

Thesis title	Discourse Analysis of Celebrities's Family: The Case of Stars
Researcher	Tassanee Sommit
Faculty	Faculty of Journalism and Mass Communication
Advisor	Associate Professor Somsuk Hinviman, Ph.D.
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### **Abstract**

The Study of Discourse Analysis of Celebrities's Family : The Case of Stars is a qualitative research using textual analysis and discourse analysis as research tools. The thesis aims at studying the meaning of "family" of public figures, studying communication methods to construct the definition of "family" of stars, studying methods that stars use to create legitimization of their "star family", and studying required codes to construct the meaning of "family" of stars.

It is found that social norms are factors directing stars to communicate about "family" following core values. At the same time, stars are social devices to preserve norms on "family". Three sets of discourse on "family" are found in the study. The first discourse is marriage families who live together with heirs. Families in this discourse have 5 definitions of family and also preserve social norms on family. The next discourse is divorced families, comprising of a father and children, or a mother and children. The communication about "family" is conducted through a discourse on divorce. Families in this discourse tend to struggle/resist social norms. The legal definition is the most struggle/resist, while the psychological definition is the most important. The last discourse is pre-marriage stages. The communication about "family" or couple is conducted through a discourse on promptness of maturity and seniority. Marriages come after promptness. The law definition is negotiated/struggled while the psychological definition is the most important.

According to the discourse analysis of “family”, stars have spoken wordings in the communication about “family” following social codes and norms. The communication codes about family of “stars” depend on social norms and social requirements. Stars tend to speak out following social requirements, even in a private subject like “family”.

They select communication strategies and codes to construct legitimization. Public media is used as communication channels in order to distribute discourse of “family” to public, and to construct power, knowledge and truth. Discourse of “family” of public figures will function when public media is used as communication devices and channels. Public media is a variable in the distribute of discourse. Therefore, stars have to communicated about “family” following framework of social norms and discourse of “family” in order to preserve their reputations and good images.