

**A DISCOURSE ANALYSIS OF AIRLINE JOB
ADVERTISEMENTS**

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2019

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ADVERTISEMENTS**

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**DISSERTATION SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS (LINGUISTICS)**

**FACULTY OF LANGUAGES AND LINGUISTICS
UNIVERSITY OF MALAYA
KUALA LUMPUR**

2019

UNIVERSITY OF MALAYA
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A DISCOURSE ANALYSIS OF AIRLINE JOB ADVERTISEMENTS

ABSTRACT

Researches and analysis have been done to look into the service, consumer satisfactions and marketing success in the aviation industry. This research draws inspiration from the lack of research done in aviation job advertisement industry. 10 selected cabin crew job advertisements from the Asia and non-Asia based Low Cost Carrier airlines will be analysed visually and textually. Using Kress and van Leeuwen's Visual Grammar (2006) framework, the images and textual within the advertisements will be analysed to determine the representation of cabin crews. The findings from the research show that non-Asia based airlines focus more on branding the cabin crews with a sense of professionalism through their physical appearances, whereas the Asia based airlines focus more on educational background of the cabin crews. With the findings, it is hope to provide more language related insights to concerned parties as well as to help job advertiser to further understand the effectiveness of their advertisement. It is also hope to facilitate viewers to understand the intended message better.

ANALISIS WACANA IKLAN PEKERJAAN SYARIKAT PENERBANGAN

ABSTRAK

Penyelidikan dan analisis telah dilakukan untuk mengkaji perkhidmatan, kepuasan pengguna dan kejayaan pemasaran dalam industri penerbangan. Kajian ini mendapat inspirasi daripada kekurangan penyelidikan yang dilakukan dalam iklan pekerjaan industry penerbangan. 10 iklan pekerjaan terpilih dari syarikat penerbangan tambang murah di Asia dan luar-Asia akan dianalisis secara visual dan tekstual. Dengan menggunakan kerangka Visual Tatabahasa Kress dan van Leeuwen (2006), imej dan teks dalam iklan akan dianalisis untuk menentukan perwakilan kru kabin. Penemuan dari penyelidikan menunjukkan bahawa syarikat penerbangan bukan berasaskan Asia lebih fokus kepada penjenamaan kru kabin secara profesional melalui pemakaian, sedangkan syarikat penerbangan berasaskan Asia lebih fokus pada latar belakang pendidikan kru kabin. Dengan penemuan ini, diharapkan dapat memberikan lebih banyak pandangan berkaitan bahasa kepada pihak yang berkaitan serta membantu pengiklan pekerjaan untuk lebih memahami keberkesanan iklan mereka dan memudahkan penonton memahami mesej yang dimaksudkan dengan lebih baik.

ACKNOWLEDGEMENTS

First and foremost, I would like to express my highest gratitude and appreciation to my supervisor, Dr. Emily Lau for her patience, guidance, professionalism and continuous help and support throughout the completion journey of my research. All constructive comments and support given by Dr. Lau is what made this my research and my masters' journey a dream come true.

I would like to thank my beloved parents for their moral support throughout my masters' journey. With their continuous encouragement and cheer, I never thought of giving up and instead continued to strive to make this a success. Thanks for believing in me.

Last but not least, I would like to express appreciation towards my family members, friends and colleagues who never stop believing in me. Thanks for being considerate and thoughtful throughout this process.

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LIST OF SYMBOLS AND ABBREVIATIONS

LCC	:	Low Cost Carrier
FCC	:	Full Cost Carrier
CDA	:	Critical Discourse Analysis
AP	:	Analytical Process
SP	:	Symbolic Process
FAA	:	United States Federal Aviation Administration
TSA	:	Transportation Security Administration

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CHAPTER 1: INTRODUCTION

1.1 Research background

With the emergence of Low Cost Carrier (LCC) airlines in the aviation industry by Southwest airlines 36 years ago, the concept of LCC has since become popular and very much practised by airlines and accepted by consumers around the world (AirAsia, 2018). With the increased popularity of LCC airlines among consumers, many Full Cost Carrier (FCC) airlines has since launched their own LCC companies in order to maintain their sustainability in the market. Competition has then became stronger with the existing Full Cost Carrier (FCC) airlines in terms of flying cost, ticketing price and passenger volume.

Low Cost Carrier (LCC) is a term used to name airlines which provide its passengers with lower air fares and fewer comfort selections while in transit in the aircraft. The same level of safety is still ensured with lesser in-flight features such as meals and entertainment provided to prevent additional charges imposed upon passengers (HK Express, 2018). To make up for the shortcomings, these LCC airlines will usually impose extra charges through other medium such as sale of food on-board, in-flight entertainment packages, seat selections, priority boarding privileges, baggage allowances, insurance coverage, in-flight merchandises and on-board Wi-Fi services.

LCC airlines have been making great progress in terms or price competition, service quality and even great in-flight food services. And as of 2017, it can be seen that many LCC airlines made it into the list of SKYTRAX Top 100 Airlines in the World based on an annual update by SKYTRAX in their 2017 World Airline Awards which took place at the Paris Air Show on 20th June 2017. This proves that LCC airlines has now the capability of being compared with FCC airlines in terms of their service, price, branding and consumer preference.

With the continuous progress of LCC airlines in the aviation industry, there will definitely be more and more new LCC airlines emerging. Consequently, there will for

sure be a huge demand in related job opportunities as well. In order to sustain long term relationships with the customers, LCC airlines not only have to focus on low airfares but also very much on the quality of their products and services that they offer to the consumers.

As cited in Schembri and Scamberg (2002), Reyes also touched on a point where a satisfied customer will always return to the same airline even if it is just a LCC airline. Therefore, the people employed by the LCC airlines play important roles in realising this aspect on ensuring high volume of returning customers. They serve as the reason to mainly the sustainability of the LCC airlines in the market and expansion of the company as well.

For that, this research chose to analyse cabin crew job advertisements of the few successful LCC airlines in Asia and non-Asia regions to determine how are the cabin crews in LCC airlines represented visually and textually and how are the hiring criteria different between LCC airlines of these two regions as well as what contribute to the differences.

1.2 Problem statement

Ever since the emergence of Low Cost Carrier airlines in the industry, many researches have been done in context with them. However, there is still a lack of research done on job advertisements produced by LCC airlines. There are existing researches done on various samples obtained from aviation companies but the majority of these researches are non-language related. More focus were put towards the business and marketing context.

Therefore, this research hopes to look into the cabin crew job advertisements produced by selected LCC airlines linguistically. The results of this proposed research will help job advertiser and recruiters better understand the characteristics of their advertisements

content as well as help viewers and potential job seekers understand the advertisements' content better. It will serve to contribute new insights in the field of job advertising.

1.3 Significance of study

Through this proposed study, a data sample of 10 cabin crew job advertisements of Asia and non-Asia based LCC airlines will be analysed with hope that the results obtained will help readers and potential job seekers better understand the hiring criteria stated in the job advertisements.

The results obtained will also help the job advertisers and recruiters from the LCC companies to better understand the effectiveness of their advertising strategy and advertisement content. Thus, it will provide them with better and more useful insights to further improve their advertisement content and advertising strategy. At the same time, with the results obtained it is hoped that it would contribute to the research field on job advertisements and further encourage future research related to this field to be further expanded.

1.4 Research Objectives

This research aims to identify the visual representation of cabin crews in Asia and non-Asia based LCC airlines' job advertisements. Using Kress and van Leeuwen's interactive metafunction (2006), it helps to distinguish between the connection between the social actors and the viewers.

The second objective is to identify the textual representation of cabin crews in Asia and non-Asia based LCC airlines' job advertisements. Using Kress and van Leeuwen's compositional and representational metafunctions (2006), it will determine the represented characteristics of the social actors and further recognizes the messages that the advertisers want to deliver to the viewers.

And finally, the third objective is to identify the differences in hiring criteria between Asia and non-Asia based LCC airlines through their cabin crew job advertisements based on the findings from the visual and textual analysis. Thus, this research will look into how the visual and textual components work together in bringing out the messages in the job advertisements.

1.5 Research questions

This research aims to answer the research questions as below:

1. How are the cabin crews represented visually in the job advertisements?
2. How are the cabin crews represented textually in the job advertisements?
3. What are the differences between the cabin crew job advertisements of Asia and non-Asia based LCC airlines in terms of their hiring criteria?

1.6 Limitation of research

This research focuses only on ten job advertisements from the Asia and non-Asia based LCC airlines respectively. As there are over hundreds of established LCC airlines in the world, the results obtained could not be used to generalize all LCC airlines' job advertisements in the world. The job advertisements will be analyzed visually and textually, where visually the analysis will not take the colour aspect into consideration as values and interest generated by colours in the images are not the main focus in this research. Textually, punctuation marks, pre-textual elements, and sentence structure will not be taken into analysis as this research does not focus on determining the aesthetic values generated by the overall. This creates potential topics for future researches to be done where a more comprehensive analysis could be carried out on cabin crew job advertisements.

This research will adopt Kress and van Leeuwen's Visual Grammar (2006) where the analysis will look into the three main metafunctions; interactive metafunction, compositional metafunction and representational metafunction. Future researches could be done using different frameworks to look into other elements in the job advertisements.

1.7 Organization of study

This paper will be divided into five chapters. Chapter one provides the introduction and background of the research together with the research questions that are to be answered and the significance of the research to the linguistics. Chapter two presents the literature related to the field of the research. Chapter three discusses the data sample and framework that will be used in analysing the data. Chapter four displays the findings of the research with tables provided for better understanding. Finally, discussion of the findings and conclusion serve as Chapter five.

1.8 Conclusion

In conclusion, this research is carried out to look into the visual and textual components of job advertisements of LCC airlines that are based in Asia and non-Asia regions. It is also to look into the differences between the hiring criteria and portrayal of the crews visually and textually in the job advertisements. The next chapter reviews the related literature and past studies that are related to the concerned field of study in this research.

CHAPTER 2: LITERATURE REVIEW

2.1 Discourse analysis

Cambridge English dictionary (2018) defines discourse as a communication in speech or writing, or a speech or piece of writing about a particular, usually serious, subject. According to Weedon (1997), Foucault defined discourse as:

“...ways of creating knowledge, together with the social practices, forms of subjectivity and power relations which inhere in such knowledge and relations between them. Discourses are more thought and meaning production. They create the 'nature' of the body, unconscious and conscious mind and emotional life of the subjects they seek to govern...”

The Linguistics Society of America (2012) defined Discourse Analysis as the analysis of language and words beyond the sentence. Discourse Analysis unlike other language field of studies which mainly focus on studying the textual elements individually, focuses mainly on studying the language meaning as a whole. Potter and Wetherell (1987) further defined Discourse Analysis as a study of social life through the study of communication, images and gestures by providing explanations to the meaning behind the studied components.

2.2 What is advertisement?

According to The Economic Times (2018), advertising is defined as means of communication with the users of a product or service. Advertisements on the other hand are defined as messages paid by advertisers to create an information or to influence the viewers into the content message of the advertisements (Advertising Association of the UK). Therefore, advertisements definitely play an important role in affecting consumer's choice and perception towards the advertised product.

Cambridge Business English Dictionary (2018) defines advertiser as a company, organisation or individual that advertises a certain product or service. However, in today's world, it is not difficult to come across advertisements as most companies are using the many forms of media to promote their brands and deliver their messages to the consumers.

As reliability on the Internet increases rapidly in the society, online news had been considered a better choice among readers. A statistic done by the Pew Research Center in 2011 that show a huge drop in traditional newspaper subscription further supports consumers' behaviour towards Internet preference. In a research done by Heo (2012) on online webpages in South Korea, the researcher found that there is an average of 36.2 pieces of advertisements found in each webpage. This further showed Internet preference of companies in advertising their products and services. Result from that, digital advertisements now come in many forms and types; product advertisements, media advertisements, job advertisements, services advertisements, etc.

2.3 Job advertisements and related studies

As more and more people are getting their hands exploring the Internet, the demand towards products and services on the Internet will increase well. Based on a research done by the Pew Research Center in 2013, it is found that more than 85% of American adults are having the access to the Internet and actively engaging in online activities. Many are now dependent on the internet for daily needs such as online purchases, entertainment, online banking, job seeking and even communication between people are done online. As a result, companies are moving their job advertisements online to cater to this phenomenon.

Many researches have since been done on online job advertisements in various context. Baum and Kabst (2014) carried out a research in determining the effectiveness

of printed recruitment advertisements compared to online recruitment advertisements. The results showed a positive preference towards online recruitment advertisements. To further complement this research, Maryam Taresh Saif AlMarri (2015) also worked on the same research direction into determining the effectiveness of printed recruitment advertisements and recruitment websites in attracting applicants. Results from this research showed a more positive applicant attraction towards recruitment advertisements posted on websites as compared to printed advertisements. The researcher suggested future research to be done on the effects of different recruitment strategies within online recruitment advertisements.

Pramata (2016) used the CDA method in analyzing four job recruitments advertisements in order to study the language used in the advertisements to prove discrimination towards marital status. Walters and Fage-Butler (2014) also analysed Danish job advertisements from the period of 1961 to 2011 to identify the language changes in the job advertisement alongside long time span. This research adopts Rafaeli and Oliver's (1998) skeletal framework as to the interest of studying the language components. The findings of the research showed the four developmental changes in the content of the job advertisements studied. This research serves as a gap filler into providing more insights for the interest of job advertisers and recruiters.

Bennett (2002) carried out a research on 1000 job advertisements which comprise of four occupational categories over a period of two years from a number of graduate recruitment database to look into the required transferable personal skills demanded of the graduates in order to apply for the jobs. The researcher divided the data analysis into two stages; content analysis of the 1000 job advertisements and a quantitative analysis of 500 questionnaires distributed. The findings of the research showed a display of all the required personal skills based on their respective job

categories. Ahsan, Ho and Khan (2013) carried out a research to examine the competencies organizations that are used in 762 project manager job advertisements that are collected from the domains of Australia and New Zealand. For this research, the researchers applied the content analysis techniques to obtain the results. The researchers found that the five most sought after competencies are all skill-based.

Gaucher, Friesen and Kay (2011) proposed a research in studying the gender related words in job advertisements from a selection of job advertisements from two top Canadian job search websites to identify the existence of gender inequality and acceptance of male and female towards job advertisements containing gendered wordings. This research adopts Sinadius and Pratto's social dominance theory. Results from this research showed that more masculine wordings were used in male-dominated area job advertisements compared to female-dominated area. The results also showed that if the advertisement uses more masculine wordings, female applicants will be less attracted to the job advertisement.

In 2012, Harper also carried out a research by analyzing researches done based on job advertisements. Harper collected his data from the Library and Information Science (LIS) database in order to identify the key characteristics of researches involving job advertisements and at the same time to provide suggestions based on his findings. This research found that large sample sizes are usually collected using purposive sampling procedure, there is a lack of full pilot studies and ethical assessments. There is also a minimal use of inferential statistics and automatic text analysis as well as a minimal usage of complementary empirical methods. Harper suggested that future researches should prepare fuller research methods, more sophisticated methods of analysis and greater use of secondary empirical methods. The

data obtained from the Library and Information Science database was analysed using the descriptive statistics techniques operated using Microsoft Excel.

2.4 Low Cost Carrier (LCC) airlines

As defined by HK Express Airlines, Low Cost Carrier or better known as LCC is an airline business that is equipped with the latest technology in the systems and within the aircraft which enables the plane to be operated at optimum utilization to take away all unnecessary costs that will not contribute or affect passengers' level of comfort and flying experience. With this measure, LCC is able to provide flight services with the same level of safety but with lower prices in comparison. LCC airlines function to democratize air travel by making air travelling affordable for many.

With the introduction of LCC by Southwest airlines 36 years ago, the LCC market has bloomed since with many low cost airlines emerging bearing the same principle; to keep down engineering costs, keep up overheads, fast turnaround and drop loyalty and air miles scheme (AirAsia, 2018). In a statistic carried out by International Civil Aviation Organization (ICAO) in 2015, LCC airlines marked a 10% increase in global market by being able to secure 28% of world total scheduled passengers compared to 2014. This marked a great progress of LCC airlines being preferred choices of consumers.

2.5 Low Cost Carrier (LCC) related studies

With the positive growth of LCC airlines in the aviation industry, many studies were also carried out in various fields in context with the LCC airlines. However, many of researches done were not related to the language and printed discourse aspects. Zakaria Wahad, Inda Sukati and Lee (2015) carried out a research to identify the consumer satisfaction level towards Malindo Airlines in Malaysia. The aim of this study is to investigate the relationship between the impact of service quality and the

consumers' satisfaction level. The results showed that there is a positive correlation between the quality of service and Malindo Airline passenger's satisfaction. This research uses questionnaires as its main instrument to gather data. Similar to this, Inda Sukati, Tan and Isnurhadi (2015) also carried out a research in identifying the consumers' satisfaction level towards services provided by AirAsia. This research also uses questionnaires as its main instrument to gather the data. The findings from this research showed a high satisfaction level of consumers towards the services provided by AirAsia despite their low competitive fares.

In 2012, Md Atiqur Rahman Sarker, Chowdhury Golam Hossan and Laila Zaman has carried out a research on the sustainability and growth of low cost airlines at two major airports in London. Using questionnaires, the researchers found that LCC airlines has succeeded in developing their value chains by providing low cost airfares. However the results also showed the need of improving their customer relationship management in order to prolong sustainability of the LCC airlines in the industry. This research further provided suggestion to LCC airlines to better improve their sustainability in the market.

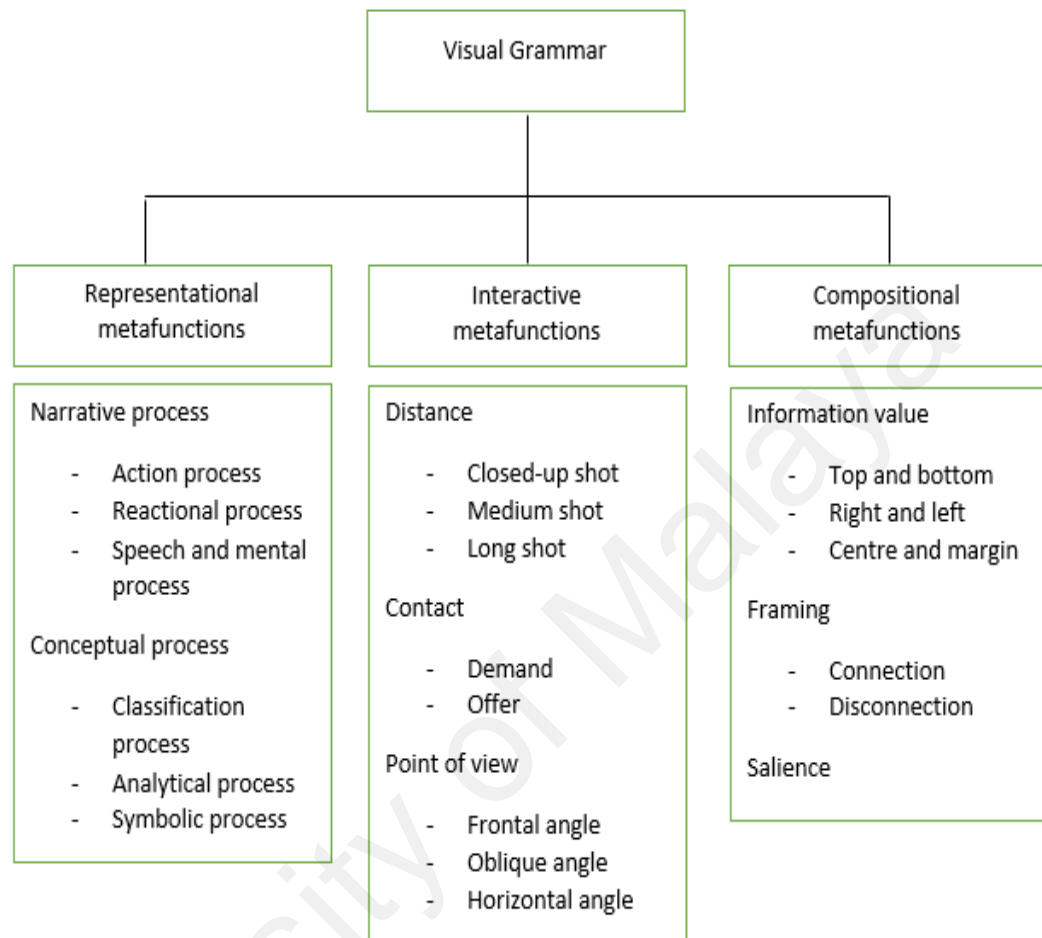
Bualak Naksongkaew (2016) carried out a research to study passenger behaviour who flies frequently with low cost carriers. This research also aimed to study market factors which could influence consumers in flying low cost in Thailand. Results from the research showed that consumers are much affected by low cost and purchasing convenience available online when deciding to purchase air tickets. This research further highlighted the three main market factors that affect consumers' decision to purchasing air tickets from low cost carrier airlines. The researcher suggested future research to be done within the same field but expanding the sample selection by including consumers from other provinces of Thailand.

Dobruszkes (2009) had carried out a geographical research to look into the expansion of low cost carrier flying route within Europe. The results from the research showed a 60 percent expansion of flying route conducted by European low cost carriers in the western and east central Europe zones as a result of migration, tourism and capital flow. The researcher suggested future research to be carried out on further identifying the factor towards airspace expansions by low cost carriers. This supports the fact of progressive increase of LCC market in the industry.

Even though many researches on data obtained from the aviation industry have been carried out, researches done based on representation of cabin crew in advertising discourse still lack. Hence, this proposed research serves as a gap filler to help provide the lack of research findings which will benefit the aviation companies in improving their advertising strategies as well as help viewers to better understand the advertisements.

2.6 Visual Social Semiotics

Figure 2.1: Kress and van Leeuwen Visual Grammar (2006)



Visual communication tends to deliver and convey meaning and information through the visual component in the discourse itself. In the interest of the textual components, Halliday (1994) raised a concern towards the meaning of text, the embedded function and the structure if texts are involved. Therefore in 1961, he took the notion of system derived by his teacher, J. R. Firth, into discovering Systemic Functional Linguistics (SFL) in what Halliday called the theory of metafunctions, namely the ideational metafunctions, the interpersonal metafunctions and the textual metafunctions. Using Halliday's SFL metafunctions as a guide, Kress and van Leeuwen (2006) expanded the concept into visual analysis by renaming it Visual Grammar which comprises representational, interactive and compositional metafunctions.

Visual Grammar by Kress and van Leeuwen (2006) focuses on the indirect relations formed between the viewers of images and the people, places or things (actors) in images.

2.6.1 Representational metafunctions

In response to Halliday's ideational metafunction, Kress and van Leeuwen (2006) stresses that any form of semiotic approach has to be equipped with the ability to represent all objects and their human relationships beyond what can be seen in reality. In context with that, Kress and van Leeuwen (2006) developed visual grammar which is able to function well in all visual approaches. In this metafunction, Kress and van Leeuwen labelled all objects and elements that exist in visual images as 'participants'. 'Participants' can be made of humans, objects and places. 'Participants' in this sense is further divided into two categories; interactive participants and represented participants. Kress and van Leeuwen (2006) further explained that interactive participants are often involved in communications whereas represented participants are often those which complements the interactive participants. For example, interactive participants are those doing the talking, listening, reading and writing whereas represented participants are those who are spoken about or written about. In this metafunction, Kress and van Leeuwen (2006) divided representational metafunction into two groups; narrative process and conceptual process.

2.6.1.1 Narrative process

In narrative process, vector(s) are often available to connect, join or relate between participants in the image (Kress and van Leeuwen, 2006). According to Kress and van Leeuwen (2006), these vectors are often straight lines which can be formed by the limbs, bodies and gaze directions of the participants in the image (Reading Images, page 59). When participants in an image are found connected by a certain vector

formed by their movements, they are said to be performing a certain action for each other and hence developing a connection (Kress and van Leeuwen, 2006). Based on the vectors formed by the actions of participants in the image, different kinds of narrative process can hence be formed. This includes:

(i) Action process

An action process is only considered formed when the participant in the image has a vector formed out of it or performing the vector itself. When there is only one participant in the image itself, the image according to Kress and van Leeuwen (2006) will become a non-transactional image as the vectors formed by the only participant in the image was not directed to any goals. A transactional image will only be formed when a vector formed by the participant exist between the participant itself and the goal in the image. Kress and Leeuwen (2006) also classified an action as an event if within the image there's only a participant and a goal.

(ii) Reactional process

According to Kress and van Leeuwen (2006), a reactional process is formed by the eye-line of the participants in the image towards one another. Through the gaze, the participants are further divided to two categories, the reactor and the phenomenon. The reactor refers to the participants performing the eye-line; doing the looking, whereas the phenomenon refers to the participant or object which the eye-line is directed; the one looked at. This creates a gap between the two participants by distinguishing their social statuses.

(iii) Speech and Mental processes

Speech and mental processes often refer to the vectors that are joined between a certain dialogue and the participant to show the relationship between the dialogue and the participant.

2.6.1.2 Conceptual Process

According to Kress and van Leeuwen (2006), conceptual process is the opposite of narrative process and it does not represent the actions in the image itself. It does not connect the participants anyhow using vectors. Conceptual process is more towards representing and classifying the participants through a more generalised term in terms of either class, structure or meaning. Kress and van Leeuwen (2006) further classified conceptual process into three categories; classification process, analytical process and symbolic process.

(i) Classification process

According to Kress and van Leeuwen (2006), classification process shows the relationship of the participants in a certain type of relation where there will be a party adopting the role of being the subordinate. This could be determined through the distance between the participants, their sizes and directions that they are facing.

(ii) Analytical process

Analytical process on the other hand involves connection between participants in a part-whole structure where usually there will be two participants involved which are the carrier; the whole, and its possessive attributes; the parts. This will result in forming a relationship of ownership between the two involved participants that exist in the same unit.

(iii) Symbolic process

According to Kress and van Leeuwen (2006), apart from classification and analytical processes, symbolic process is a part which is totally different from the other two processes as symbolic process does not move in a way to establish or explain any relationships within the image itself. Symbolic process better work in creating a meaning behind the participants in images themselves. Symbolic process is further classified into two types; symbolic attributive and symbolic suggestive. Symbolic attributive usually consist of a carrier and it attributes where meanings are usually formed through the relationship between the two. Symbolic suggestive on the other hand usually contains only one participant where the meaning is usually created through other elements.

2.6.2 Interactive metafunctions

Interactive metafunction involves the representation and creation of relationships between then participants and the viewers (Kress and van Leeuwen, 2006). Textually, the producers will connect with the viewers through statement making, questioning skills, offering or demanding certain actions to be taken by the viewers. Visually, the producers will usually address the viewers by engaging social actors in a more interactive manner. Kress and van Leeuwen (2006) further divided what they called interactive meaning into three dimensions; distance, contact and point of view.

2.6.2.1 Distance

According to Kress and van Leeuwen (2006), distance of the frame affects the representation of relationship between the viewers and the social actors in the image itself. The distances are classified into closed-up shot, medium shot and long shot. The distance in the frame applies to not only human actors in the image but to all actors in the image including objects, animals, things, buildings, landscapes, etc. Closed-up

shots are usually used by the producers to create a more intimate relationship between the viewers and the social actor(s) in the image. Using this frame distance, the producer wants to relate to the viewer that the role carried out by the social actor could be similar as those carried out by people very intimate to them, for example, their partner, spouses, children, parents or people they often get along with.

Medium shots are used to mainly represent a more social relationship between the viewers and the social actor(s) in the image. Social relationship defines a close but not intimate relationship between two participants. People that engage in a social relationship are often people who know each other but not too well to the extent of knowing all about them. They could be colleagues, close friends, neighbours or even extended family members. Using long shots show a more distanced relationship between the viewers and the social actor(s). Their relationship could be near to none. It is usually used to represent a relationship between two strangers. There is near to no communication or interaction between these two participants.

2.6.2.2 Contact

Social actor(s) in images often uses gaze to perform a certain act of demand or offer towards the viewers of the image itself (Kress and van Leeuwen, 2006). When the social actors are offering a certain piece of information to the viewers, there are usually no gaze created between the social actor and the viewers. The social actor hence become the focus of the viewer when viewing the image. When the social actors aim to seek demand from the viewers, there will usually be a gaze between the social actors and the viewers. There will be direct contact happening through eye contact and body language of the social actors in the image.

2.6.2.3 Point of view

Using point of view also play an important role in determining the relationship between the social actors in the image and the viewers. Using different angles of point of view depict either an involvement or detachment of the viewers from the images they see. Frontal angle shows a maximum involvement of the viewers in the world of the social actors in the image. However, if an oblique angle is used, it often shows a detachment of the viewers in the world of the social actors in the image.

It creates a gap between the viewers and the social actors. If the image uses a vertical angle where the viewers are needed to look at the social actors from a high angle, it shows the involvement of power over the social actors in the image. If the images uses a low angle where the viewers are to look up to the social actors, it shows involvement of higher power by the social actors. If an equal level gaze is involved, it shows a symbolic equality between the viewers and the social actors in the image.

2.6.3 Compositional metafunctions

Compositional metafunction plays an important role in delivering the meaning of the image through aspects or information value, framing, and salience. The position of the components in the image basically represents the syntax that if put correctly will make a lot of sense to the readers.

2.6.3.1 Information value

Information value is closely connected to three main areas in an image. They are the centre and margin, left and right, top and bottom. Different positioning of the information in the image signifies a total different meaning to be delivered to the viewers. If the information is positioned on the left of the image with a horizontal position, it shows a rather familiar message that the viewers already know of and it serves as a reinforcement of the similar message itself. If the information is positioned

on the right, it shows a rather new piece of message that the viewers do not know of and that more attention are expected to be paid on that piece of information.

If the piece of information is placed on the top of the image, it shows the importance of the message. If the information is placed on the bottom of the image, it acts rather as a complement to the image to deliver a more useful and concrete message to the viewers. In addition, if the piece of information is positioned at the centre of the image, it shows the role of the information as the main content of the message itself and should be emphasized. On the other hand, information placed at the margins of the image only serve to complement the main piece of information in the image.

2.6.3.2 Framing

Framing in an image is often use to show the connection and disconnection of the participants in the image itself. The existence of lines, spaces, borders or any gaps could show the similarities or differences between the participants in the image. Lines and spaces will group the participants into different categories of different functions and purposes.

2.6.3.3 Saliency

Saliency plays an important role in an image. It helps the viewers to focus on more attractive and eye-catching elements in the images viewed. The more attractive the element is, the more important a role it plays in creating meanings to the viewers. Colours also play an important role in creating a saliency. Bright and attractive colours will attract the viewers' attention towards the certain information that the image producer wants the viewers to take notice on. Size also contribute as an important aspect in creating saliency. The biggest the size of the information in the image, the higher of its ability to attract the viewers.

2.7 Social Semiotics Related Studies on Advertisements

Social Semiotics being a well-known field attracts various researched to carry their research using the theories generated in the field. Najafian and Ketabi (2011) used Kress and van Leeuwen's Social Semiotics approach in analyzing two advertisements obtained from "Time" magazine to look into the difference in ideologies on verbal and non-verbal resources. The findings of the study show that social semiotic reference play an important role in affecting the relationship between the advertising discourse and intended ideology.

Chou, Hj. Baharuddin and Saniah Ahmad (2017), also looked into examining TV advertisements in Malaysia to see how the advertisers persuade and influence the audience using both language and visual semiotics. Using Kress and van Leeuwen Social Semiotics approach, seven PROTON advertisements were analysed and the findings from the study show that the advertisements contain semiotics and reflections of cultural values and often uses building atmosphere to arouse the audience's emotions towards realizing the importance of family and culture.

2.8 Conclusion

With the progressive increase of LCC airlines globally, it adds on to the importance of analyzing materials and data related to them. Therefore, research on LCC airline job advertisements is important in the sense that it will help provide new insights to job advertisers and recruiters as well as to educate the public and potential job seekers on the intended message that the hiring companies want to deliver.

In Chapter 3, the methods used in analyzing job advertisement from the Asia and non-Asia regions will be discussed.

CHAPTER 3: METHODOLOGY

3.1 Introduction

In this research, 10 cabin crew job advertisements of Asia based LCC airlines and non-Asia based LCC airlines will be selected from a span of 3 years (2015 to 2017) for analysis purposes. This research will be conducted from the point of discourse analysis to look into all the proposed area of the research questions.

3.2 Data

From the selected 10 advertisements, 5 are cabin crew job advertisements advertised by Asia based LCC airlines; AirAsia based in Malaysia, Airblue from Pakistan, Cebu Pacific located in Philippines, HK Express founded in Hong Kong and NokAir from Thailand, and the remaining 5 are cabin crew job advertisements advertised by non-Asia based LCC airlines; Eurowings from Spain, Frontier which is based in the United States, InterJet operating in the United States, TigerAir Australia from Australia and EasyJet which is located in the United Kingdom. All 10 advertisements are taken from online cabin crew job advertisements advertised from year 2015 to year 2017. All the cabin crew job advertisements comprises visual and textual components in every individual advertisement. This research will not take the pre-textual elements, colour, sentence structures and punctuations into analysis.

3.3 Data selection

The data in this study is collected using the purposive sampling procedure as this method enables a focus to be put on selecting data which fits the certain characteristics that the research would like to look into (Chua, 2016). Thus using this method will help to answer the research questions better.

Due to the fact that not many LCC cabin crew job advertisements are found available on the Internet during the preliminary data search as airlines had long started

introducing online forms for interested candidates, job advertisements are hence chosen based on the easy availability on the Internet. However, the cabin crew job advertisements have to still meet a certain criteria to be chosen as samples for analysis purposes. The job advertisements have to be advertised in the span of the last 3 years (2015 to 2017). At the same time, the job advertisements have to consist of visual and textual components at the same time. There should be images depicting cabin crew(s) and at least having not less than 100 characters in their textual descriptions.

Images of cabin crew(s) are important as the research mainly looks into the representation of cabin crews in the job advertisements. Having more than 100 textual characters encourage a more comprehensive analysis to answer the research questions.

3.4 Conceptual frameworks

All visual components in this research will adopt Kress and van Leeuwen's framework as the focus of adopting this framework is to look into the connection between the viewers and the social actors and how this connection represents the cabin crews to the viewers. The frameworks that will be used are addressed as below:

3.4.1 Kress and van Leeuwen's Visual Grammar (2006)

3.4.1.1 Interactive metafunction

Based on this improved joint work between Kress and van Leeuwen (2006), the framework aims into looking at the visual components based on three dimensions. The first dimension will look into the distance between the actor and the viewer. The second dimension will look into the contact between the actor and the viewer and the third dimension will look into the point of view created by the image. To look into the distance, the visual images are analyzed by looking into the distance between the actors in the picture and the viewers. The difference between the lengths will show a different degree of closeness between both parties.

To analyze the contact, the researcher has to take into consideration the gaze portrayed by the actor in the picture to determine the connection between the social actor and the viewers. Lastly to identify point of view, the consideration is put into determining the eye level and positioning of the social actor in the image. Using the framework will enable the viewers to determine; all visually, the involvement or exclusion of themselves from the actors in the images as well as identify the interaction and relation established, and the meaning created.

3.4.1.2 Compositional metafunction

In this analysis, the advertisements will also be analyzed using two interrelated systems: framing and salience. This part of the analysis will not only focus on either one of the components in the advertisements but combines both the visual and textual components into view. Framing is analysed to identify the connection and disconnection between the elements in the advertisements towards the actors within as well as towards the readers of the advertisements. Salience in the other hand is analysed to identify the elements that captures the attention of the readers and how that bring effect into creating the ideal message the advertisers wants the reader to perceive.

3.4.1.3 Representational metafunction

In analysis the textual component of the job advertisements, only a part of Kress and van Leeuwen's visual grammar framework will be adopted. Within the conceptual process framework, only analytical process and symbolic attributes will be used to analyze the requirement clauses in all the job advertisements to show the characteristics and identity of the social actors in relation to the job.

Symbolic attributes are generally found in images to represent the identity of a social actor. The participant is thus a carrier in this structure, while his or her identity is the symbolic attribute. According to Jewitt and Oyama (2001), symbolic attributes are

always made salient in the image. For example it is often determined by their size, position, colour, use of lighting and gesture. Symbolic attributes often show an inner representation of the social actor.

On the other hand, in the analytical process, the social actors are often portrayed in terms of a part-whole structure where the whole would be the carrier and the parts are the possessive attributes. According to Kress and van Leeuwen (2006), the aim of having the analytical process is to allow the viewers to identify the carrier and to study the carrier's parts to determine the meaning embedded.

Classification process will not be used in the analysis of the textual components as determining the taxonomy is not the main focus of the research as hierarchy determination is not a concern in this research. All textual components in this research will only adopt the analytical process and symbolic attribute in Kress and van Leeuwen's visual grammar framework.

3.5 Data coding

The samples will be categorized and referred to based on the codes in the table below:

Table 3.1: Data coding

Code	Image Title	Represented Country (Headquarters)
Image 1	AirAsia	Malaysia
Image 2	Airblue	Pakistan
Image 3	Cebu Pacific	Philippines
Image 4	HK Express	Hong Kong
Image 5	NokAir	Thailand
Image 6	Eurowings Europe	Germany

Image 7	Frontier	United States
Image 8	InterJet	United States
Image 9	TigerAir Australia	Australia
Image 10	EasyJet	United Kingdom

3.6 Source of data

The sample data involved in the analysis in this research are obtained as follow:

Table 3.2: Source of data

Code	Source	Hiring Country	Obtained from (URL)
Image - AirAsia	Internet	Malaysia based hiring within Malaysia	https://betteraviationjobs.com/job/airasia-cabin-crew-walk-in-interview-march-2017/
Image 2 – Airblue	Internet	Pakistan based hiring within Pakistan	http://www.pakistanjobsbank.com/Jobs/43706/Air-Blue-Jobs-November-2015-December-Air-Hostess-Female-Cabin-Crew-Walk-in-Interviews-Schedule-Latest/
Image 3 – Cebu Pacific	Internet	Philippines based hiring within Philippines	http://www.i-cares.com/NewsDetails.aspx?id=320
Image 4 – HK Express	Internet	Hong Kong based hiring within Hong Kong	http://careers.hkexpress.com/cw/en/job/495936/flight-attendant
Image 5 – NokAir	Internet	Thailand based hiring within Hong Kong	http://ifly.global/2017/02/18/nok-air-cabin-crew-recruitment-february-2017/
Image 6 – Eurowings Europe	Internet	Germany based hiring in Spain	https://www.career.aero/eurowings-group/en/job/show/id/2697
Image 7 – Frontier	Internet	US based hiring within US	https://www.flyfrontier.com/careers/flight-attendant

Image 8 – InterJet	Internet	US based hiring within US	https://www.interjet.com/carrier-and-opportunities.aspx?culture=en-us
Image 9 – TigerAir Australia	Internet	Australia based hiring within Australia	http://altara.com.au/index.php/tiger-airways-australia
Image 10 – EasyJet	Internet	UK based hiring within UK and Europe	https://careers.easyjet.com/cabin-crew/

3.7 Data analysis

Data analysis of the research will be divided in three stages. In stage 1, using interactive and compositional metafunctions in Kress and van Leeuwen's Visual Grammar (2006) framework, all the visual components of the 10 samples will be analyzed in order to answer research question 1. In stage 2, the textual components in all 10 samples will be analyzed individually using part of Kress and van Leeuwen's representation metafunction: analytical process and symbolic attribute (2008) to answer research question 2. And finally in stage 3, using the analysis of both visual and textual components, the research will look into identifying the difference in the hiring criteria between Asia and non-Asia based LCC airlines. The table below summarizes the data analysis procedures.

Table 3.3: Data analysis procedures

Stage	Action	Framework involved	Purpose
1	Visual components in the samples will be analysed based on the three social dimensions: social distance, social relation and social interaction.	Kress and van Leeuwen Visual Grammar (2006) - Interactive metafunction - Compositional metafunction	To answer research question 1: How are the cabin crews represented visually in the job advertisements?
2	Textual components in the samples will be analysed based the analytical process and symbolic attribute.	Kress and van Leeuwen Visual Grammar (2006) - Representational metafunction (Conceptual Process)	To answer research question 2: How are the cabin crews represented textually in the job advertisements?
3	The difference in hiring criteria between the LCC airlines will be highlighted in this part based on the results obtained in stage 1 and 2.	-	To answer research question 3: What are the differences between the cabin crew job advertisements of Asia and non-Asia based LCC airlines in terms of hiring criteria?

3.8 Conclusion

The following chapter will present the analysis of the data to answer the research questions in the research. The visual components will be analysed using Kress and van Leeuwen's interactive and compositional metafunctions, whereas, the textual components will be analysed using part of Kress and van Leeuwen's representational metafunction.

All three metafunctions originated from Kress and van Leeuwen's Visual Grammar (2006) framework.

University of Malaya

CHAPTER 4: DATA ANALYSIS AND FINDINGS

Analysis has been done on all the 10 job advertisements selected for this research.

In this report, a detailed analysis presentation will be shown and discussed based on the ten job advertisements analyzed. Table 4.1 answers research question 1 in summary and followed by a detailed explanation of the analysis.

Table 4.1: Summary of visual analysis

Image	Distance	Contact	Point of view
Image 1 (AirAsia) Three female cabin crew members, young, vibrant smile, trendy casual hairdos, modern uniform	Long shot - Impersonal relationship with the audience	Direct gaze - Connection with the audience - Demand	Frontal eye level - Allows total involvement of viewers - Symbolic equality
Image 2 (Airblue) One female cabin crew member, young, vibrant smile, neat professional hairdo, traditional costume uniform	Medium shot - Social relationship with the audience	Direct gaze - Connection with the audience - Demand	Profile eye level - Audience expected to remain at sidelines with no involvement - However, the direct gaze shows a symbolic equality relationship
Image 3 (Cebu Pacific) Two males and four females cabin crew members, young, vibrant smiles, casual fedora hats, casual uniform	Long shot - Less close relationship with the audience - Improved by their moving forward movements	Direct gaze - Connection with the audience - Demand	Frontal eye level - Total involvement of the viewers - Symbolic equality

Image 4 (HK Express) Two pilots, one male and two female cabin crew members, young, smiles, neat professional hairdo, suits uniform	Medium shot - Social relationship with audience	No gaze - Absence of gaze suggests lack of involvement - Gaze among social actors suggests involvement among themselves	Profile eye level - Detachment - Audience kept out of the image and are not to keep any views towards the image
Image 5 (Nok Air) Three female cabin crew members, young, vibrant smiles, trendy casual hairdos, modern uniform	Close shot - Closeness and intimacy between social actors and audience	Direct gaze - Connection with the audience - Demand	Frontal eye level - Total involvement of audience - Symbolic equality
Image 6 (Eurowings Europe) One female cabin crew member, young, bright smile, neat professional hairdo, suit uniform with cap	Medium shot - Social relationship with the audience	Direct gaze - Connection with the audience - Demand	Frontal eye level - Total involvement of audience - Symbolic equality
Image 7 (Frontier) One male and one female cabin crew members, middle-aged, different ethnicity, bright smiles, neat casual hairdos, casual uniform	Medium shot - Social relationship with the audience	Direct gaze - Connection with the audience - Demand	Frontal eye level - Total involvement of audience - Symbolic equality

Image 8 (Interjet) Three female cabin crew members, different age groups, different ethnicity, bright smiles, neat professional hairdos, formal uniform with scarfs	Medium shot - Social relationship with the audience	Direct gaze - Connection with the audience - Demand	Frontal eye level - Total involvement of audience - Symbolic equality
Image 9 (TigerAir Aus) One male and five female cabin crew members, young, different ethnicity, bright smiles, neat professional hairdos, semi casual modern uniform	Long shot - Impersonal relationship - Hard to relate to the social actors	Direct gaze - Connection with the audience - Demand	Low angle - Audience expected to look upon - Social actors having power over viewers
Image 10 (EasyJet) One female cabin crew member, middle-aged, vibrant smile, casual hairdo, vest covered uniform	Close shot - Closeness and intimacy between social actor and audience	No gaze - Absence of gaze suggest lack of involvement - Social actor as object for audience's scrutiny	Profile eye level - Eye level suggest equality - Profile point of view shows detachment - Emphasis not on social actor

4.1 Visual analysis

i. Image 1



Distance

Image 1 captures three female AirAsia cabin crew members in full attire posing and smiling happily. The long shot picture of the cabin crew members depicts a rather impersonal relationship with the audience. This choice of distance depicts the social actor to be of a not so reachable position to the audience and are only to be admired from far. The cabin crew members can be seen donned in knee-length skirts, elbow-length tops, waist-length stockings and high heels as well as casual yet trendy groomed hairstyles which are rather modern and fashionable to further support the modern and fashionable image that they portrayed in the image.

Contact

However, the three cabin crews despite being captured from long shot, portrayed the happiest and brightest smile. Their direct gaze, bright and confident smiles and gestures established a connection with the viewers. The viewers are expected to being able to connect with the cabin crews in the advertisement as the cabin crews possess a friendly and easy to-get-along behaviour. The cabin crew on the left shows a gesture of greeting and this could serve as an invitation to the viewers to join them. Their smiles and modern yet glamorous physical appearances serve as an act of demanding to the viewers. The image are demanding the viewers to be like the cabin crews in the image; having good looks, great confidence and a well-enjoyed job, and the way to be like them is to apply for the position advertised.

Point of View

This image is taken from the frontal eye level point of view. This allows the viewers to be in total involvement in the image as the point of view showed a symbolic equality between the three cabin crews and the viewers. It further tells the viewers that they could also be like one of the cabin crews in the image and they is no social status discrimination between the cabin crews and the viewers.

Framing

There is an absence of framing in this image. The social actors are seen close to each other without a clear line or space separating them apart. The actors are not put into categories where they could be distinguished as different entities. This stresses the connection and group identity of cabin crew that the advertiser wants to portray to the audience.

Saliency

In this picture, the readers' attention are often attracted to the social actors that are posing in a model-like pose. Their wavy hair, short skirts, stockings and friendly smiles are a form of sexual appeal to the audience. According to Korn (2006), advertisements which contain sexual appealing images attracts more viewers and possess a higher level of persuasion. Therefore having the sexual appealing cabin crew members on the job advertisement could help to attract viewer's attention to reading the content as well.

ii. Image 2



The poster is for Airblue's recruitment drive for female air hostesses. It features the Airblue logo at the top, followed by the slogan 'DREAM. FLY. DISCOVER.' and a sub-slogan 'Become a part of the airblue family for a career that many desire'. A prominent 'Walk-in Interviews' stamp indicates the event date as '2ND DEC 2015'. A list of five eligibility criteria is provided in a blue box, followed by a statement that candidates from Peshawar and fluent Pushto speakers are encouraged to apply. The venue and timings are specified, along with a list of required documents: CNIC, 04 passport size photographs, and an Intermediate Certificate. The poster also includes a photo of a smiling female air hostess in uniform and a vertical credit line on the right side.

airblue

DREAM. FLY. DISCOVER.

Become a part of the airblue family for a career that many desire

JOIN NOW!

As a Female Air Hostess
Promising Package. Exciting Experience.

Walk-in Interviews
2ND DEC 2015

- Are you between 18 and 25 years of age?
- Do you have a positive and customer centric approach?
- Are you at least 5'2" in height?
- Are you fluent in English and Urdu?
- Is your educational qualification intermediate or higher?

Then, you are just the right person to make it to our team.

Candidates from Peshawar & fluent Pushto speakers are encouraged to apply

Venue: Pearl-Continental Hotel, The Mall Road, Rawalpindi.
Timings: 9:00a.m. till 3:00p.m.

Applicants are requested to bring along following documents:

- CNIC
- 04 Passport size photographs
- Intermediate Certificate

Apply online at www.airblue.com/corp/careers

SUPER MEDIA | XDYNAPIX

Distance

Image 2 shows one female Airblue cabin crew member in full attire and smiling brightly to the viewer. The medium shot picture of the cabin crew member suggests a more social relationship between the social actor and the viewers. She could be a friend, an ex-coursemate or even a neighbour. The cabin crew member was also seen to be dressed in a Punjabi suit inspired uniform as to further emphasize the company's recognition of the local culture.

Contact

This medium shot image of the Airblue cabin crew member sees the female cabin crew smiling brightly to the camera while having a direct eye contact towards the viewers. This direct gaze suggests a connection that the image wants to establish with the viewers to deliver the demand towards the viewers to be like the cabin crew member in the image. The cabin crew member can be seen folding her arms in the image itself. The gesture of crossed arms especially in a folded position could mean that the person is feeling uncomfortable or defensive. According to Psych Mechanics (2018), the actions of crossing the arms could mean a person building a barrier against another. However, as the fists are not clenched, it shows an absence of hostility in the cabin crew member. The cabin crew member can also be seen depicting a more relaxing posture by standing in a leaning backward position. According to Changing Works (2018), a relaxed standing posture emphasizes the confidence of the social actor. These could be a message to the viewers to show that cabin crew member's job is rather relaxing but not stress-free.

Point of View

However, the image adopts a profile eye level point of view. Normally when an image is depicted from the side, the viewers are expected to be remained out on the side-lines

with no direct involvement, however, only the body of the cabin crew was taken from the side and she still remained her direct gaze with the viewers and that direct gaze better support that fact of viewer involvement in the image itself. From the eye level point of view itself, a symbolic equality relationship was also portrayed between the social actor and the viewers with no existence of higher or lower power upon the other party.

Framing

As there is only one social actor in the image, she was only separated by a white space between herself and the text. The cabin crew thus stands as the sole representative of all the cabin crews in Airblue and therefore could be used to generalize all cabin crew members attached to the airline.

Salience

Being the only object in the image, the social actor automatically becomes the main focus of the audience when looking at the advertisement image. Her dressing and hairdo portray a more professional and respectable image. According to McKay (2018), dressing professionally means to keep yourself well groomed from head to toe. Wearing pastel coloured blouse with suitable skirts or pants is commendable. The outfit has to be paired with a neutral colour well-fitting, not-so-trendy pair of shoes. Hair has to be well-groomed and fingernails got to be kept neat and clean. Jewelry has to be kept at minimal as well. Her attire also enabled her to stress on cultural representation of the airline's home country.

iii. Image 3



Distance

Image 3 shows six Cebu Pacific cabin crew members made up of four females and two males dressed in their uniforms moving towards the camera with bright smiles. The long shot image of the cabin crew members with a blurred aeroplane image at the background suggest the event of cabin crew members disembarking the plane after landing. The aeroplane being at the background further shows the viewers the career environment of the cabin crews. A long shot image usually brings out a less close relationship with the viewers. However, from the body language of the cabin crew members, it seems that they are moving nearer towards the viewer. This could mean an invitation to the viewers to get closer and possibly to build a closer relationship between the social actors and the viewers. Having a big text box which is nearly half as big as the image further emphasize

the demand of the cabin crew members to invite viewers to join them and be part of the Cebu Pacific airlines.

Contact

All social actors in Image 3 showed direct gazes to the viewers and these direct gazes further suggest the connection that the image wants to build with the viewers. These bright smiling male and female cabin crew members suggest a demand to the viewers to be like them; to have great and attractive physical appearances, charming smiles and great careers just like them. At the same time having both gender social actors in the image further point to the viewers the fact that male cabin crews are equally as appreciated as female cabin crew members in the company and application from male viewers are much welcomed.

Point of View

Image 3 is taken from a frontal eye level point of view which suggest total involvement of the viewers in the image. Such point of view allows the creation of symbolic equality where viewers are directly confronted with what is in the image and it creates a high viewer involvement. Hence in such condition, the viewers and the cabin crew members are put on an equal level of social status with no discrimination.

Framing

In this image, there are three different image components to see; the social actors, the plane backgrounding them and the textbox. There is no frame that disintegrates the connection between the social actors and the plane. It shows the connection between these two said aspects. However, a textbox was used to separate the image and the text within

the box to create a disconnection between the two herein. This further puts the image and text into two different categories with no connection to each other.

Saliency

When the readers look into this advertisement, the first thing that will stand out and attract their attention is the textbox itself. The textbox is nearly half the size of the image and covers half the bodies of the social actors. The advertiser wants to bring the reader's attention to the content of the textbox.

iv. Image 4



Distance

Image 4 consists of five social actors altogether in the advertisement; two HK Express pilots and three HK Express cabin crew members. The two professionally dressed pilots are portrayed at the front of the image whereas the three cabin crew members are rather at the back next to the body of the plane. This medium shot image suggest a more social more social relationship between the social actors and the viewers. This could mean the social actors could be “one of us”. It could be someone the viewer knows but not anywhere close or intimate. Having the pilots nearer to the viewer in a cabin crew

advertisement further suggest the higher position of the pilots that the company would like the viewers to acknowledge. It would be fair to suggest that the company would viewers to know the superiority of the pilots as to the cabin crew members.

Contact

Focusing on the cabin crew members in Image 4, it could be seen that all three cabin crew members that exist in the image portrayed no direct gaze at all to the viewers. The absence of gaze with the viewers suggest a lack of involvement of the viewers. The gazes however exist between the cabin crew members. Gazing at each other shows a sense of involvement between the three cabin crews and having the female cabin crew members focusing their gazes at the male cabin crew member in between them further suggest a higher male power practised in an oriental context as direct vertical gazes from below towards the male show the male dominance and as having a higher social power compared to the women in the context (van Leeuwen, 2008). The pilots in the image portrayed no direct gaze with the audience suggest a lack of involvement of the viewers. There is also no direct gaze between the two pilots in the image which further suggest the difference in role played by both the pilots in the image. The stripes on the uniforms of the pilot further suggest the higher seniority of the pilot of the right. Hence proven that their role in the cockpit being different.

Point of View

Image 4 is captured from a profile eye level point of view. A profile view usually suggest a detachment of the viewers from the image. The viewers from this angle are literally kept out of the image. In such condition, viewers are not free to keep any views or comment on the cabin crew members in the image. The overall image shows the social actors of more to objects.

Framing

In this image, we can see there is an obvious framing between the social actors. The pilots in the fore of the image are categorised together as an entity whereas there is a huge distance between them and the cabin crew members portrayed at the back. The advertiser wants to show a difference and disconnection between the roles of these two parties. Putting the pilot in front in a bigger sized image shows the importance of their roles in the company. Whereas looking at the cabin crew themselves, they are cluttered into a same category further emphasizing the similarity of their roles and function in the company. The plane placed behind all the social actors are found in the same frame as the pilots and the cabin crews. This is to show the connection between the social actors and the nature of them job.

Salience

In this image, the most eye-catching element that readers could notice will definitely be the webpage link found on the body of the plane. Positioning the webpage link in the middle of the image shows the focus the advertiser wants to lead the readers to log into their webpage. Putting the webpage link of the airline as the focus of the image is a part of branding and marketing as well. It attracts reader to find out more about the company via the web link.

v. Image 5



Distance

Image 5 shows three female NokAir cabin crew members with two of the cabin crew members smiling brightly to the viewers. The image also included the sky with clouds and a plane as the background of the cabin crew members to further suggest the working environment of the cabin crew members as well as perhaps to spread the message of “fly high like a bird” as the name Nok was derived from the English word “bird”. As Image 5 is taken using a close-up shot, this suggest the closeness and intimacy between the social actors and the viewers. When shots are taken close, the viewers are expected to be able to relate to the social actors as at this distance the social actors are seen to be revealing their individuality and personality to the viewers. As closeness depicts familiarity, the distance is suggesting to the viewers that the cabin crew member might happen to be people that they are very much close to.

Contact

In Image 5, all the cabin crew members portrayed direct gazes towards the viewers. These direct gazes serve as a mean of interaction between the social actors and viewers where sense of demand is usually made through such gazes. The cabin crew members in the picture are well groomed with bright smiles and stylish hairstyles. Note that they are posing with such model-like poise and alongside the direct gazes, the social actors are inviting the viewers to join them in their posh career in order to be like one of them in the image.

Point of View

Image 5 is captured using a frontal eye level point of view. This further supports the total involvement that the image wants from its viewers. Using eye level point of view, the viewers are seen as equal to the social actors in the image and hence will expect no pressure of power on them.

Framing

In the image, the social actors are connected through the absence of frames and lines between them. They are also similar in terms of their uniform appearance which further justify their role as cabin crew members. However, in the image, there is a small plane figure presence on the top right corner which was framed out from the cabin crew members. Kress and van Leeuwen (2006) suggest that the information placed on top of the image indicates the “ideal.” The position of the plane also further suggest a piece of new information. This could serve as a shout out to the readers on the new design of their aircraft and this serves as a part of branding as Nok airplane designs are known to resemble birds.

Saliency

Having the human actors in front and in bigger size will definitely attract the readers' attention towards them. Their physical appearances and poises portray a high sense of fashion and enjoyment experienced within the job.

vi. Image 6



Distance

Image 6 captures a female Eurowings cabin crew member in full uniform attire standing and smiling to the viewers. This image includes the plane cabin as the background of the cabin crew member understood as to show the working environment of a cabin crew member. This image is taken using a medium shot to show a social relation between the social actor and the viewers. This will allow the social actor to exist as someone around the social circle of the viewers. It could be a friend, an acquaintance or even a relative. Having the company logo in a contrasting colour and in a shape of a wing right next to the cabin crew member further show emphasis on the company brand.

Contact

In Image 6, the cabin crew member can be seen using a direct gaze towards the viewers to build a close connection between herself and the viewers. The cabin crew member dressed in professional attire demonstrates professionalism and reliability further delivers to the viewers the sense of responsibility needed to be at the position. Based on a research done by Furnham, Chan and Wilson (2013), men and women who dress professionally are very much associated to being capable, easier to talk to as well as friendlier. The direct gaze demands the viewers to project their desires onto her.

Point of View

Image 6 uses a frontal eye level point of view to create an equality between the social actor and the viewers. The viewers are further invited to have total involvement in the image. Using eye level shots, the social actors will be made to be seen as more approachable and personal to the viewers.

Framing

In this image, there is no frame or line that disconnect the human actor from the object actor (the cabin seats). In fact the human actor is seen holding on to the cabin seat and this shows a connection between the both. It shows the interrelation between the role of the human actor and the importance of the existence of the object actor.

Saliency

The wing-shaped board on the left of the image that carries the logo of the company serves to attract the attention of the readers based on the eye-catching size of the board itself. At the same time, the headrest which carries the name and similar logo serves the same function as the wing-shaped board. Having the company logo displayed in big size

helps the company in promoting their brand and creating awareness among readers on their existence. This serves as a good way to market their products and services.

vii. Image 7



Distance

Image 7 shows a male and a female Frontier cabin crew member in respective uniforms smiling while posing in the departure hall of an airport. Having the background blurred further intensify the focus on the cabin crew members in the image. The gesture of their hands holding on to their luggage shows the nature of a cabin crew who is always on-the-go. This explains to the viewers the necessity of being able to travel frequently as a cabin crew member. The image was taken using a medium shot to create a social relation between the social actors and the viewers. This puts the social actors into a group of people that the viewers know. Having staff identification tags hung around the cabin crew members' necks further reinstate the cabin crew member role of the social actors.

Contact

The cabin crew members are seen in rather casual outfit where the male is seen wearing a sweater on top a collared shirt whereas the female is seen in a quarter sleeved dress and hair tied in a ponytail. Using direct gazes, they are demanding viewers to join them in a rather relaxed and enjoyable working environment where you get to travel and work at the same time. The social actors are also seen to be of a rather mature middle aged group. This could help in relieving the taboo on the need of being young to apply for the job. Having two cabin crew members of different gender also shows the equality that the company provides to applicants of both genders.

Point of View

Using a frontal eye level point of view also creates a symbolic equality between the social actors and the viewers to where the viewers could relate and be in total involvement with the social actors in the image.

Framing

In this image itself, frames and lines were used to disconnect three elements in the same image; the cabin crew members, the plane and the company badges. The advertiser uses framing to create a contrast between the three even having known the three belong to the same domain.

Saliency

With the help of framing, it could bring the readers' attention to the image in the bigger frame. Readers will notice the age and race of particularly the male crew member and in hope to get the message that the advertiser wants to promote equality. Having the other picture in the other frames cannot help the readers from not noticing the company

brand/name appearing in nearly all the frames. This helps in promoting the brand as well as market the products and services that are offered.

viii. Image 8



Distance

Image 8 shows three female InterJet cabin crew members posing with all smiles in front of an InterJet plane parked on the tarmac. With gesture of holding their luggage in front of a plane undergoing fuelling shows the on-the-go nature of the job. The image was taken using a medium shot to show a social relation between the cabin crew members and the viewers.

Contact

The cabin crew members in the image are seen to be off different age groups and different ethnicities. The heights of them also vary and they are seen to be arranged in an

inclining manner. Using direct gazes, it provides a rather clear information to the viewers where the company are not restricting the hiring in sense of age or ethnicity of the applicants. Their direct gazes made contact with the viewers to demand acknowledgement towards their glowing happy smiles to see their satisfaction in their jobs and wants the viewers to apply and join them in the company. The appearances of the cabin crew members in full uniform and neat hairdos also further serve to inform the viewers on the sense of professionalism of the job.

Point of View

Image 8 uses a frontal eye level point of view to allow viewers to be in total involvement with the social actors in the image. This promotes equality between the cabin crew members in the image and the viewers out of the image.

Framing

In this image, there is no frame or line that disconnect the human actors and the object actor (airplane) at the background of the human actors. This connection further shows the importance of the co-existence of all the actors in the image itself.

Saliency

In this image, it is hard for the viewers to not put focus on the human actors standing near to the frame. It is obvious that there is a gap between the age of the human actors having the lady in the middle being the eldest and flanked by two younger crew members. This helps to diminish the age stigma that readers have towards the acceptable age of becoming a cabin crew member. Besides that, having a plane carrying the airline's name and crews carrying bags and items which reflects the airline's name further help the advertisers in promoting the brand among consumers.

ix. Image 9



Distance

Image 9 shows one male and five female TigerAir cabin crew members posing with the airline's plane parked on the tarmac as background. This image was taken from a long shot. Long shot creates a rather impersonal relationship with the viewers where the viewers could find it hard to relate to the social actors in the image. In this image, the cabin crew members are also seen dressed in their company's new uniform to represent a change and to reassure viewers of a fresh start from a rather bad reputation on customer service and reliability record (Walton, 2015).

Contact

Even though the image was taken from a long shot distance, the cabin crew members in the image showed direct gazes towards the viewers of the image. With all smiles and

direct gazes towards the viewers, the social actors in the image are somehow demonstrating a demand towards the viewers to join the airline and be like them. Having some of the female cabin crew members wear pants also signifies the flexibility of the working environment as compared to a full cost carrier.

Point of View

Image 9 as opposed to other LCC in this analysis uses a low angle point of view. This angle somewhat creates a powerful image of a desirable job as a cabin crew member with TigerAir. Viewers are expected to be looking up towards the cabin crew members while looking at the image. In this case, the social actors in the image seem to be having some kind of symbolic power over the viewers. However, having the cabin crew members showing eye-contact with the viewers, the viewers can still engage with the image.

Framing

In this image, there is no any disconnection formed by any frame or line that separate the human actors from the object actor (airplane) in the background. The body language portrayed by the human actors further show the connection between them and their role in providing service to the readers.

Saliency

When looking at this image, the readers will be attracted to noticing the existence of crew members from various ethnicity. This helps the airline in delivering a strong message to the readers on their views towards non-racial discrimination in the company. Having a plane at the back carrying the name of the airline further strengthen the branding strategy of the airline itself.

x. **Image 10**



Distance

Image 10 shows a female EasyJet cabin crew member smiling brightly with an EasyJet plane at the background. Having the cabin crew member wearing a safety vest in the picture emphasizes the importance of the safety value practised by the airline. Using a closed-up shot, the image creates a personal and rather intimate relationship between the social actor and the viewers. Those closed-up gaps between the viewers and the image suggest that the social actor could be someone intimate to the viewer and this enables the viewers to be successful hooked into paying more attention to the image. The social actor in the image is also considerably to be off the over 30 age group as to show the acceptable age of recruitment.

Contact

Even though image 10 is taken from a close-up distance, the social actor showed no direct gaze towards the viewers. Showing no direct gaze, the viewers are rather detached from the image itself. This could be a way used by the producers to represent the social actor as objects for the viewers' scrutiny. Therefore, the focus of the advertisement could not be on the cabin crew member herself.

Point of View

Image 10 uses a profile eye level point of view. Even though the eye level point of view suggest equality but using a profile point of view shows a detachment of the viewers to the image. Considering that more contrast in the picture is made up of the bright colour of the safety vest, it could be said that the focus on this image is rather more emphasized on safety than on the appearance of a cabin crew member.

Framing

In this image, the human actors and the object actor (airplane) at the background are not disconnected through any frame or line. The connection shows a link between the two actors themselves.

Saliency

In this image, the readers will be attracted to the facial expression of the cabin crew member as her face is located at the central position of the advertisement. According to Gorvett (2017), the smile portrayed by the social actor is Duchenne smile which indicates genuine feelings and happiness. It could be associated with the message of happiness that the cabin crew member wanted to deliver to the viewers. The vest worn by the cabin crew member also resembles a safety vest and this helps in delivering a strong message on the

importance of safety as preached by all airlines. Meanwhile, taking a close look, the readers will also notice the appearance of the airline's name on the body of the airplane in the background, the vest of the co-worker next to the actor and along the lanyard that's she wearing around her neck. This helps the advertisers in promoting their brand.

Table 2 answers research question 2 in summary and followed by a detailed explanation of the analysis.

Table 4.2: Summary of textual analysis

Image	Details
Image 1 (AirAsia)	Header : Join the Allstar Cast. Walk-in Interview. Age : 20 – 35 (AP) Language : Able to speak Mandarin would be an advantage (SP) Education : Graduates from any disciplines are encouraged to apply, experienced crew are encouraged to apply (SP) Personality : Responsible, accountable (SP) Body/face feature : Female – min. 157cm Male – min. 170cm (AP)
Image 2 (airblue)	Header : Dream.Fly.Discover. Become a part of the airblue family for a career that many desire. Age : Are you between 18 and 25 of age? (AP) Language : Are you fluent in English and Urdu? Candidates from Peshawar & fluent Pushto speakers are encouraged to apply. (SP) Education : Is your educational qualification intermediate or higher? (SP) Personality : Do you have a positive and customer centric approach? (SP) Body/face feature: Are you at least 5'2" in height? (AP)

<p>Image 3</p> <p>(Cebu pacific)</p>	<p>Header : APPLY as a CABIN CREW!!!</p> <p>Age : N/A</p> <p>Language : Proficient in both English and Filipino (SP)</p> <p>Education : College level (SP)</p> <p>Personality : Catchy smile, winsome personality (SP)</p> <p>Body/face feature : Female applicants height must be at least 5'3" Male applicants height must be at least 5'7" Clear complexion, good eyesight (AP)</p>
<p>Image 4</p> <p>(HK Express)</p>	<p>Header : Join Us</p> <p>Age : Minimum age of 18 (AP)</p> <p>Language : Good command in both spoken and written English, Chinese is a plus; Knowledge of other Asian languages, particularly Japanese and Korean would be an advantage (SP)</p> <p>Education : Minimum of Grade E in 5 HKCEE subjects (including Level 2 or above in English & Chinese Language) OR Minimum Level 2 in 5 HKDSE NSS subjects (including English & Chinese Language) OR Equivalent (SP)</p> <p>Personality : outgoing and stunning personality, inexhaustible smile, vibrant and energetic, good team player (SP)</p> <p>Body/face feature : Minimum arm-reach of 208 cm and physical fitness to pass the pre-employment medical assessment (AP)</p>
<p>Image 5</p> <p>(NokAir)</p>	<p>Header : We are looking for CABIN CREW to join our team</p> <p>Age : Female, age not over 25 years (AP)</p> <p>Language : Excellent communication skills in both Thai and English, a third language especially Mandarin will be preferred. Local dialect especially Northern, North Eastern, or Southern are advantageous (SP)</p> <p>Education : Bachelor's degree or higher in any field. TOEIC scores results of 650 up (SP)</p> <p>Personality : Exhibit professionalism and friendliness (SP)</p> <p>Body/face feature : must not wear dental braces (AP)</p>

<p>Image 6 (Eurowings Europe)</p>	<p>Header : Cabin Crew, Palma de Mallorca</p> <p>Age : Minimum age: 18 years (AP)</p> <p>Language : Excellent knowledge of English (minimum B2 level). German and/or Spanish skills are desired. (SP)</p> <p>Education : A-levels, higher school certificate or flying/gastronomic experience (SP)</p> <p>Personality : Good manners, a charming and outgoing personality, capacity of team work, caring, sociable, committed, ability to work under stress (SP)</p> <p>Body/face feature : Minimum height: 1.60m Well-groomed appearance (AP)</p> <p>Immigration status : Unlimited valid passport for EU citizens, residence and work permit for non-EU citizens (SP)</p>
<p>Image 7 (Frontier)</p>	<p>Header : BE A FLIGHT ATTENDANT. Come be a part of our growing family and open up your world of opportunities.</p> <p>Age : At least 20 years old when applying (AP)</p> <p>Language : N/A</p> <p>Education : High School Diploma or GED (SP)</p> <p>Personality : N/A</p> <p>Body/face feature : Tattoos cannot exist in these areas: Shoulders to fingertips, neck or chest areas, behind ears, mid-thigh to toes (women). No multiple piercings. (AP)</p> <p>Immigration status : Legally authorized to work in the U.S., valid passport of 6 months from hire date (SP)</p>
<p>Image 8 (InterJet)</p>	<p>Header : N/A</p> <p>Age : Minimum Age: 19 (AP)</p> <p>Language : Ability to read, write, fluently speak and understand the English language (SP)</p> <p>Education : High school diploma or GED equivalent (SP)</p> <p>Personality : A positive outlook and strong work ethic are essential in this type of position, dependability, reliability, leadership, confidence, caring. (SP)</p> <p>Body/face feature : Must be able to fit into a jump seat harness and seat belt without modification in any manner, Must fulfill</p>

	<p>FAA criminal background checks to qualify for unescorted access privileges to airport security identification display areas (SIDA), if applicable, Height between 5'0 and 5'11 (without shoes). Tattoos/body art of any kind may not be visible while in company issued uniform or while attending company sponsored training. Body piercings are limited to single ear piercings; body piercings of any kind including tongue, nose, eyebrow, or facial piercings may not be visible at any time. No extreme hair or nail colors or styles (AP)</p> <p>Immigration status : Legal right to work in the U.S. (SP)</p>
<p>Image 9</p> <p>(TigerAir)</p>	<p>Header : N/A</p> <p>Age : over 18 years of age (AP)</p> <p>Language : a good written and spoken English (SP)</p> <p>Education : High school education (SP)</p> <p>Personality : Deliver a high standard of customer service in a friendly, polite and respectful manner, compliance (SP)</p> <p>Body/face feature : At least 1.58m tall (AP)</p> <p>Immigration status : Right to work in Australia, PR or citizenship. (SP)</p>
<p>Image 10</p> <p>(EasyJet)</p>	<p>Header : Cabin Crew Recruitment Process</p> <p>Age : Aged 18 or over (AP)</p> <p>Language : Fluent in English and the native language of the country you wish to be based in (spoken and written) (SP)</p> <p>Education : A good standard of education and a verifiable five-year activity history (SP)</p> <p>Personality : A confident communicator experienced with dealing with customers face-to-face (SP)</p> <p>Body/face feature : No visible tattoos or body piercings that can't be covered discreetly (AP)</p> <p>Immigration status : Able to live and work in the EU without restriction, hold a European passport that allows you to travel within the EEA. (SP)</p>

4.2 Textual analysis

i. Image 1

The header in the job advertisement, “Join The Allstar Cast” suggest that the AirAsia cabin crew members were viewed as “stars” or in other word; celebrities, and in normal cases, celebrities are considered as a more elite group in the society.

Analytical Process

In the AirAsia job advertisement, the possessive attributes of the cabin crew applicants were represented. Cabin crew applicants joining AirAsia must to be of age between 20 to 35 years old. Any age above 35 years old is deemed to be unfit for AirAsia. This clearly shows that AirAsia is only targeting young adults and adults below age 35 for the cabin crew member positions considering their high energy level. Even though AirAsia put a recruiting age limit towards applicants, the retirement in the airline is still set at 55 years of age based on Minimum Retirement Age Bill 2012 by the Malaysia Employment Act 1955. AirAsia also set a minimum height requirement for female and male cabin crew members. All female cabin crew applicants must be at least 157cm whereas male applicants must be at least 170cm. According to Langtree (2018), the average height of Malaysian (Airasia based in Malaysia) to be around 167-169cm for males and 154-158cm for females. AirAsia’s requirement of a slight few centimetres gap serves as a benchmark of desired height for cabin crew members in the airline.

Symbolic Process

From the job advertisement, Airasia requires the applicants to be able to speak English and Bahasa Malaysia and in addition states the ability to speak Mandarin as an advantage towards the application. Education background wise, AirAsia is looking into receiving and considering applicants that are graduates from any desired discipline of studies to

join them. That put AirAsia's applicants at a minimum bachelor's degree. The education requirement set by AirAsia is in line with the requirement of the DCA Malaysia Flight Operations Directive where cabin crew members are expected to undergo training and examinations before being allowed to serve in servicing flights. As all training modules and operation modules in the aircraft including emergency and evacuation procedures are written in English, cabin crew members are expected to be able to understand the content and be competent in performing the assigned duties and training. The aviation board also allowed the airlines to determine their hiring criteria as deemed suitable. Hence, AirAsia has set its criteria to hire only degree graduates as to ensure they possess good English proficiency to handle the job scopes. However, as for experienced crew members, the educational qualification was not mentioned and it is understood that experienced crew members are better qualified people to take up the job than newly intake crew members considering their familiarity towards the industry and the job scope.

ii. Image 2

The header in the job advertisement, "Dream, fly and discover", suggest that the viewers who admires the social actor's career could be like her as well. It is not impossible to achieve the dreams of becoming a part of the Airblue cabin crew members. Everything starts from a dream and eventually could be realised through the job.

Analytical Process

In the job advertisement, Airblue is setting the age of qualified applicants to be between 18 to 25 years or age. This age limit basically constrict the job offer to only applicant of the younger age group. To be at a further advantageous position, the applicants should also be at least 5'2" in height; which is equivalent to 157cm. As reported by Langtree (2018), the average height of females in Pakistan is about 150cm

and putting a height requirement at 157cm; an increase gap of 7cm, serves as a benchmark recognition of ideal height for women in the airline industry in Pakistan. As female cabin crew members are only required through this job advertisement, male qualifications were not put into view. According to the Pakistan Employment of Children Act, 1991, the country fixed the legal age to work at 16 years old. Citizens above 16 years old are allowed to work as long as their working time are not conflicting with the school hours. However, as cabin crew members are considered as high risk occupation which people are exposed to dangerous health hazarding conditions, Section 4 of the employment act fixed 18 years of age as the legal age to be employed in airlines. Hence the minimum requirement age for cabin crews in Airblue is at 18 years of age.

Symbolic Process

From the job advertisement, Airblue is looking for applicants whom are fluent in both English and Urdu to fit into the offered positions. As a local LCC, the airlines also further set fluency in dialect of the hiring region as an advantage to the consideration. Educational requirement for the applicants were are set to be of intermediate or higher qualification. According to the University of Manchester (2018), Pakistan's intermediate level is equivalent to the college diploma in many countries. Hence the lowest educational requirement to be able to apply for the position should be of nothing lower than a diploma. In addition, applicants are also expected to possess a positive and customer centric approach where they are expected to put the customers' comfort and safety beyond all. Language requirement in the airline is to cater the importance of being able to understand and communicate in international airspace in case of emergency. As the main language used in aviation is English, cabin crew members are expected to be able to converse in the language fluently to avoid any misunderstandings.

iii. Image 3

The header in the advertisement serves as an urging act to invite potential applicants in applying for the cabin crew positions offered by the airlines.

Analytical Process

In the job advertisement, Cebu Pacific airlines can be seen setting a height range of at least 5'3" (160cm) for female applicants and at least 5'7" (170cm) for male applicants whom are interested in filling their cabin crew positions. Having the average height of males and females in Philippines set at 152cm and 163cm respectively (Langtree, 2018), Cebu Pacific is requiring a higher height than the average in their cabin crew members. Looking at the fact, taller than the average height could serve as a must-have attribute for cabin crews. In addition, Cebu Pacific also ask of the applicants to possess clear complexion and good eyesight. According to a market research done by Euromonitor in 2018, fair skin colour is always seen as more favourable among the Filipino. Having clear and fair complexion could be seen as of a higher class in the society where they are more looked upon and admired by member of the public (Santos, 2016).

Symbolic Process

Based in Philippines, applicants interested are required to be proficient in both English and Filipino in order to be able to cater to local and foreign passengers. Applicants should also possess at least a college level education certification and nothing lower than that. In addition, applicants should also carry a catchy smile and winsome personality. Proficiency in English is very much stressed as training and operation manual involved in the occupation are written only in English. Therefore, it is a must for cabin crew members to understand and practice as written in the guidelines when in service.

iv. Image 4

The header of the job advertisement serves as an invitation to interested applicants in applying for the role of cabin crew members with HK Express.

Analytical Process

In the job advertisement, HK Express has set the minimum age requirement to 18 years for all applicants. There's no maximum age mentioned in the job advertisement. Applicants should also have a height which fit to a minimum of 208cm when reaching their arm up to the overhead compartment in the aircraft. However, minimum height of the applicants was not mentioned for both gender. As according to Hong Kong Employment Ordinance 1970, it is a must to eliminate any discriminatory practices whether direct or indirect in employment. These discriminatory practices involves direct or indirect discrimination towards ethnicity, gender and age of the said person. Therefore, in the advertisement, the company did not set the maximum age range and the required gender to the position.

Symbolic Process

HK Express expects the applicants to have good command in both spoken and written English where Chinese is an advantage to the application. The job advertisement also further specify the advantage of knowing other Asian languages, particularly Japanese and Korean. Having the applicants to possess English as a major language shows the fact that Hong Kong used to be a colony of the British and the high chances of having English speaking guest on board. It is also to ensure the ability of crew members to understand the flight operation manuals while in service in the aircraft. Ability to speak other Asian languages could be a result from the strategic position of Hong Kong as a part of East Asia with other countries like China, Japan and Korea. The education requirement fixed

by HK Express for the applicants is set to be at least of the HKCEE or HKDSE level; which are equivalent to high school certificate in other countries. The applicants possessing these educational certificate are required to be at least of Level 2 in subjects English and Chinese Language. HK Express also requires the applicants to have an outgoing and stunning personality with complement of inexhaustible smiles. They also have to be vibrant and energetic at all times to create a positive environment when they are on duty.

v. Image 5

The header in the job advertisement shows a clear actor, vector and goal process where it clearly shows NokAir in search of cabin crew members to join their airline.

Analytical Process

In the job advertisement, NokAir sets the age requirement at age not over 25 years for female applicants. No age requirement were mentioned as for male applicants. Based on the Ministerial Regulation on labour and Welfare Protection for Domestic Works (The Department of Labour Protection and Welfare, 2014); Labour Protection Act 1998, the legal age for high risk occupation in Thailand is at 18 years of age and the legal retirement age is set at 60 years of age. NokAir also set a regulation in their applicants to not having dental braces. Wearing dental braces somehow will make a person look 'geeky' as portrayed in the famous American series, 'Ugly Betty'. People with dental braces are seen as less competent in speeches than to those without.

Symbolic Process

NokAir is also looking for applicants whom excel in communication skills using both Thai and English. Ability to communicate in Mandarin is a preference. Locally based in

Thailand, the airline also put applicants fluent in local dialect at advantage compared to other. Applicants should also possess a Bachelor's degree or higher in any discipline to apply. In addition to the qualification, applicants should also be able to score a result of 650 points and above in TOEIC (The Test of English for International Communication) to be further considered. Possessing additional qualification in TOEIC examination enable the airline to determine the level of English proficiency among the crew members. This is to enable smoother training as training manuals are written only in English. When in service, English is also the mainly used language for communication. In addition, NokAir also need the applicants to exhibit professionalism and not forgetting friendliness while on duty.

vi. Image 6

The header of the job advertisement for Eurowings suggest the position that was opened to be filled in the advertisement and the hiring station of that particular positions advertised.

Analytical Process

In the job advertisement, Eurowings set the minimum age of applying for the cabin crew position at 18 years. No maximum age limit was given. Applicants should also fulfil a minimum height of 160cm before applying for the said job. Locally based in Germany where the average height of female are set to be 165cm (Langtree, 2018); Eurowings has set a lower than average height restriction towards the applicants' heights. As stated in the European Commission (2018), all European nation states are to adhere to the regulations set by the commission. In the Gender Inequality Legislation (76/207), the equal treatment between men and women in employment, vocational training, promotion and working condition is defined. The legislation prohibits any form of direct or indirect

discrimination towards the two said party in the mentioned compound. As Germany's Youth Labour Law Protection states 18 years of age as legal working age for hazardous occupation, the airline only set the minimum age for applicants.

Symbolic Process

To be able to apply for the positions, applicants have to have excellent knowledge of English language. Having the ability to communicate in German and/or Spanish is an advantage to the application as well. To qualify for the position, applicants have to possess either A-level certificate, high school certificate or having flying or gastronomic experiences. According to the European Aviation Safety Agency (EASA), there is no regulation on the must of English speaking cabin crew but it states that knowing English does help to facilitate communication in the aviation industry. EASA's Regulation (EU) no. 965/2012 specifies that cabin crew member must be able to understand in language which those parts of the operational manual are written. In this case, English became a must to possess language in the aviation industry. In addition, Eurowings is also expecting the applicants to possess good manners as well as a charming and outgoing personality in order to be selected for the position.

vii. Image 7

The header of Frontier's job advertisement invites applicants to apply for the cabin crew position in order to be a part of the growing number of Frontier. In addition, upon being employed, it is said that it could help in opening all the opportunities one desire and could have in life.

Analytical Process

To qualify for the position of cabin crew member with Frontier airline, applicants has be at least 20 years of age when applying for the job. Any age below 20 is not considered for the position offered. In addition, applicants applying for the position should also comply with a no tattoo policy especially on visible areas like shoulder to fingertips, neck or chest areas, behind ears, and mid-thigh to toes for women. Having tattoo is considered as an impolite and wild as according to Hart (2014) in her article published in The Guardian. Having tattoo based on the United Kingdom Graduate Recruitment Bureau is a not so acceptable criteria especially when the job requires the person to deal with customers. Many employers will choose a tattoo-free candidate having the choice. Multiple piercings were also not allowed in Frontier's hiring policy.

Symbolic Process

To enable oneself successfully employed by Frontier, the applicants need to possess at least a High School Diploma or GED. Other personality attributes were not mentioned in the job advertisement itself.

viii. Image 8

Analytical Process

Interjet requires its applicant for the cabin crew position to be at least 19 years and above when applying. Applicants should also be between 5'0" and 5'11" of height without shoes. The height limit is not subjected to a particular gender so it is assumed that the measurement is shared by both gender applicants. In addition, applicants should also not possess any visible tattoos or body arts of any kind while dressed in the company's issued uniform or while attending any company sponsored training. Body piercings are

also limited to a single ear piercings. InterJet does not allow body piercings or any kind including tongue, nose, eyebrow, or facial piercings as they are considered inappropriate images. In addition, extreme hair or nail colours or styles are also strictly prohibited among successful applicants. Applicants must also be able to fit in a jump seat harness or seat belt without any modification. As stated by the Civil Aviation Authority, all crew members are only allocated to one seat each throughout the flight service. Therefore, in case of any emergency on board, crew members must be able to fit into their assigned seats as the seat size is predefined and standard. In addition, according to United States's Federal Aviation Administration (FAA)'s Vision 100-Century of Aviation Reauthorization Act, 2003, a person who wants to serve as a flight attendant in a cabin or aircraft that has more than 20 seats has to first obtain a Certificate of Demonstrated Proficiency certificate which will be issued by the FAA. The certificate ensure the person to complete all require trainings, be clear of all require medical check-ups and security checks before being issued the said certificate.

Symbolic Process

In order to join Interjet, applicants need to be able to read, write and fluently speak and understand the English language. Applicants should possess at least a High School Diploma or GED equivalent when applying. According to FAA's Order 8900.2A (2015), English is used in all training and operation manuals, therefore English fluency is a must among applicants. Applicants are also strongly advised to possess a positive outlook and strong work ethic as these are much required when upholding the type of position offered.

ix. Image 9

Analytical Process

TigerAir's job advertisement states that applicants of the cabin crew position should be of over 18 years of age. The applicants should also be at least 158cm tall. Based in Australia and having Australia's average female height at 162cm (Langtree, 2018), TigerAir is making an adjustable height requirement that's lower than the average height set in order to allow more hopeful applicants apply for the position without being held back by the height limit. According to The International Comparative Legal Guides (2018), as Australia is strictly governed by their Employment and Labour Law 2018, employees are protected by many provisions of possible discrimination by the employers. Among the protected provisions in the Fair Work Act 2009 include sex, age, race, colour, marital status, sexual preference, pregnancy, religion, political opinions, origin, physical and mental ability, etc. Therefore, this act served as a guideline to Australian airlines in strategizing their hiring advertisements.

Symbolic Process

In order to be considered in the application of the cabin crew positions, applicants need to have good written and spoken skills in English language. Besides, applicants should also need to possess at least a high school education certificate. As in Australia, English is majorly spoken, people there are understood to possess good English proficiency. Therefore unlike other countries where English is not their major language, Australia only require a high school qualification to qualify for the job. Upon employment, cabin crews are expected to be able to deliver a high standard of customer service in a friendly, polite and respectful manner.

x. Image 10

The header strongly suggest there is a process of recruiting cabin crew members going on in EasyJet and the details could be gotten through the job advertisement advertised.

Analytical Process

EasyJet requires applicants to be of age 18 or over when applying for the position offered. Applicants should also not have visible tattoos or body piercings that cannot be covered discreetly as having tattoos and body piercings are considered inappropriate in the service industry. As EasyJet follows the European Commission legislation, it adheres to all the aviation related regulations set by the commission.

Symbolic Process

Applicants should also be fluent in English and the native language of the country he/she wished to be based on. The fluency of the choice of languages should be in both spoken and written manner. Besides, applicants should also possess a good standard of education where a verifiable five-year activity history to ensure no criminal records that would affect the company's image is found. All applicants applying for the position should also possess the confidence and experience when dealing with customers face-to-face to ensure effective communication.

4.3 Conclusion

Using the findings done in this chapter, the following chapter will present a more thorough discussion while trying to answer all the three proposed research questions in this paper.

CHAPTER 5: DISCUSSION AND CONCLUSION

This chapter presents the discussion and conclusion based on the findings from the analysis carried out on the data samples. The discussions will be presented based on the proposed research questions in this research.

5.1 Research question 1: How are the cabin crews represented visually in the job advertisements?

Using Kress and van Leeuwen's visual grammar (2006) framework, it is found that the majority of the job advertisements that are analysed in this research possess quite a similar representation of the social actors in them.

The social actors in both the Asia and non-Asia based LCC airlines (Images 1 to 10) are represented in a way where their gazes always connect and demand from the viewers. The smiles and gestures shown from the images carry very positive impressions of the cabin crews where they are always smiling and posing confidently. It shows the enjoyment they experienced in the job itself. Image 1, Image 2, Image 3, Image 5, Image 6, Image 7, Image 8 and Image 10 also promote a status of equality between the social actors and the viewers to enable the viewers to relate themselves to the social actors for a better effect.

The job advertisements in the Asia context focuses more on creating an impression where cabin crew members are jobs that are to be desired by individuals who love having fun and excitement while being employed in a reputable company that many desire. Asia LCC airlines put their hiring focus more on hiring young, vibrant, energetic people as most of the faces chosen to be put on their hiring advertisements are of young good looking cabin crew members. The cabin crew members that participates in the images are

usually donned in a stylish manner where at times they will look like models or celebrity figures who appear on cover pages of magazines.

As can be seen in Image 1, Image 2, Image 3 and Image 5, uniforms worn by cabin crew members in these job advertisements of LCC airlines in the Asia context are also seen to be more fashionable and casual in terms of length and design. Their hairstyles are also done in a more casual manner as could be seen. Their focus are more on attracting viewers to join in and be a part of the glamorous life of a cabin crew in order to expand and venture into a bigger market.

Whereas for the non-Asia based LCC airlines, the focus of the job advertisements are more on depicting cabin crew members as a professional work group where the social actors are made to pose in a more rigid way as shown in Image 6, Image 8 and Image 9. Their physical appearances, hairdos and gear also bring the message of professionalism the airlines want to deliver to the viewers. At the same time, cabin crew job advertisements advertised by non-Asia based LCC airlines also put more focus on promoting their brands through the advertisements. There are more elements embedded in the images which mainly carry the airlines' logos and names.

As compared to the Asia context images, cabin crew members who participated in the non-Asia airlines advertisements are seen to be of different age groups to further support the no-age discrimination policy in hiring cabin crew members. The majority of the advertisements have a good blend of cabin crew members of different age groups and gender to show their compliance towards the human rights law in the region. As many LCC airlines stress much on safety, the portrayal of professional looking cabin crew members in the images will also further strengthen the message of safety priority within the LCC airlines.

5.2 Research question 2: How are the cabin crew represented textually in the job advertisements?

In many Asian countries, human rights might be something that has not been brought up as a serious issue where special amendments are needed to be made to the constitutional law to bring some certain effect to the people in the country. Among analysed, it is still found that job advertisements by some Asia based LCC airlines still put up the maximum hiring age and preferred gender to qualify for the job.

According to the Human Rights Watch (2018), Asian countries like Malaysia, Pakistan and Thailand are still facing struggles to enforce human rights law in the countries. These countries still do not really have a strict law to stop age discrimination in job advertisements. Therefore, these companies only need to adhere to the local employment act on determining the hiring age in the advertisements. In addition, with the absence of strong powerful union bodies in the aviation industry to protect the rights of cabin crew members, age limit and gender preference which pose discrimination are still widely found in job advertisements in the Asia context.

On the other hand, in the job advertisements of the non-Asia based LCC airlines where the majority are bound to complying rules set by the European Commission on human rights did not put their maximum age limit in the hiring criteria. Gender preference was also not seen in the advertisements as well. As discrimination is seen as a serious issue in the west, many countries put their stand by implementing law in preventing violation of human rights to happen within the working environment.

In the Asian context, cabin crew members are also depicted as people of high education standard where the academic qualification mark is set at a higher level compared to their non-Asia based competitors. The majority of the LCC airlines in the Asia context required

their cabin crew members to possess a bachelor's degree or at least pass a certain language test to enable them to qualify for the job.

As English is not the first language used in most Asia countries, the importance of English language is seen as a top priority of these LCC airlines as English is the most commonly used language in the industry. Hence, cabin crew members are required to possess a higher education qualify to prove themselves worthy for the job.

Whereas, in the non-Asia LCC job advertisements, the education level required is not as high as compared to their Asia competitors. As many American and European countries are known to having English as their first language, the possession of English language is not really seen as a big issue in the hiring criteria. To prove their fluency, the cabin crew members are only needed to either show their results from school or sit for a language proficiency test. Thus the cabin crew members in this context are portrayed as a group with higher proficiency in the English language.

Based on the hiring criteria, it can be seen that the non-Asia based LCC job advertisements focused more on the health condition and bodily appearance of the cabin crew members. Whereas, their Asia competitors depicts their cabin crew members to must have a certain ideal height and body proportion. As restricted by the human rights regulations, most of the non-Asia based cabin crew job advertisements are forbidden to make any remarks on the desired appearance or height of the cabin crew members. More appropriate clauses are used to represent their desired intention where the majority of the non-Asia based LCC require their cabin crew members to be able to fit in their jump-seats which are not adjustable in size. The cabin crew members has to be of an average size to fit into these standard seats.

However, in most of the job advertisements in the non-Asia based LCC, no tattoo and multiple piercings are very much stressed in their hiring criteria. For many years, tattoos have been seen as having a negative connotation. Based on an article written by Axford (2017) on tattoos, the author stressed on society stereotypes towards people with visible tattoos as being affiliated with gang members and criminals. Hence, they are often not as acceptable as those without in the society. As many of these airlines preach to provide the best service to their customers, professionalism is the most commonly word used together with service. As cabin crew members serve as the faces at the most front line of the airlines, the customers' impression towards the cabin crew members are very much important as it could affect their decisions to continue frequenting the airlines. Therefore, cabin crew members are not stopped from having tattoos but they are required to have their tattoos concealed in order to portray the professional image of the airline as well as the professional image of themselves.

On the other hand, Asia based LCC airlines are more focused on portraying their cabin crews with positive and cheerful attitudes where adjectives like 'positive', 'outgoing', 'energetic', 'friendly' and 'smiles' are used. Whereas, more serious words like 'good manners', 'polite', 'respectful' and 'confident' are used in the non-Asia based advertisements.

5.3 Research question 3: What are the differences between the cabin crew job advertisements of Asia and non-Asia based LCC airlines in terms of their hiring criteria?

It is obvious and can be seen that in both the context, there is a significant number of differences and similarities in terms of the hiring criteria. First of all, in the hiring age limit, the majority of the Asia based LCC airlines are seen to display their maximum age limit in their hiring criteria. As there are no strict rules in the aviation handbook which

prohibits the airlines to set a limit to their hiring age, the airlines has all the rights to set the maximum hiring age for cabin crew members as long as it complies with the minimum hiring age as defined by the labour law in the respective countries.

As there are clear legislation and law that governs the discrimination towards age, gender, race and sexual preference, countries which inhabits under the governance of such law are required to follow closely to them while determining the hiring criteria in the job advertisements. As most employment acts in countries where the LCC airlines are based define aviation services as high risk occupation, the minimum age limit to hire is automatically set at 18 years of age.

There is also a slight difference towards the educational requirement in the hiring criteria of the two regions. The majority of LCC airlines in the Asia context require cabin crew members to possess nothing lower than a bachelor's degree when applying for the position. As for non-Asia based LCC airlines where a bachelor's degree is not required, the cabin crew members must possess a certain level of achievement in English language to qualify for the position. As English is mainly used in the aviation industry from pre-training, inflight guidelines, emergency guidelines, operational manuals, communication in international airspace, to communication with passengers, most Asia based LCC airlines require high English proficiency among their cabin crew members as English language is not the first language spoken in many countries in Asia. Therefore, it is deem as a language that not many is fluent in. A clause on the importance of English proficiency can be easily found in the aviation handbook of the countries the LCC airlines are based in.

With English as the major language spoken in majority countries where the non-Asia based LCC airlines are operating from, the educational requirement is not as high as those in the Asia based LCC airlines. Even though there is no defined regulation on English

mentioned especially within the European Commission states, there is still a stress on the importance of English proficiency among cabin crew members as it helps to facilitate communication in the aviation industry. Therefore, both the Asia and non-Asia based LCC airlines took different approach in stressing the importance of needing to be fluent in English language in order to join the industry.

As non-Asia based LCC airlines are the majority operating from countries with strict human rights regulations, the hiring criteria of cabin crew members are drafted in a way that the position stresses more on professionalism. While compiling to the rules set by human rights body, hiring criteria by the non-Asia based LCC airlines did not include any maximum age limits, gender preference, dressing preference or any sensitive words that would trigger any issue of suspected discrimination.

Whereas, without much clear regulations on human rights or discrimination act in some countries in Southeast Asia; Malaysia and Thailand for example, the cabin crew job advertisements still contain images or textual selections that could be rather sexually sensitive. Images used where female cabin crew members are seen posing in rather alluring poses could be seen as sexual appealing to viewers of the opposite gender. And this could be taken as a violation of gender rights but however not taken action as there are no acts that could be charged upon such discrimination. Therefore, words and images used in the Asia context especially in countries without clear human rights regulations are still very much in the control of the LCC airlines themselves.

Compared to all the Asia based LCC airlines, the cabin crew job advertisements advertised by the non-Asia based LCC airlines show a stricter requirement towards the candidates' immigration statuses. Most of the non-Asia based LCC airline require their candidates to possess valid visa or clear criminal records upon application to be considered for the job. As safety and security are now top concerns of European and

American countries after the infamous 9/11 attack, the Transportation Security Administration (TSA) of the US government was created in order to govern the safety of air traffic and passengers flow in and out of the US grounds (Peterson, 2016). Airlines are required to tighten their security as measures to fortify the safety of people travelling and people living in a certain country. Hence, all the non-Asia based EU affiliated airlines revised their hiring requirement in order to obey to the law set by the TSA.

5.4 Conclusion

In conclusion, through the analysis on the job advertisements by LCC airlines of two different regions, the representation of the social actors; in this case the cabin crew members, could be determined visually and textually. Using the findings from the analysis, a discussion on the differences in terms of hiring criteria between these two uprising regions could also be determined. In this analysis, it could be seen that overall, Asia based LCC airlines are more concerned towards having cabin crew members who are both intellectual and good looking without fearing much on violating any human rights regulations when drafting their hiring criteria as there are no really strong human rights act in some countries. Images selected are more towards attracting viewers' attention. Whereas, in terms of hiring, the non-Asia based LCC airlines put more precaution in drafting their hiring criteria as they have a set of human rights regulations to adhere to and in order not to break any regulations, the cabin crew members are therefore groomed into bearing a more professional image rather than anything sexual.

However, analysis done are only on a very small part of the overall sample population, therefore results found in this research should not be used to generalize all cabin crew job advertisements of LCC airlines. As many criteria were not taken into analysis in this research, this encourages more comprehensive future researches to be done. Future

researches could also be carried out by including a bigger sample size to better support the findings.

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