

C O N T E N T S

WORK DECLARATION	ii
ABSTRACT	iii
PUBLICATIONS AND PRESENTATIONS FROM THESE STUDIES	vi
ACKNOWLEDGEMENTS	vii
DEDICATION	viii
CONTENTS	1
LIST OF FIGURES	7
LIST OF TABLES	8
LIST OF EXTRACTS	9
LIST OF ABBREVIATIONS	10
LIST OF APPENDICES	11
CHAPTER ONE: INTRODUCTION	13
1.0 Overview	13
1.1 Statements of Problem	16
1.2 Research Objectives	22
1.3 Problematizing the Ideal Female body	22
1.4 Significance of the Study	26
1.5 The Structure of the Thesis	28
1.6 Conclusion	28

2.0	Introduction	30
2.1	What is CDA?	30
2.2	Critical Perspectives	30
2.3	Historical Origins	33
2.4	Aims	35
2.5	Theoretical Foundations	37
2.5.1	CDA's Central Tenets	38
2.5.1.1	Discourse	40
2.5.1.2	Power	42
2.5.1.3	Ideology	45
2.5.1.4	Dominance and Hegemony	48
2.5.1.5	The Order of Discourse	50
2.5.1.6	Colonization of Discourse	51
2.6	CDA Approaches	52
2.6.1	Wodak's Discourse-Historical Approach	52
2.6.2	van Dijk's Social-Cognitive Approach	53
2.6.3	Social Semiotic Approach	54
2.7	Fairclough's Approach	56
2.7.1	Fairclough's CDA	57
2.7.2	Fairclough's CDA Analytical Framework	59
(i)	Discourse-as-text	60
(ii)	Discourse-as-discursive practice	61
(iii)	Discourse-as-sociocultural practice	62
2.8	Conclusion	63

3.0	Overview	66
3.1	Advertising: Profile	66
	3.1.1 Layout of printed advertisements	67
	3.1.2 Historical Development	67
3.2	Advertising Functions	70
	3.2.1 The Economic Functions of Advertising	71
	3.2.2 The Ideological Functions of Advertising	73
3.3	Advertising Discourse	77
3.4	Advertising and The Female Body	80
	3.4.1 Body Image Concern across Lifespan	80
	3.4.2 Perceptions of Beauty across Cultures	83
	3.4.3 Advertising Discourse through Gender Lens	87
	3.4.4 Advertising: Effects on the Female Body	90
3.5	Empirical Works	97
	3.5.1 Empirical Works using Textual Analysis	98
	3.5.2 Empirical Works using Visual Analysis	103
	3.5.3 Empirical Works using Interview	109
3.6	Conclusion	111

4.0	Introduction	113
4.1	Design of the Study	113
4.1.1	Diagrammatic Representation of the Study	115
4.2	Theoretical Framework	116
4.2.1	Adaptation of Fairclough's (2002) Approach	118
4.2.2	Approach of the Study	119
4.2.3	Visual Framework Description	120
4.2.3.1	Forms of Representation	123
(i)	Narrative Processes	124
(ii)	Conceptual Processes	128
4.2.3.2	Interactive Meaning	130
(i)	Types of Contact	133
(ii)	Social Distance	134
(iii)	Point of View	135
4.2.3.3	Compositional Meaning	137
(i)	Information Value	138
(ii)	Framing	140
(iii)	Saliency	140
(iv)	Modality	141
4.2.4	Reasons for the choice of Visual Framework	142
4.3	Data Description	143
4.3.1	The Samples	143
4.3.2	Choice of Data	144
4.3.3	Data Collection and Coding	145
4.3.4	Data Presentation	146
4.3.5	Selection of Respondents	147
4.3.6	Rational for Selection of Respondents	148
4.3.7	Background of the Respondents	149
4.3.8	Rational for Conducting Interview	150
4.3.9	Developmental Stages for the Interview Schedule	151
4.3.10	Developing Questions for the Interview	152
4.3.11	Methods for Data Collection during Interview	153
4.3.12	The Location of the Interview	154
4.3.13	The Challenges encountered during the Interview	154
4.4	Analysis	155
4.4.1	Textual Analysis of the Slimming Advertisements	155
4.4.2	Visual Analysis of the Slimming Advertisements	155
4.4.3	Interpretation of the Interviews	156
4.5	Conclusion	156

CHAPTER FIVE: TEXTUAL ANALYSIS

158

5.0	Introduction	158
5.1	Lexical choice	158
5.1.1	Adjectives for Body, Figure and Shape	159
5.1.1.1	Single Adjective + body/figure/shape	160
5.1.1.2	Compound Adjectives + body/figure/shape	161
5.1.1.3	Adjectives associated with specific body parts	163
5.1.1.4	Adjective + Adverb associated with female body parts	166
5.1.1.5	Negative adjective associated with female + body/figure/shape	168
5.1.2	Verbs associated with female body + body parts/body condition/skin	170
5.1.3	Scientific-related lexicalization	177
5.1.4	Promise/Assurance-related lexicalization associated with female body	179
5.1.5	Positive/Negative feelings associated with the female body	181
5.1.6	Personal address 'you'	183
5.2	Conclusion	184

CHAPTER SIX: VISUAL ANALYSIS

188

6.0	Introduction	188
6.1	Visual Analysis: Framework Description	189
6.2	Category I: Celebrity Endorsement	190
6.2.1	Ad 1	191
6.2.2	Ad 2	194
6.3	Category II: Morbidly Obese	196
6.3.1	Ad 3	196
6.3.2	Ad 4	198
6.4	Category III: Fat to Slim Transformation	200
6.4.1	Ad 5	200
6.4.2	Ad 6	203
6.4.3	Ad 7	206
6.5	Category IV: Mirror Gazing	208
6.5.1	Ad 8	208
6.6	Category V: Mothers	210
6.6.1	Ad 9	210
6.7	Conclusion	212

CHAPTER SEVEN: INTERVIEW ANALYSIS	216
7.0 Interview Analysis	216
7.1 Analysis of the Interview	217
7.1.1 Slim Equals Confidence	218
7.1.2 Slim Equals Beauty/Sexual Appeal	225
7.1.3 Slim Equals Social Upward Mobility	233
7.2 Conclusion	241
CHAPTER EIGHT: DISCUSSIONS OF FINDINGS	243
8.0 Introduction	243
8.1 The Socio-cultural forces and the construction of the ideal female body	245
8.1.1 The link between the female body and self	246
8.1.2 The link between consumer capitalism and the objectification of the female body	249
8.1.3 The female body as heterosexually desirable through the gender lens	257
8.2 Colonization within an order of discourse	263
8.3 Conclusion	269
CHAPTER NINE: CONCLUSION	271
9.0 Introduction	271
9.1 Research Findings	272
9.1.1 Discourse-as-text	272
9.1.2 Discourse-as-discursive practice	274
9.1.3 Discourse-as-sociocultural practice	275
9.2 Limitations of the study	276
9.3 Suggestions for future research	277
9.4 Conclusion	279
NOTES	281
REFERENCES	284

LIST OF FIGURES

Figure 1	Diagrammatic representation of the study	115
Figure 2	Dimensions of Discourse & Dimensions of Discourse Analysis	117
Figure 3a	Visual Social Semiotic Analytical Framework	121
Figure 3b	Visual Social Semiotic Analytical Framework	122
Figure 4	Non-transactional action process	125
Figure 5	Bi-directional transactional action process	125
Figure 6	Unidirectional transactional action process	126
Figure 7	Reactional process (non-transactional)	126
Figure 8	Reactional process (transactional)	127
Figure 9	Resources of Point of View	135
Figure 10	Readership/Circulation of <i>The Star</i> and <i>Sunday Star</i>	144
Figure 11	Interview Research Flow Chart	152
Figure 12	Marie France Bodyline's signature	282

LIST OF TABLES

Table 1: Adjectives for Body, Figure and Shape	159
Table 2: Frequently recurring adjectives associated with the body parts	164
Table 3: Themes identified according to discourses	217/274

LIST OF EXTRACTS

Extract 1	MFB 5 (22/10/07) MFB 7 (11/02/08) MFB 9 (24/03/08)	160
Extract 2	MFB 8 (02/03/08) MFB 2 (17/09/07) MFB 12 (16/09/08)	161
Extract 3	MFB 1 (23/07/07) MFB 2 (17/09/07) MFB 2 (02/10/07)	163
Extract 4	MFB 11 (25/08/08) MFB 12 (08/09/08) MFB 4 (08/10/07)	166
Extract 5	MB 2 (03/12/07) MB 2 (07/12/07) MB 4 (31/12/07)	168
Extract 6	MFB 5 (22/10/07) MFB 12 (08/09/08) MFB 12 (16/09/08)	171
Extract 7	MFB 6 (05/11/07) MFB 7 (11/02/08) MFB 17 (10/11/08)	173
Extract 8	MB 2 (03/12/07)	174
Extract 9	MFB 1 (23/07/07) MFB 2 (17/09/07) MFB 2 (03/10/07)	177
Extract 10	MFB 1 (23/07/07) MFB 2 (17/09/07)	180
Extract 11	MFB 1 (23/07/07) MFB 1 (23/07/07) MFB 2 (03/10/07)	182

LIST OF ABBREVIATIONS

ad	advertisement
ads	advertisements
BDD	body dysmorphic disorder
CDA	Critical Discourse Analysis
ESBC/E	Esthetika Slimming Beauty Centre
L	London
MB	Mayfair Bodyline Sdn. Bhd.
MFB	Marie France Bodyline™
MR	Member Resources
R	Respondent
Rs	Respondents
RQ	Research Question
RQs	Research Questions
U	Unisense
VSS	Visual Social Semiotics

LIST OF APPENDICES

Appendix A Research Instruments

Appendix B Interview Questions Guide

Appendix C Packet A

- 1.1 “Enchanting Beauty. Blissful Moments Together”
- 1.2 “Thigh Envy”
- 1.2 “Is this the way you trim your HIPS to stay hip?”
- 1.4 “Going nowhere with hard work?”
- 1.5 “When your clothes get too tight, it’s time to lose the flab”
- 1.6 “Battle Your Bulge”
- 1.7 “The experts solved our weight problems professionally!”
- 1.8 “Target your problem areas with BodyTech™ Perfectionist System”
- 1.9 “Shaping Branded Figure For New Mother”
- 1.10 “Say goodbye to your muffin top”
- 1.11 “Selamat Hari Raya Aidilfitri!”
- 1.12 “Double Prosperity”

Appendix D Packet B

- 2.1 “A beautiful melody for my husband”
- 2.2 “Flaunt Slender, Toned Arms”
- 2.2 “Ultimax Laserlipolysis”
- 2.4 “Are you living dangerously?”
- 2.5 “You can’t keep sucking it in all the time!”
- 2.6 “Target all your problem areas”
- 2.7 “Regain your confidence! Admire by others! Own that beautiful body shape!”
- 2.8 “No Tricks, No Magic”
- 2.9 “It feels good to be slim again”
- 2.10 “Noryn scales down to a fabulous figure, You too can get the figure you desire!”
- 2.11 “Wonderful Choice For Today’s Woman!”
- 2.12 “Enjoy up to 70% discounts storewide, and join our *Go Slim & Win Contest!*”

Appendix E Demographic Information of Respondents 5-57

Appendix F (i) Brief Summary of Responses Based on 3 Themes
(ii) Brief Summary of Responses Based on 2 Themes

Appendix G Q & A Transcripts

Appendix H Extracts 1 - 11

- Appendix I Ad 1: “Thigh Envy” (MFB 3)
- Ad 2: “Flaunt Toned, Slender Arms” (MFB 1)
- Ad 3: “Going nowhere with hardwork?” (E 4)
- Ad 4: “Are you living dangerously?” (E 5)
- Ad 5: “Go from imperfect to perfect” (MFB 14)
- Ad 6: “The Expert solved our weight problems professionally!” (L 2)
- Ad 7: “Noryn scales down to a fabulous figure” (MFB 18)
- Ad 8: “Is this the way you trim your HIPS to stay hip?” (U 1)
- Ad 9: “Shaping Branded Figure for New Mother” (MF 8)

- Appendix J Ad 10: “A beautiful melody for my husband”
- Ad 11: “Reclaiming beauty. Regaining confidence”
- Ad 12: “Relive the blissful moments again!”
- Ad 13: “Romantic moments now made perfect”
- Ad 14: “Enchanting beauty. Blissful moments together”
- Ad 15: “Miss Dare2Lose Body Beauty”

- Appendix K Ad 16: “Solved our weight problems!” (L 3)