

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, previous studies are discussed to fill the research gap as well as to compare and contrast those studies with the current study. I studied career articles featured in *Cleo* – a women’s magazine, which operates in a few countries such as Australia, New Zealand, Singapore and also Malaysia. The articles, which are featured in a section labeled as ‘Career Coach’ had been selected as data for this study. 12 articles, published between August 2007 and August 2008 had been selected for analysis; these articles represent the phenomenon of contemporary construction of career women in Malaysia. The magazine has sections like *Fashion Spy*, *Beauty Peek*, *Lust for Life* and *Cleo Culture*. The magazine maintains the general format of women’s magazine as being described by Coulthard (1996) that includes topics like beauty and fashion, relationships, health and entertainment.

As mentioned in the introductory chapter of this research, the main focus of this study is to look for literatures on the construction of career women in a women’s magazine through the analytical lens of Critical Discourse Analysis (CDA). I realized that although there are number of studies on the construction of women (Brandth, 2008, Piran, 2005 & Tang & Wong, 2002), in general, and also career women (Charlesworth, 1999, Watts, 2007 & Kahu & Morgan, 2007), in particular; almost none of these studies looked at the construction of career women in a women’s magazine, using a discourse analytical framework. Therefore, this current study stands as one of the firsts to undertake such an attempt.

Secondary literature that this chapter refers to covers various components of career women's identity. The theoretical issue of subject position (Althusser, 2008) has been explored in detail. Besides, I also reviewed literatures that dealt with how career women cope with workplace values and handle various workplace challenges. Workplace challenges may be assumed differently to different genders; hence, it was necessary to select studies on career women's personality, the cultural values and practices they may hold, and so called 'natural intuition of women'. Last but not least, I also reviewed the concepts and areas that are believed to be resourceful in providing methods and ideas on how to analyse the data for this study.

2.2 The nature of career articles featured in *Cleo*

The career articles featured in *Cleo* discussed various topics related to career women in many areas such as performance at work, relationships at work and guidelines and advice to succeed at work. The articles produced by several in-house editors who specialized in writing them, that is, as far as this magazine is concerned, these writers publish only career articles. The contents presented in the articles generally contained issues such as problems and challenges at work that many career women in Malaysia had to go through and overcome. I believe that the articles are to educate, to offer help (advice and guidelines) as well as to warn them towards a few things, which could be considered harmful to their career.

Almost all the articles selected are associated with and linked to real case scenarios, which had been brought forward to the readers. In every article, several interviews were presented to capture the 'real' situation that the women were facing in their career and presented to the readers, which may create awareness and educate them. Most of the people who were interviewed were considered as the 'specialists' related to the focus of the topic in each article.

2.3 The construction of career women's subject position(s)

Fairclough and Wodak (1997, pp. 271-80) addressed that there is a link between text and society. Both of these are mediated and lead to the representation, (re)construction and (re)production of discourses and power relations within social structures (Van Dijk, 2001). Similar to constructing a subject position, it is constructed based on power relations, which enact a discourse to be produced. Therefore, there is always a possibility of such position to be (re)produce, (re)construct and (re)present in different ways that it used to. In this study, it intends to investigate what and how the subject position(s) are constructed by the magazine and they are (re)produced, (re)constructed and (re)presented.

In order to understand the construction of women in women's magazine, a study which discussed the construction of women's general identity according to women's magazines by Coulthard (1996), was selected. Coulthard's study revealed women's discourses produced by the magazines such as women's lives and desires, ideal careers and ideal relationships. Coulthard believes that women's magazines were considered as a tool to preserve cultural values 'since they construct an 'ideal' reader who was at the same time both produced and in a sense imprisoned by the text' (Coulthard, 1996). According to Coulthard, a women's magazine is usually written in a typical narrative or storytelling way to attract the 'ideal' readers and presented traditional views of women's role in society, and also appeared to be a tool of pleasure to their readers. Coulthard not only examined the identity of women constructed by women's magazines that are usually presented in a women's magazine, she also clarified the conventional way of presenting issues in a women's magazine and how every woman is always tempted to read it. The advice offered in the magazines is considered 'ideal' in every issue or topic since each issue was written by an expert of a particular topic. The issue ranges from relationship,

fashion and beauty, lives and desires, and career as well. Coulthard believes that a women's magazine always uses the voice of a narrator; 'I' and addresses the readers as 'you' – signifying an ongoing conversation between the narrator and the readers in order to create solidarity between them.

Coulthard (1996) stated in the study that by using the voice of a narrator to show the factuality of reporting, it also displayed the nature of 'femininity' because narration or storytelling showed solidarity between the text and the readers and played with emotion which simply connected with the 'ideal' readers of a women's magazine, i.e., women. Coulthard's study also explained how women were generally constructed in women's magazines by having discussion in particular about sex narrative, which seemed to be a common feature in women's magazines. Also, she believes that it is sold as commodity to boost the sales of the magazines as well as to bring forward the idea of femininity that sex and relationships are considered as inextricably parts of a woman. It also showed that women's magazines had the ability to impose ideology and produced discourses for the cultural values and practices they uphold. However, Coulthard's study did not discuss in detail about women and their career, but rather focused generally on typical topics and discourses available in women's magazine and also the style of its narration. Therefore, this study could not provide substantial accounts on the construction of career women presented in women's magazines.

While the previous study did not give full emphasis in relating women and their career, the study by Lee (2004) did. Lee's study was about women and their career by focusing on the construction of female officials in Hong Kong. It had given a 'positive' picture of career women in professional fields and in fact, the women in Hong Kong were constructed as 'perfect' by the media because they can balance their career and family and seemed not to face any problems in

gender competition. Lee provided positive accounts about women and their career based on the articles featured in newspapers (*Ming Pao* and *Apple daily*) published in Hong Kong. The articles were analysed according to the framework of Critical Discourse Analysis (CDA) and therefore, similar with the framework adopted by this current study. Lee's study focused on the women who are involved in professional and politics fields.

The analysis by Lee (2004) showed that in other countries such as the United States of America, women who possessed 'masculine' traits such as being decisive and active were not entirely welcomed by the media and the society in Hong Kong. Women were still confined with 'feminine' qualities and to appear as a 'strong' figure in their job performance was indeed challenging to the American ideal family. Lee (2004) explains that there are a few female professionals in Hong Kong who involve in many jobs, including politics. They also managed to balance their life with work and family at the same time – they seemed to be very 'strong' and 'active' at work and 'gentle' as mothers and wives at home. This study seemed to support the notion of 'feminism' which believed in women's equality in terms of their rights of what to do and decide (Goodman & Gay, 1996) and relating it to Lee's study; their rights to achieve what they wanted and to perform as good as their male counterparts. This study presented the two sides of women in Hong Kong to represent career women in Asia at work. It also embedded the analysis of women's personality at work and at home, which simultaneously looked at their various subject positions in different situations. Nonetheless, the study by Lee (2004) was conducted by selecting articles from newspapers and not women's magazines. Therefore, the analysis of the current research could fill the gap of the construction of career women according to another print media, i.e., a women's magazine such as *Cleo*.

Looking at the perspective of career women's subject positions, there is another study by Hickey-Gramke (2007) that discusses about career women facing hardships while balancing their lives as career women and at the same time held other subject positions such as mothers and wives. His study highlights the working industry in America in lack of female superintendents in many sectors except for education. It shares almost similar views with the previous two found that the difficulty in balancing working life and family was the main barrier for women to advance themselves to a higher level in their professions. Again, this study (Hickey-Gramke, 2007) shows the difficult aspect of being a woman with several subject positions. It was found that women were the majority of those who went against night meetings, sporting events as well as working out of town. Therefore, such refusals were found affecting their performance and this issue can be seen as one of the problems faced by the women at work. The research carried out in United States of America and Hickey-Gramke (2007) found that women tended not to go after superintendency when their husbands were already in it. By focusing particularly on the education, women were found to be substantially 'uninterested' in career once they were bound with marriage and kids.

Hickey-Gramke states in his article that 'the role of mother' is another central reason to why many women do not go after the 'superintendency' (2007). Besides being bogged down with several roles, he also suggests that age is another reason why women keep losing their passion in their career because as they grow older, the lesser interest they have to accelerate their job performance. This study by Hickey Gramke (2007) discusses about women particularly in education sector and it is said that women in the America used to dominate the area but nowadays the trend has changed. More men are entering the field since women are no longer interested to pursue their career in the superintendency level. Besides supporting the idea of

women with several roles and positions, this study shows that the women in American education sector start underperforming when they are attached with roles being wives and mothers. Similar to the previous studies, this study was also conducted through interview and observation. This study can be used in making connections of women's subject position(s) when they are attached to family relationships such as being mother and wives and the current study aims to investigate in the data.

In contrast, Olsson and Walker (2003) iterated that the phenomenon of women in business and being at executive level is a common feature in advanced capitalist countries like New Zealand. This study seems to support the study by Lee (2004) which shows that the number of women in executive leadership nowadays has increased significantly, particularly in New Zealand. Olsson and Walker interviewed a group of males and females at executive level to find out what they thought about both genders and how far it could influence their job performance. This study by Olsson and Walker (2003) identifies gender as a factor that could make a difference in terms of quality of work. It also concerns with recognizing which is right or most accurate gender to dominate executive leadership. They provided an account of the existence of competition between both genders, i.e., man and woman and found that women had the drive to move further to advance their career level and refused to be left behind by their male counterparts. On the whole, Olsson and Walker (2003) found that misperception about women at work was very minimal in New Zealand. This study, also unearthed the stereotyped norms and values of work practiced in New Zealand, and how the employees at the executive leadership took each other's stereotyped attitude as advantage to their job performance. Thus, this study can be compared and contrast to the current study in terms of the women's performance, roles and actions at work.

From the previous studies explained above, it is obvious that the notion of women being ‘strong’ and women being ‘docile’ at work are discursive constructs, which may result in favouring them differently. Such trend suggests the ‘natural’ versus ‘made-up’ set of traits in the construction of a woman’s subject position. In the last two decades, Holmes (2006) found that women were likely to work as deputies than chiefs which suggested women’s relegation in the arena of work. Holmes states in her book that in New Zealand, although there are many women land on executive level of management nowadays, many people still continue to think ‘think leader, think male’. In terms of characteristics, Holmes clarifies that men are typically characterized as aggressive, decisive, strong-minded, confident, competitive and courageous and thus, women’s may suggest otherwise. It was also found by Cleveland, Stockdale & Murphy (2000) that ‘masculine’ stereotype was rated more favourably compared to ‘feminine’ stereotype as it was related to ‘docile’ characteristics such as affectionate, dreamy, emotional and sentimental. Therefore, to be in a position of a leader, ‘feminine’ stereotype was less favoured as it was believed to affect the objectivity of decision-making. By relating it to this study, it is significant to see how *Cleo* constructs career women’s subject position(s) when ‘male’ attributes were found to be highly favoured at work. This also echoes current thoughts in management discourses which seems to favour ‘masculine’ attributes over what is perceived to be ‘feminine’ attributes (Powell, 2010).

In terms of looking at career women’s subject position being in Malaysia (in the region of Asia), a study by Kahn (1997) was selected to give insights regarding Malaysia and its web of ‘modernisation’. It was found that Malaysia nowadays is on its way to be in the list of ‘progressing’ country like most countries in the west, yet the leaders of Asia (which included Malaysia) refused to embrace western values, which are commonly viewed to encourage

anarchy, rampant individualism and hedonism. However, while the western economic system was highly replicated, other western values were somehow inevitable to permeate. Nonetheless, as stated by Kahn, Asian leaders such as Mahathir Mohamad and Lee Kwan Yew insist on the industrialization of Asia, but to retain most of the collective values they had before. Therefore, by referring to Kahn's study (1997), this study aims to find out how career women's subject position(s) are constructed in the midst of capitalist mode of economics, to discover whether they are struggling to retain Asian values and cultures. It is also fundamental to see how the women are constructed against the backdrop of current 'modernisation' when Malaysia claims to retain its attachment to patrimonial/patriarchal values such as upholding family values, succumbing to religion roles and access to limited freedom in the construction of the government (Kahn, 1997).

The construction of identity is also highly constrained by the availability of 'members' resources' (Fairclough, 2001) 'which were effectively internalized social structures, norms and conventions, including 'orders of discourse' before a text was produced. 'Orders of discourse' refers to a field involved in discursive practices and it is considered as part of social world which subjects to the reproduction and representation of a text (Fairclough & Chouliaraki, 1999, p. 110). Therefore, whatever construction that was done towards career women in this study was highly constrained and approved by the members' resources of *Cleo* within its 'orders of discourse'.

2.4 The construction of career women's personality and behaviours and how they cope towards workplace values and issues

Research carried out by McGarry (1995) and Child (1992) suggest that women are easily distracted emotionally and eventually brings out bad consequences such as feeling demoralized with themselves and the job. Both studies that were carried out in United States of America found that women hardly handled stress at their workplaces and they often cried at their offices. These two studies were selected to represent the side of career women who were not capable to hold a few social positions at a time in their lives. Apparently both studies do not provide a positive account of women who are juggling with their career and family.

These two studies are about career women's personality, performance at work and the common problems faced at their workplaces. McGarry explains in her article a few common characteristics possessed by women at work and the differences between them and their male colleagues in presenting themselves. It is said that women are always cordial and friendly with their other co-workers. However, that situation does not seem to apply when they are among their female colleagues because it is believed that women tend to bring down their own kind.

Child's study about women in public accounting found that many male accountants had complaints against their female colleagues. Problems such as mood swings and the tendency to be emotionally distracted were among the common ones. Those problems had become barriers for them to perform up to the standard in their job. This article also talks about career women being in other subject positions such as wives and mothers. It was found that once the women became wives and mothers, many job scopes that they should do were ignored (Child, 1992). In public accounting it is said that at certain times, the accountants were required to travel out of town and work overtime. However, the female accountants refused to do so because of their

responsibility towards the family. The study by Child (1992), nonetheless, gave a positive account towards women's existence in the working sector. It is believed that their female instincts seemed to be a right weapon for them to 'tame' the colleagues around them, which included their male counterparts. Therefore, there is always an opportunity for women to survive in their profession although many male colleagues complained about their personalities.

Both articles not only discussed about career women's various personalities and problems at work, but also provided suggestions for the women to seek balance in their lives of career and family. Therefore, both articles were beneficial to this study because they had discussed several common personality traits of career women and it can be used to compare and contrast with career women's personalities in Malaysia constructed by *Cleo*. Nevertheless, both researches were being carried out based on interview and observation, whereas this study sought result by looking at the career articles featured in *Cleo* by doing textual analysis pertaining career women in Malaysia.

Another study by Krefting (2002) provided key insight by looking at how career women were constructed by media. The study explored the value of women in US business press by selecting 27 front page *Wall Street Journal* (a business press) accounts of 22 women executives with a comparison of 20 front page accounts of 24 men executives. By using CDA as a tool of analysis, this study provided a strong account of women in the managerial area; in terms of their job performance and attributes as career women. This study, confined in the management discourse, discussed the issue of career women in looking at how far they were valued by their organizations in terms of their skills and competence and as well as their natural 'feminine' traits. It led this study to a direction of looking at how career women cope with workplace values and their cultural values they want to uphold. In other words, the study focuses at how the

'images of women executives were disseminated by reproducing and contesting negative characterizations' (Krefting, 2002). Krefting's study replicates the idea of modern management discourse (Bargiela-Chiappini, 2009), whose main aim is to accumulate capital and profits and people tend to 'race' to achieve the 'ideal' performance set by the organisations. As a result, by referring to Krefting's study, all of the executives (men and women) were found equally competent in terms of their skills and performance at work.

In terms of the construction of social order and identities, Krefting (2002) believes that media is one of the powerful tools to shape them. The study strongly suggested that media plays a very important role in the production and reproduction of discourses within a society on women being at work. The findings of Krefting showed that out of 22 accounts of women executives, only two of them were very much valued by their organizations in terms of their skills, competence and personality. 9 of them were not very much in favour and losing them from the organizations seemed not to affect their credibility in any way while the other 11 were described as 'fractured' due to their poor performance in the organizations they were working for (Krefting, 2002, p. 107). Such findings implicitly showed that an influential press such as *Wall Street Journal* had the power to re-shape the perception of their readers about what they think and will think about women executives. Thus, it implied that women nowadays had begun to challenge the glass ceiling set for them. This study unveiled how texts in media were consumed differently by the readers and social orders were shaped from such perception. Krefting's study supported to problematise the current study by providing evidence that texts were considered as powerful tools to re-shape society and its reproduction. However, since the study was only limited to US business press in the context of American women executives, the current study should fill the gap of research of career women by looking at the young career women (in the

mid 20s) in Malaysia, constructed by other genre of printed media, i.e., women's magazine; *Cleo*.

Similar to Krefting (2002), Johnston and Swanson (2003) also provided ambivalent accounts about women in magazines. The study looked at several women's magazines of childbearing age to analyse women particularly the mothers presented by the magazines by conducting a comparison between employed mothers and at-home mothers. According to the analysis, it showed that at-home mothers lacked of self identities compared to those who were employed. They were portrayed as those who lived to serve others, i.e., their family members (husband and children) and were very much influenced by their family in shaping themselves rather than creating identities of their own. On the other hand, employed mothers were seen as those who possessed self-identities and creating their own space for themselves as well as for their families. In brief, they were considered more manageable in handling themselves and others.

Nevertheless, the researchers believe that career women cum mothers could not be equally competent in both fields at the same time. This idea shares the same findings of a CDA study done by Kahu and Morgan (2007) on how women as mothers and workers were constructed in New Zealand government policy when they were only privileged in the policy as workers while their other positions such as mothers and wives were sidelined and considered as burdens. This study analysed New Zealand government policy documents to investigate how the women's identities as mothers and workers were discursively constructed. It showed in the study that New Zealand government policy relied on well-established concepts in feminism discourse which included equality, freedom and opportunity. Hence, the findings delineated that the government policy in New Zealand highly encouraged women to work as it is considered a better

choice than to stay home as mothers. This study, undoubtedly, unearthed the positive impacts of having women at work and one of it is strengthening the family financial status, despite the women's position as mothers was contested.

These two studies by Kahu and Morgan (2007) and Johnston and Swanson (2003) gave insights to the current study looking at the various subject positions held by career women especially those who were wives and mothers at home. Simultaneously, it could bring out the effect of this kind of social order, i.e., mothers at work and how the consequences could contribute to the society as a whole.

Olsson and Walker (2003) make an analysis on both genders; man and woman being at the executive level. It was shown in their study that the senior management level was always dominated by men, and only a few women could make it to the top. It showed somehow that a 'gendered lens' had been embedded in the society to create the perception or belief that the field of executive level belongs to men. The study was conducted by taking accounts from both men and women executives through interviews of what they think about each other in terms of gender traits, which may lead to either high or low performance at work. The researchers argued that although more men making their way to the top and leaving their women counterparts behind, their study showed ambivalent attitude of the society believing that both genders were equally significant. In short, it shows that society nowadays is moving towards a balanced trend in having women in executive level although the percentage is still lower than their male counterparts (Ruhe & Allen, 1997).

As for the executives themselves (Olsson & Walker, 2003), both genders were satisfied with their counterparts in terms of their working performance and how far their stereotyped gender traits led them through in making decisions and reporting their work. For an instance,

women are known for their instinctive behavior and men for their logic (Worell, 2001). Although a few differences are found between men and women, the issue of gender is hardly related to their low quality of performance at work. Both genders agreed that both have their particular strengths and weaknesses in handling their job and emotion at work. Particularly men executives, they believe that women could bring change in the organization as they think that women were more instinctive in their decision-makings. The findings of the study also could assist the society to re-shape their belief in thinking that the executive level no longer belongs to men alone as more women are entering the level of leadership by showing the effective performance as leaders (Eagly, 2007).

2.5 Literature used in providing methods for analysing the data

Besides looking at the study and research done on women and their career, I examined studies on methodology that are relevant to this study, especially the ones within the domain of Critical Discourse Analysis (CDA). Critical Discourse Analysis (CDA) is a method which is used to analyse discourses critically and have been developed “over the last twenty years” (Fairclough, 1999, p. 1). Section 2.5.1 discusses the three-dimensional framework developed by Fairclough. However, the review of methodology does not include the socio-cognitive framework of van Dijk (2001) and discourse-historical approach of Wodak (2009) within the paradigm of CDA; such literatures have been elaborated by others (Raphael, 2010; Ghazali, 2011).

It is defined as “transdisciplinary” (Fairclough, 1995; Chouliaraki & Fairclough, 2001), “multidisciplinary” (van Dijk, 1998, 2001a) and also as “interdisciplinary” (Wodak et al., 1999). It is used to critically analyse what was opaque and transparent “structural relationships of

dominance, discrimination, power and control as manifested in language” (Wodak & Meyer, 2001). CDA is “critical,” as “it aims to show non-obvious ways in which language is involved in social relations of power and domination and in ideology” (van Dijk, 2001a, p. 352). This concept of critical analysis, Fairclough (2001) suggested, is indebted among others to the concept of “hegemony,” propounded by Gramsci. Hegemony is a term “for talking about power and struggles over power,” (Fairclough, 2001, p. 232). However, not all in CDA is about ‘ideology’ and/ or ‘political economy.’ Broadly, it is a study of discourse-in-context (van Dijk, 2001a). In other words, CDA is a study of series of actions executed by the ‘social actors’ (van Leeuwen, 1996) ‘in real time activity’ (Scollon, 1998). Particularly in this current study, CDA is used to analyse the actions of career women in Malaysia which is relatively relevant to the current time and moment as being constructed by *Cleo*.

Besides employing CDA as the framework to analyse the data, I also delved into the methodology of how text analysis is done especially for the media. Mautner (2008) has outlined in his article a suitable methodology for researchers who are interested in analysing print media. As far as this article is concerned, print media is defined as anything printed on paper or cloth which we can touch with our bare hands such as magazines, books, newspapers, catalogues, billboards, postcards, flyers, printed bags or T-shirt and promotional messages on buses and cabs (Mautner, 2008). This article highlights that print media is very influential because of its low cost nature and therefore could reach all range of readers and target readers. As a result, researchers can easily get access the data they are interested in.

Mautner (2008) believes that in doing analysis towards print media mainly magazines and newspapers, a few aspects such as economic, political and legal background of the data should be put under consideration. This comes along with other criteria such as the institutional

environment of the data, authorship, production process, demographics and lifestyles of the target readers as well as their literacy practices. Before researchers attempt to analyse the data, Mautner suggests that first of all, researchers must be certain of the genre type they want to work on as it led to corpus-building later in the study. At the level of words selection and sentences, he identified the use of metaphor, system of transitivity (structure), modality and semantic (meaning) to name a few. The connections of 'voices' in the text between the readers and the author, was also stated. The usage of rhetorical questions in the text is also part of analysis. It is again to create relationships and connections between the text and the readers. Finally, analysts should not leave behind the non-verbal message components such as visuals, frames, page layout and font style in their analysis because Mautner believes that all of these provide meaning and importance in the text (2008).

An article by Theo van Leeuwen (1996) serves as another reference point for this study. According to van Leeuwen, there is always the involvement of social 'actors' in text and as far as this study is concerned, career women stand as the main social actors to be analysed. Undeniably, most of the times, there are more than one social actor included in a text and the presence of these social actors could give impact to the whole text as well as to the main social actor. There are many categories outlined by van Leeuwen for researchers to analyse their text and its social actors. Categories such as exclusion, role allocation, genericisation and specification, assimilation, association and disassociation, indetermination and differentiation, functionalisation and identification are among of the important areas that should be put into consideration while doing analysis onto social actors in texts (van Leeuwen, 1996). Van Leeuwen believes that in any text, once a social actor is excluded from a discussion, it should contribute to a different meaning although we tend to focus more on what is obvious and

transparent in the text. Thus, such impact could result in a major change of meaning and connections between social actors in the text. This article provides information on how to go about analysing social actors included or excluded in the text by looking at the sentence structures. Overall, it should assist researchers with their analysis on social actors in order to come up with the right representation of a particular social actor in one setting of a social event.

Besides focusing on the social actors, social 'event' is another major criterion that researchers need to pay attention to in doing a Critical Discourse Analysis (CDA) onto texts, which is also considered as setting of the social actors' involvement. Fairclough (2003) discusses that all clauses and sentences represented three types of meanings and they are action, representation and identification. By upholding the same idea as van Leeuwen (1996), categories such as exclusion, inclusion and prominence are considered as some of the more important elements in analysing texts from a CDA perspective. Fairclough (2003) also emphasizes the 'doers' of the actions, (which are very much alike to social actors in van Leeuwen (1996)) and how an action of a doer contributes to social changes in a particular social event.

2.5.1 Fairclough's Three-Dimensional Framework

This study is rooted in Fairclough's version of Critical Discourse Analysis (Lean, 2005, Haque, 2006 & Kamaruzzaman, 2010). Hence, it is necessary to explain the framework in detail. Fairclough proposed three-dimensional framework which included the description of the text, interpretation of the relationship between discursive processes and explanation of the relationship and the explanation of the discursive process and social phenomena (Fairclough, 1995, p. 97).

Fairclough sees texts as the representation of the discursive practices in a specific society; hence, texts epitomize social practices. Therefore, it is necessary to study the text by relating it to the practices of the social world. The three-dimensional framework works as; the description of the texts, which is also known as micro-level analysis, looks at the lexical items of the texts such as syntax and metaphoric structures. The interpretation level, on the other hand, analyses text's production and consumption by looking at the relationships enacted in the texts, i.e., between participants engaged in the texts. Finally, the explanation covers the macro-level analysis, which relates the texts to the social world which has become the main reason of its existence (Fairclough, 1992, p. 72).

Each of this level contains the values of Experiential, Relational and Expressive. Experiential values contained in the knowledge or beliefs provided in the texts. Relational values exist in social relations presented in the texts and Expressive values are usually found in the subjects of the texts, which discuss the social identities of the participants exist in the texts (Fairclough, 1995).

2.6 Conclusion

To conclude this chapter, numerous studies were selected to provide insights in terms of how to analyse the data. Furthermore, other studies on career women, particularly working women who have embraced other social positions such as homemakers were reviewed. In order to get an idea of how far the women can cope with more than one position in their daily lives in terms of their performance at work and what kind of impact they may exert while they are positioned in such situations. Overall, regardless of the differences they have in analysis, methodology and objectives, many studies reveal how women are constructed within different

kinds of discursive practices in which they actively produce social and psychological realities (Harré, 2001).

However, the existence of numerous studies on career women in terms of their performance and personality at work, provide insight for this study to search for gaps in career women studies.