treated (repaired)** ... without the need to dye or tint.
Grey hair **can be concealed** from the very first use.
 (Katherine, herbal shampoo; *Sukkhaphap Dee*, December 2008)

In this extract, “ผมขาวแก้ได้ (grey hair can be treated)” and “ปิดผมขาวได้ (grey hair can be concealed)” presuppose that grey hair is a condition that needs to be treated and concealed. This implies that grey hair is a sign of aging and it is undesirable and troublesome.

Besides these two examples, it should be pointed out that the underlined texts the extracts 16, 17, 19, 20, 21, 22, 23, 26, 27, 28 and 29 also exemplify the uses of presupposition manipulation. That is, in extracts 16, 17, 22 and 27, it is presupposed that sagging and drooping bust as well as cellulite are problems to be fixed, locked, and subdued. Extract 19 presupposes that aging wrinkles is the cause of anxiety and thus it is undesirable things to be said goodbye. In extracts 20 and 21, wrinkling process and cellulite accumulation are presupposed unfavorable processes to be suspended. In extract 23, aging wrinkles are presupposed unwanted marks to be reduced. Extract 26 presupposes that fat is someone to be fought with. Likewise, in extract 28 and 29, it is presupposed that the process of aging as well as skin problems are someone to be resisted and overcome.

Metaphor

It is found that WAR metaphor is used in the advertisements of products and services for women in order to conceptualize some natural conditions such as being overweight, having a blemished complexion, or aging an enemy. Women with these conditions are positioned in the battle against these enemies as suggested by the use of verbs denoting ‘fighting.’

Extract 26: **Fighting Fat** (Double Impact อาหารเสริมลดน้ำหนัก; สลิมมิ่ง, ธ.ค. 2551: 2-3)

Extract 27: สยบปัญหาเซลลูไลท์ และฟื้นฟูสภาพผิว
 (โปรแกรมลดน้ำหนัก LIFETECH SRIM; Slimming, ธันวาคม 2551: 53)

Translation: **Subdue cellulite problem** and resuscitate skin condition.
(LIFETECH SRIM-weight losing program; Slimming: December 2008:53)

Extract 28: ต่อต้านความชรา
(Reju Asoke; Health Plus, พฤศจิกายน 2551: 9)

Translation: Resist against the process of aging. (Anti-aging)
(Reju Asoke; Health Plus November 2008: 9)

Extract 29: ...วันนี้เราสองไปล้วงความลับของคุณนุ่นกันดูว่า ทำอย่างไรเธอถึงเอาชนะ
ปัญหาผิวพรรณที่สาว ๆ หลายคนพ่ายแพ้มานักต่อนัก
(Vite Secret, Health Plus June 2008: 18-19)

Translation: ... Today, we will try to disclose Khun Noon's secret of why she has been able to overcome the skin problem that several women have been defeated.

(Vite Secret, Health Plus June 2008: 18-19)

Intertextuality

According to Fairclough (1992b, 1995), intertextuality refers to the condition whereby all communication events drawn on earlier events. A form of intertextuality is interdiscursivity which occurs when different discourses and genres are articulated together in a communicative event. As for the ads of products and services for women, intertextuality is created by the insertion of other texts mainly personal narratives and scientific facts in the larger frame of advertising text. It is found that in some ads personal narratives about the depressive experience and anxiety caused by some conditions to be construed as problem such as being overweight, having wrinkles, and having unclear skin are inserted. These narratives attest to the fact that the stated condition(s) are really a problem as demonstrated below.

Extract 30: “ช่วงปลายปี 47 ดิฉันประสบปัญหาสิวอักเสบอย่างมาก
ทั้งเจ็บ ทั้งอาย ไม่กล้าพบปะผู้คน ไม่เคยคิดมาก่อนว่าผลิตภัณฑ์
สมุนไพรจะช่วยให้เราได้ แต่พอใช้ได้ผลด้วยตนเอง จึงหันมาศึกษา
ด้านสมุนไพรอย่างจริงจังและทุกครั้งที่พบคนที่มีปัญหาผิว
จึงอยากแนะนำให้เขาดีขึ้นเหมือนกับเราค่ะ”

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(ผลิตภัณฑ์วริชา สุขภาพดี มิถุนายน 2551: 11)

Translation: Around the end of the year 2004, I experienced a serious outbreak of inflammatory acne. It was both painful and shameful. I dared not face people. I have never thought that herbal products could help me. However, after I successfully tried it, I have studied on herbs seriously. And every time I meet people with skin problem, I would like to advise them in order that they recover like myself.

Warisra Prasomsap, the owner of “Warisa” herbal product

(Warisa herbal product; Sukkhaphap Dee, June 2008: 11)

In this example, a narrative about miserable experience caused by acne inflammation is inserted. By using the phrase “a serious outbreak of inflammatory acne problem,” acne inflammation is presented as a very significant problem. This problem caused two negative results for the narrator. First, the acne caused pain. Next and seemingly more important, it made her feel ashamed and she did not dare to meet people. It can be construed from this narrative that to confidently interact with people, one needs to be good looking. Those with undesirable appearance may not feel confident enough to face and interact with others.

Concept3: Bodily management can be done effortlessly and effectively owing to the miraculous power of the products and services for women's health and

beauty. Women should improve themselves to be new and better persons by selecting the right products and services for themselves.

The linguistic devices used for representing this concept include lexical selection, overstatement and intertextuality as shown below.

Lexical selection

Lexical choices related to the construction of this idea can be categorized into three groups. Words or phrases signifying ease, short period of time, and effectiveness are selected for describing the bodily improvement. Also, words denoting “secret” or “tips” are used to implicate that there exist the right solutions of bodily improvement.

- Using lexical choices denoting “ease” and “short period of time”

The words or phrases denoting “ease” and “short period of time” are selected to represent the idea that bodily improvement can be done effortlessly. The following extracts demonstrate the use of these lexical choices.

Extract 31: ลดเอว สะโพก ต้นขา 4 นิ้ว ใน 90 นาที

(บอดี สเลNDERแพ็คเกจ โปรแกรม; สลิมมิ่ง ธ.ค. 2551: 31)

Translation: Reduce the size of waist, hip, and thigh by 4 inches **within 90 minutes**.
(Body Slender Package Program; Slimming, December 2008: 31)

Extract 32: นวัตกรรมใหม่แห่งการปรับสีผิวให้ขาวอมชมพู ดูสุขภาพดีอย่างเป็นธรรมชาติ
... ขาวอมชมพู...แบบกะทันหัน”

(สเปรย์ปรับสีผิว Body Magic Magical White; Slimming, ธ.ค. 2551: 53)

Translation: New innovation of skin treatment making your skin rosy white and look healthy naturally. Your skin will become rosy white in a blink.
(Body Magic Magical White; Slimming, December 2008: 53)

Extract 33: นวัตกรรมใหม่ล่าสุดแห่งปี ที่รวม 3 พลังอันทรงประสิทธิภาพไว้ใน 1 เดียว
ให้คุณผอมเพรียวได้ภายใน 24 ชั่วโมง

(Power 3 โปรแกรมลดน้ำหนัก Health Plus April 2009: 12-13)

Translation: Latest innovation of this year which combine three in one power
Makes you become slender within 24 hours.
(Power 3; Health Plus April 2009: 12-13)

Extract 34: หุ่นดี ทันใจไม่ต้องรอ ด้วย 2 สุดยอดเทคโนโลยี

(Siam Laser Clinic; สลิมมิ่ง, พ.ย. 2008: 11)

Translation: Get good shape instantly by using 2 cutting edge technologies

(Siam Laser Clinic; Slimming, November 2008: 11)

Extract 35: ผิวสวยชั่วข้ามวัน ขจัดไขมันชั่วข้ามคืน กับโปรแกรมดีที่ออกซ์ที S
(S Medical Spa; สลิมมิ่ง, ต.ค. 2551: 52)

Translation: Get beautiful skin **within one day**, rid yourself of cellulite **within one night** by using D-Tox program at S Spa.
(S Medical Spa, Slimming, October 2008: 52)

Extract 36: - แก้วริ้วรอยบนใบหน้า และยกกระชับใบหน้าที่ย่อนคล้อยได้ในทันที
(Nasha; Health Plus, กันยายน 2551: 25)

Translation: Fix wrinkles on the face and firm the drooping face instantly.
(Nasha; Health Plus, September 2008: 25)

The use of words and phrase denoting 'ease' and 'short period of time' implies the miraculous power of the products and services. That is, they demonstrate the miraculous power of the products and services for women.

- Using lexical choices denoting "effectiveness"

The words and phrase denoting the favorable results or effectiveness such as “เลือกได้ (that you can select),” “สั่งได้ (that you can order/design),” “กำหนดได้ (that you can determine)” “...อย่างเป็นธรรมชาติ (look naturally ...),” “อย่างใจปรารถนา (as you desire),” “อย่างมหัศจรรย์ (miraculously)” are used for representing the concept that bodily improvement can be done effectively. The following extracts demonstrate the use of these terms.

Extract 37: ผอมเลือกได้
(สถาบัน Body Lift Up; Slimming, ต.ค. 2551: 109)

Translation: Slenderness **that can be designed**
(Body Lift Up; Slimming, October 2008:109)

Extract 38: AFC ผิวสวย...สั่งได้
(AFC Vitamin Rose Series, Health Plus มกราคม 2552)

Translation: AFC beautiful skin **that can be ordered**.
(AFC Vitamin Rose Series, Health Plus January 2009)

Extract 39: ความขาวใส...ที่คุณกำหนดได้
(Nu Vite; Health Plus, เมษายน 2552: 2)

Translation: The radiance... **that can be determined.**

(Nu Vite; Health Plus, April 2009: 2)

Extract 40: นวัตกรรมจากนาโนเทคโนโลยี เพื่อปรับสภาพผิวให้ขาวใสอย่างเป็นธรรมชาติ

(Porschy Perfect Serum; Slimming ธ.ค. 2551: 8-9)

Translation: Nanotechnology for **naturally** skin whitening.

(Porschy Perfect Serum; Slimming, December 2008: 8-9)

Extract 41: สารสกัดจาก Hyaluroonic Acid เพิ่มความชุ่มชื้นให้กับผิวเพื่อผิวที่สดใสเต่งตึง
อย่างเป็นธรรมชาติ

(Porschy Perfect Serum; Slimming, ธ.ค. 2551: 8-9)

Translation: Hyaluroonic Acid extracts helps increase moisture for the skin in order to
achieve a **natural** glow and firmness.

(Porschy Perfect Serum; Slimming, December: 8-9)

Extract 42: เปลี่ยนรูปลักษณ์ใหม่ของคุณได้ตั้งแต่วันนี้

ดูดี สุขภาพดี ตลอดไปอย่างที่เราปรารถนา

(Diet Now อาหารมหัศจรรย์, สุขภาพดี ก.ค. 2551: 81)

Translation: You can change your appearance from today onward.

Look good, feel healthy **forever as you desire.**

(Diet Now, miracle dietary; *Sukkhaphap Dee*, July 2008: 81)

Extract 43: Boo-BenLarge ครั้งแรกกับ... มหัศจรรย์แห่งครีมกระชับและขยายขนาดทรวงอก
(เผยผลลัพธ์ภายใน 7 วัน) วิธีที่เปี่ยมประโยชน์ทั้งง่าย สะดวก เห็นผลอย่างมหัศจรรย์
ทันใจแบบนี้

(Boo-BenLarge – Breast Enhancer Cream; Slimming, ธ.ค. 2551: 19)

Translation: Boo-BenLarge, This is the first time of the **miracle** of breast enlargement
and firming cream. (The result can be seen within 7 days.) The method I
selected is easy, convenient, and **miraculously and instantly effective.**

(Boo-BenLarge – Breast Enhancer Cream; Slimming, December 2008: 19)

- Using the terms denoting “secret” and “tips”

To successfully change or manage one's undesirable body, one needs to know some special tips or secrets. The strategy used for conveying this concept is the use of the terms such as ‘ความลับ’ (secret), ‘เคล็ดลับ’ (tips) and รหัสลับ (confidential code). These terms suggest that the information about the powerful product and service are secrets one needs to know in order to have desirable appearances. Interestingly, these secrets are publicly disclosed to the readers of the ads in order to enable them to correctly select the right product and service for themselves.

Extract 44: รหัสลับ...เพื่อการกระชับเฉพาะที่

(ครีม Shaper Firm and tone serum for Cellulite and Lipo reduction Management; Slimming, ช.ค. 2551: 4-5)

Translation: **Confidential code...** for specific area firming

(Shaper Firm and tone serum for Cellulite and Liporeduction Management; Slimming, December 2008: 4-5)

Extract 45: รูปร่างดี ต้องมีเคล็ดลับ

(Slimming Plus Institution; สลิมมิง ค.ศ. 2551: 13)

Translation: To have great body, one needs to know **the secrets**.

(Slimming Plus Institution; Slimming, December 2008: 13)

Extract 46: **เคล็ดลับความเข็ญที่การันตีโดยสาวฮอต “เป๊ยะ ป่านาเวด”**

(Boo-BenLarge, Slimming, ต.ค. 2551: 84)

Translation: **Secrets** to looking sexy guaranteed by Pey Panwad, a hot celeb.

(Boo-BenLarge, Slimming, October 2008: 84)

Extract 47: ไขความลับผิวสวยด้วยสารสกัดจากยีสต์ดำ “เบต้ากลูแคน”

เบต้ากลูแคน (β Glucan) ซึ่งสกัดจากยีสต์ดำ จะช่วยย่นวัยให้อายุผิวถึง 10 ปี

(เบต้ากลูแคน Health Plus, ต.ค. 2551: 25)

Translation: Unveil **the secret** for beautiful skin by β Glucan, black yeast extract.

β Glucan, black yeast extract, can rejuvenate the skin to be 10 years younger.

(ß Glucan Health Plus, October 2008: 25)

Overstatement

In some ads, overstatement is used to describe the effortlessness and effectiveness of bodily improvement.

Extract 48: แก้วรั้วรอยบนใบหน้า และยกกระชับใบหน้าที่ย่อนคล้อยได้ในทันที

รู้จัก NASHA สวยได้ทันใจอย่างเป็นธรรมชาติ

ผิวสวยปราศจากริ้วรอยได้ในทันที

วีรกรรมตามธรรมชาติบนใบหน้าเกิดขึ้นตามกาลเวลา สามารถแก้ไขได้ในทันทีด้วย

NASHA Technology ซึ่งสามารถเข้าไปช่วยเติมเต็มเนื้อเยื่อใต้ผิวหนัง...

๑ให้คนสวยในทันทีได้อย่างเป็นธรรมชาติ



(Nasha; Health Plus, กันยายน 2551: 25)

Translation: Repair wrinkles on your face, firm sagging and drooping face **in a blink**.
Learn more about Nasha then you **will instantly become naturally beautiful**.
Your skin will become beautiful and wrinkle-free immediately.
The wrinkles on your face caused by the passing time can be **immediately fixed** by Nasha technology which will fulfill underneath tissues... **make you become instantly and naturally beautiful**.
(Nasha; Health Plus, September 2008: 25)

Extract 49: **คืนชีวิตใหม่...ให้ตัวคุณ**
เลิกรุ่น...กับส่วนเกินตลอดไป
(Mind & Care โปรแกรมลดน้ำหนัก, สุขภาพดี มิถุนายน 2551: 53)

Translation: **Return a new life for yourself**.
Forever cease being concerned about cellulite problems.
(Mind & Care, diet program; *Sukkhaphap Dee*, June 2008: 53)

These two examples demonstrate the way overstatement is used for heightening the miraculous power of the product and service for women's health and beauty. In extract 44, the speed of the treatment process is overstated. Likewise, in extract 45, the result of using the diet program is overly presented.

Intertextuality

- Inserting personal narratives

In addition to the strategies representing the concept that change or body management is effortless and effective, personal narrative is used as a means to suggest the "right" product or service for the consumers. These narratives are mostly in the format of problem-solution pattern (Hoey 1979, 1983). That is, it presents the situation and the problems the narrators faced. Then it reveals the ways in which the narrators respond to the problem—mostly by using the product or service being advertised. Finally, the result or evaluation of the solution is presented. These narratives serve as empirical evidence to suggest that the products and services being advertised are the right choices to the readers.

Extract 50: “เมื่อก่อนมีน้ำหนัก 98 Kg. รู้สึกว่าตัวเองไร้ค่า ไม่เป็นที่ต้องการของใคร ทำอะไรไม่คล่องตัว ดิฉันจึงพยายามลดน้ำหนักด้วยการอดอาหารมื้อเย็น 2 เดือนต่อมาน้ำหนักลดไป 5 kg. ดิฉันรู้สึกว่ามันไม่ทันใจเลยตัดสินใจอดอาหารทุกมื้อ โดยทานเฉพาะส้มและน้ำเท่านั้น น้ำหนักดิฉันลดลงไปอีก 3-5 kg. แต่ร่างกายดิฉันกลับไม่มีแรง สมอเบลอไม่สามารถรับรู้อะไรได้เหมือนเก่า และเป็นลมหมดสติบ่อยมาก จนมาวันหนึ่งเพื่อนได้แนะนำผลิตภัณฑ์ตัวนี้ ให้ ดิฉันจึงได้ดื่มผลิตภัณฑ์ตัวนี้หลังอาหารทุกมื้อ น้ำหนักตัวของดิฉันค่อยๆ

ลดลง ร่างกายแข็งแรงขึ้น สมอ่งปอดโปร่งขึ้น หน้าตาสดชื่นขึ้น เพราะดิฉัน
ไม่ต้องอดอาหารเหมือนเมื่อก่อน น้ำหนักดิฉันลดลงจาก 98 kg. เหลือ 59
kg. โดยไม่ต้องอดอาหาร ไม่ต้องพึ่งยาลดความอ้วนอย่างคนอื่น ๆ ดิฉันต้อง
ขอบคุณเพื่อน ๆ ที่ แนะนำผลิตภัณฑ์ที่ดีนี้ให้ดิฉัน ผลิตภัณฑ์นี้ดีที่สุจจริง ๆ ค่ะ

รุ่งรัตน์ ไชยภักดี

(กาแฟเนเจอร์กิฟ; Slimming, ธ.ค. 2551: 137)

Translation: “Previously, I weighed 98 kilograms. I felt that I was worthless and undesirable for every people. It was too clumsy to do anything. So I decided not to eat dinner in a drastic attempt to lose weight. Two months later, I lost 5 kilograms. I still felt that the result was not satisfactory enough. So, I decided to cancel every meal and to eat only oranges and water. My weight was reduced for another 3-5 kilograms. However, I felt fatigued. My brain could not normally function. And I often fell unconscious. It was until one day that my friend introduced this product to me. I then tried drinking this product after every meal. My weight was gradually decreased and I have become healthier. My brain functions more productively. I look more refreshed because I do not have to go on diet like before. My weight was reduced from 98 kilograms to 59 kilograms without taking any diet control pill like others. I have to thank my friend for introducing this product. This product is the best one for me.

Rungrat Chaiphakdee
(Nature Gift coffee, Slimming, December 2008: 137)

- Citing scientific facts

Scientific facts are authoritative as they are systematically and objectively proven. The insertion of the texts about scientific knowledge and empirical knowledge in the ads of products and services for women help “verifying” that the products and services are the right one for women.

Extract 51: เพื่อผู้หญิงวันนี้ ผลิตภัณฑ์สลิมคัพ FOR LADY ผสมสารสกัดที่เป็นประโยชน์ และมีคุณค่าตามที่ผู้หญิงทุกท่านต้องการ ผสมคอลลาเจน ช่วยบำรุงผิวให้กระชับ ชะลอการเกิดริ้วรอย ช่วยซ่อมแซมคอลลาเจนที่ผิวทำให้การยืดหยุ่นของผิวดีขึ้น เพิ่มความชุ่มชื้นและเต่งตึงขึ้น โปรตีนจากถั่วเหลืองมีฮอร์โมนที่มีชื่อว่า “ไฟโตเอสโตรเจน” ซึ่งมีคุณสมบัติเช่นเดียวกับฮอร์โมนเอสโตรเจนอย่างอ่อน ๆ อันเป็นฮอร์โมนที่สำคัญของผู้หญิง ซอยโอโซฟลาโวนส์ ช่วยให้ผิวพรรณเปล่งปลั่ง สดใส

(LIFETECH SRIM CUP Instant coffee for health; สลิมมิ่ง, พ.ย. 2551: 33)

Translation: For today’s ladies, Srim Cup For Lady has added useful extracts that every woman needs. Collagen helps nourish and firm your skin and slow down wrinkling process. It also helps repair collagen tissue making the skin

elevated, firm, and refreshed. Soy protein contains fitoestrogen hormone which has the same quality as light estrogen hormone, vital hormone for women. Soy Isoflavone helps making the skin bright and radiant.

(LIFETECH SRIM CUP Instant coffee for health; Slimming, November 2008: 33)

In this ad, scientific fact about collagen, soy protein, estrogen hormone and soy isoflavone is inserted in order to suggest that this coffee is the right product for women.

The social practice: Manipulative attempts to influence upon women's cognition and behaviors

The advertisements of products and services for women in Thai health and beauty magazines are a part of the trend on health concern in contemporary Thai society. The production and distributions of these advertisements are inevitably influenced by the trend of health concern. The analysis in this study reveals that an ideology intensively conveyed in these ads is the ideology on femininity. In this way, these ads can be construed text of discourse of femininity.

According to Foucault (1972a, 1972b), discourse is the system or process which constitutes the identities and significances for things surrounding it. In accordance with Foucault, in this present study, it is found that the discourse of femininity in the advertisement of products and services for women in Thai health and beauty magazines constitutes the identity of 'desirable' women. Namely, those with appealing physical appearances-- slim and slender figure, youthful appearance, white, clear, and radiant skin, large and firm bust, and odorless hidden spot — are construed 'desirable.' On the contrary, those with original appearances which differ from the "ideal" models are construed "undesirable" people although these original appearances are in fact natural condition. The ads attempt to persuade those who do not have 'desirable' appearances to believe that they are in trouble and cannot be confident. Consequently, they should react by managing their bodily condition in order to get rid of their problem and anxiety. Moreover, change or body management can be done effortlessly and effectively with the miraculous power of the products and services for health and beauty. Ultimately, according to this ideology, ideally, women should not simply limit their satisfactory to their current condition. They should try to become 'beautiful' and 'desirable.' This concept is in accordance with the slogan of a cosmetics' television commercial. It says ผู้หญิงอย่าหยุดสวย (women must not stop being beautiful.).

From van Dijk's (2006) point of view, the production and distribution of these advertisements which implicitly convey this ideology of femininity is a form of manipulation. That is, the manufacturers and service providers make use of their access to media in order to discursively construct a set of ideas about 'desirable and undesirable women' in order to eventually benefit the manufacturers and the service providers themselves. The ideology represented in the advertisements and distributed in the magazines can be considered an attempt to pervasively influence the cognition of the consumers and persuade them to change or manage themselves in "desirable ways" which were designed by the manufacturers and service providers.

Moreover, the concept that transformation into a 'desirable' women can be done effortlessly and effectively owing to the miraculous power of the products and services seems to suggest that women should continue working on their seemingly never ending

project of body improvement. Eventually, those who profit most from these body projects to achieve 'desirable' body conditions are the manufactures and the service providers. Additionally, the tempting brand names of some products and services such as *Srim Cup*, *Golden Life Coffee Srim*, *Nu Vite*, *Vite Secret*, *Boo-BenLarge*, *Cellu Loss Sculptor*, *Slend Detox Fiber* and *REJU ASOKE* demonstrate another way in which the manufacturers and service providers make use of this concept of 'desirable' bodily features.

Last, the ideology of femininity represented in these ads is significantly different from the traditional concepts of desirable women stated in Thai conventional texts such as literatures, textbooks, and proverbs in two ways. First, the ideology represented by these ads mainly highlights the importance of physical body conditions. The intellectual and behavioral aspects are noticeably ignored. Next, the concept of taking care of oneself in order to become healthily beautiful seems to mainly and merely focus on an individual self. The issues on social interrelation and interaction to be expected from a 'desirable' woman, such as being a good housewife, taking good care of her family, helping other people, are not mentioned. The relation between an individual woman to others being revealed in these ads is that an individual woman is an object of gaze for others, and for men in particular. A woman who is desirable should be attractive looking in order to impress others and to maintain a good level of self-esteem.

To sum up, this ideology creates a definition of "desirable" women which is mainly based on female bodylore. Some features of these "desirable" women differ noticeably from those stated earlier in conventional discourses in Thai society.

Conclusion

This paper aims at answering two research questions, namely 1) what is the ideology of femininity represented in the advertisements of products and services for women in Thai health and beauty magazines? And 2) what are the linguistic strategies used for representing these ideological concepts?

It is found that these advertisements convey an ideology of 'desirable women' which consists of three related concepts.

1) Desirable features for women are slim and slender figure; youthful appearance; white, clear, and radiant skin; large, firm, and shapely bust; and odorless hidden spot. These features are construed signs of "healthy beauty." These "desirable" features are what every woman would like to have.

2) Some natural bodily conditions which are opposite to the desirable features are problems, and enemies. Women with these "problems" are in trouble and lacking in confidence.

3) Bodily management can be done effortlessly and effectively owing to the miraculous power of the products and services for women's health and beauty. Women should improve themselves to be new and better persons by selecting the right products and services for themselves.

In other words, these ideological concepts define the features of 'desirable women,' create anxiety upon ordinary women and encourages these women to manage their body in order to become better and more desirable women. Definitely, the body improvement is made possible by the products and services being advertised. According to this ideology, it can be seen that all these "desirable" features are merely physical

condition. The intellectual and behavioral aspects, as stated in some Thai didactical texts and proverbs, are ignored.

Various linguistic strategies were used for representing these ideological concepts including lexical selection, claiming common fact, metaphors, overstatements, rhetorical questions, presupposition manipulation, , and intertextuality creation. Among these strategies, lexical selection is mostly employed. There are several subtypes of lexical selection found in this study such as using positive words to ratify features to be construed 'desirable,' using negative words to negate 'undesirable' features,' using a newly coined phrase 'สวย สุขภาพดี (healthily beautiful)' for denoting 'desirable' condition, and using the terms denoting problem and anxiety with terms denoting 'undesirable' condition.

The findings of this study demonstrate one of the roles of language in the social construction of gender ideology in contemporary Thai society. That is, linguistic strategies serve as a significant means for constructing and representing concepts and images of 'desirable' women to be distributed in the health and beauty magazines.

According to de Beauvoir (1952), women were not born women but rather became women. Various social and cultural institutions, especially the media, shape the concepts of how to become women, particularly 'desirable' women, for the members of a society (West and Zimmerman 1987; Kaewthep 2000; Lorber 2003; Andersen 2006; Barker 2008). As for the present study, it is found that the advertisements in health and beauty magazines can be construed attempts to provide some female members of contemporary Thai society the ways of becoming 'desirable' women. Unsurprisingly, this definition and practices ultimately profit the manufacturers and service providers. Namely, these ads attempt to make women believe that to become healthily beautiful (สวยสุขภาพดี), they need to select the right and effective products or services. This ideology presupposes that women have to pay and consume in order to become 'desirable'.

Last, it is anticipated that this study leads to an awareness of the discursive manipulation by the manufacturers and service providers. Ultimately, it is hoped that this awareness will illuminate women that they are all beautiful and they can maintain a good level of self-esteem in their own ways which may differ from the 'desirable' ways presented by the ads in the health and beauty magazines.

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