

Surassawadee Chaicharoen 2007: An Analysis of the Representation of Women and Men in the Entertainment Sections of Online British and American Tabloids. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Chamaipak Maiklad, Ph.D. 107 pages.

The main aim of this research was to explore the representation of women and men celebrities between Online British and American tabloids. The first part concerned the analysis of differences of the representations of the male and female celebrities. In the second part of the analysis, the style of these celebrities by male and female journalists and in the last part, the style of representation between Online British and American tabloids was studied.

This present study employed a non-probability sampling method; the purposive sampling through collecting celebrities' news in the entertainment sections from online editions of three British tabloids, *Daily Mirror*, *the Sun* and *Daily Mail* and online editions of three American tabloids, *USA Today*, *New York Post*, and *Examiner* published from 24 August 2004 to 31 December 2004. The data were analyzed based on content analysis. The findings were presented five categories profession; marital, and relationship status and relation to someone else; appearance, beauty, clothing and age; fame and success and nicknames derived from sociolinguistics category developed by the framework of the representation of women and men by Poynton (1989) and the representation in newspaper by Reah (2002).

The key findings revealed that men were still highly represented about their career, especially in online American tabloids, while both journalists and online tabloids, women were still highly described as mother role and their appearances. Surprisingly, male journalists highly mentioned about women' careers and their fame and success, especially their award received. Male journalists in online American tabloids represented men about their sexual ability, while women were illustrated about their sexual availability. The journalists were interested in both men and women relationship status and relation to their partners. Surprisingly, in this study, men were represented relating with their women. Overall, men were still found with their full names much more than women. In this study, Men were illustrated about their ages by both journalists, while adult women were depicted by the word 'young' or 'girl'.

The findings could be useful to the design of English for mass communication course that emphasizes gender awareness. Media and journalists can also gain some ideas of how to write and organize the representation of men and women in the newspapers.

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