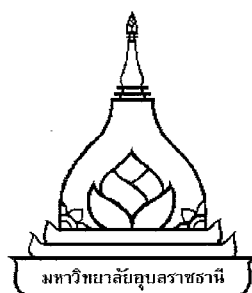


**A COMPARATIVE ANALYSIS OF THE IMAGES OF WOMEN  
PORTRAYED IN ALCOHOLIC DRINK ADVERTISEMENTS  
ON WEB PAGES: THE CASE OF THAILAND AND  
UNITED STATES OF AMERICA**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS  
MAJOR IN ENGLISH AND COMMUNICATION  
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**INDEPENDENT STUDY APPROVAL  
UBON RATCHATHANI UNIVERSITY  
MASTER OF ARTS  
MAJOR IN ENGLISH AND COMMUNICATION  
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## บทคัดย่อ

ชื่อเรื่อง : การวิเคราะห์เปรียบเทียบภาพลักษณ์ของผู้หญิงที่ปรากฏในโฆษณาสุราบนเว็บไซต์ของประเทศไทยและประเทศสหรัฐอเมริกา  
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ศัพท์สำคัญ : ภาพลักษณ์ของผู้หญิง เว็บไซต์ โฆษณาสุรา ไทย สหรัฐอเมริกา

การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์และเปรียบเทียบความแตกต่างของภาพลักษณ์ของผู้หญิงที่ปรากฏในโฆษณาสุราบนเว็บไซต์ของประเทศไทยและประเทศสหรัฐอเมริกา กลุ่มตัวอย่างโฆษณาสุรามีจำนวน 80 ชิ้น แบ่งเป็นโฆษณาสุราของประเทศไทย 40 ชิ้น และประเทศสหรัฐอเมริกา 40 ชิ้น ซึ่งเป็นโฆษณาสุราที่มีภาพผู้หญิงประกอบและมีการเผยแพร่บนเว็บไซต์ตั้งแต่เดือนมกราคม พ.ศ. 2551 – พฤษภาคม พ.ศ. 2552 ผลการศึกษาพบว่าภาพลักษณ์ส่วนใหญ่ในกลุ่มตัวอย่างโฆษณาสุราของทั้งสองประเทศเน้นไปที่การแสดงความงามของผู้หญิง (decorative roles) แต่วิธีการนำเสนอมีความแตกต่างกัน แม้ว่าประเทศไทยจะมีการนำเสนอภาพลักษณ์ความงามของผู้หญิงในจำนวนที่มากกว่า แต่ประเทศสหรัฐอเมริกามีการนำเสนอภาพลักษณ์ความงามของผู้หญิงในระดับที่มีความชัดเจนและเปิดเผยมากกว่าประเทศไทย ซึ่งอาจมีสาเหตุมาจากความแตกต่างทางด้านวัฒนธรรมของระหว่าง 2 ประเทศ

## ABSTRACT

TITLE : A COMPARATIVE ANALYSIS OF THE IMAGES OF  
WOMEN PORTRAYED IN ALCOHOLIC DRINK  
ADVERTISEMENTS ON WEB PAGES: THE CASE OF  
THAILAND AND UNITED STATES OF AMERICA

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KEYWORDS : IMAGES OF WOMEN / WEB PAGES / ALCOHOLIC DRINK  
ADVERTISEMENTS / THAILAND / USA

The purpose of the study is to analyze the depictions of women and their differences in online alcoholic drink advertisements in Thailand and the United States of America. Eighty advertisements involving females broadcast on web pages from January 2008 to May 2009 were selected- forty for each country. The results revealed that most women in both countries are portrayed in decorative roles but the presentation of these roles is different in Thailand and USA. Women in Thai advertisements are demonstrated in a higher percentage of decorative roles than American advertisements. However, the images of women used in American advertisements are more explicit than those in Thai ones, which may be due to cultural differences between the two countries.

## **CONTENTS**

	<b>PAGE</b>
<b>ACKNOWLEDGEMENTS</b>	<b>I</b>
<b>THAI ABSTRACT</b>	<b>II</b>
<b>ENGLISH ABSTRACT</b>	<b>III</b>
<b>CONTENTS</b>	<b>IV</b>
<b>LIST OF TABLE</b>	<b>VI</b>
<b>CHAPTER</b>	
 <b>1 INTRODUCTION</b>	
1.1 Rationale	1
1.2 Research questions	3
1.3 Significance of the study	3
1.4 Scope of the study	3
1.5 Definitions of key terms	3
 <b>2 LITERATURE REVIEW</b>	
2.1 Stereotypes and their effects	4
2.2 Stereotypes of women	5
2.3 Plakoyiannaki et al.'s model of female stereotypes	
2.3.1 Women in traditional roles	5
2.3.2 Women in decorative roles	5
2.3.3 Women in non-traditional roles	6
2.3.4 Women in masculine roles	6
2.4 Advertisements	
2.4.1 Meaning and purposes of advertisements	6
2.4.2 Influences of advertisements	6
2.5 Women's roles in USA and Thailand	
2.5.1 Women's roles in USA	7
2.5.2 Women's roles in Thailand	7

## **CONTENTS (CONTINUED)**

	<b>PAGE</b>
2.6 Related studies of Thai media	8
2.7 Related studies in other countries	8
<b>3 METHODOLOGY</b>	
3.1 Data source	10
3.2 Data analysis	10
<b>4 RESULTS OF THE STUDY</b>	
4.1 Results	11
4.1.1 Images of women portrayed in advertisements	11
4.1.2 Comparison of the images of women in Thai and US advertisements	12
<b>5 DISCUSSION</b>	
5.1 Discussion	13
<b>6 CONCLUSION</b>	
6.1 Conclusion	16
6.2 Limitations of the study	16
6.3 Recommendations for further study	16
<b>REFERENCES</b>	18
<b>APPENDICES</b>	
A Images of women in alcoholic drink advertisements of Thailand	24
B Images of women in alcoholic drink advertisements of USA	30
<b>VITAE</b>	36

**LIST OF TABLE**

<b>TABLE</b>		<b>PAGE</b>
1	Frequency and percentages of the images of women in Thailand and USA according to the female role stereotype framework of Plakoyiannaki et al. (2008)	11



# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Rationale**

Advertising on the Internet is a fast growing business. According to the Internet Advertising Bureau, worldwide internet advertising revenue reached \$5.8 billion for the first quarter of 2008, an 18.2 percent increase over the same period in 2007. This figure represented the second highest amount for a quarter ever recorded after \$5.9 billion in the fourth quarter of 2007 (The Internet Advertising Bureau, 2008).

Internet advertising is a way to convey products' messages to the audience. It also offers ideas about different features of society, including gender. Images on the Internet, which reflect producers' ideas, may change social norms and beliefs as well as gender stereotypes as they are broadcast publicly and can influence people (Prendergast & Huang, 2003). The presentation of women in stereotypical ways may persuade people to accept those stereotypes as real and appropriate (Nicola & Sandra, 2006). In this way, the provision of images of women by online advertising may influence people's perception of women's roles.

Internet advertisements increasingly present stereotypical images of women. A preliminary research study of Plakoyiannaki et al. (2008) indicated stereotypes of women's images in global advertising. Stereotypes were also found in alcoholic drink advertisements in many cultures around the world (Plakoyiannaki et al., 2008).

Advertisement experts, such as Sexton and Haberman (1974), Jhally (1990), and Wolin (2003), found that alcohol advertising influences people's attitudes and behaviors. It has a big effect on viewers because the advertisements are designed to appeal to drinkers. Although stereotypes of women in alcoholic advertisements in each country may be different depending on cultural contexts, images and messages that communicate cultural values may shape people's thought and their actions.

Advertisements that portray women's roles in a society can thus create social expectations towards women in that society (Steeves, 1993).

The purpose of this study is to analyze the presentation of images of women in online alcoholic advertisements in Thailand and the United States of America (USA). In Thailand and USA, alcoholic drinks seem to influence people's lifestyle. Many people in both countries drink alcohol as a way to fit in with other people. Alcohol may also boost their confidence and reduce stress they have in a social setting (Tallim, 2003). The people of the two countries are ranked together in the list of the top forty of the world's consumers of alcohol. Thailand's consumption of alcoholic drinks such as liquor, beer and wine has increased steadily in recent years. In 2006, Thailand, based on the average amount of alcoholic consumption per person, was ranked 39<sup>th</sup> in the world for overall alcohol consumption and USA 40<sup>th</sup>, with two-thirds of Americans drinking alcohol (World Health Organization, 2008). About one-fourth (24 percent) of drinkers in both countries said they drank to socialize and in entertainment activities (Wolin, 2003).

In this study, similarities and differences of the depictions of women in alcoholic advertisements of the two countries, which are widely different in language, culture, and lifestyle, are investigated. The study uses the classification of Plakoyiannaki et al. (2008) of traditional, decorative, non-traditional, and masculine female stereotypes.

Several studies investigated stereotypes of women in online advertisements (Hovland et al., 2008; Michelle and Hye, 2005; Plakoyiannaki et al., 2008). However, comparative studies focusing on alcoholic drink advertisements are rare. Many researchers, such as Akie (2003), Anthony and Eric (2000), Elza (2007), Federico and Jose (2007), Karan (2003), and Nicola and Sandra (2006), were interested in general advertisements or one advertisement in one particular country. This study reflects on how women are perceived in two different societies and promotes the development of cross-cultural studies in advertisements.

## **1.2 Research questions**

The following are the two research questions of the study:

1.2.1 According to the model of Plakoyiannaki et al. (2008), how are women portrayed in Thai and American online alcoholic drink advertisements?

1.2.2 Are the images of women found in the two countries' online alcoholic drink advertisements different and, if so, what accounts for the similarities and differences?

## **1.3 Significance of the study**

This study creates an understanding of women's stereotypes in two different countries leading to the development of more effective cross-cultural communication.

## **1.4 Scope of the study**

This research specifically focuses on the latest online alcoholic advertisements published on the web from January 2008 to May 2009.

## **1.5 Definitions of key terms**

### **1.5.1 Advertisements**

"Advertisements" in this study refers to online alcoholic drink advertisements of Thailand and USA.

### **1.5.2 Alcoholic drinks**

"Alcoholic drinks" in this study refers to beer and spirits.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter presents relevant theories and studies concerning the analysis of the images of women.

#### **2.1 Stereotypes and their effects**

Stereotypes are opinions about groups or individuals based on previously formed opinions and attitudes. They can influence the way people think of a group of persons creating expectations of certain basic behaviors or characteristics of people in a particular group, society, or country (Hofstede, 2001; Samovar & Porter, 2004; Tallim, 2003; White & Kinnick, 2000). For example, Americans are stereotyped as taking time as a very valuable asset, thus people assume that all Americans are always serious about time. Sometimes stereotypes lead to negative attitudes if they are unfavorable (Jamison et al., 2004; Jandt, 2007). For example, a stereotype of Vietnamese as selfish may lead to the assumption that all people from that country are selfish and persons may not want to be friends with any Vietnamese.

Stereotypes have effects on communication in many ways (Anthony & Eric, 2000; Elza, 2007; Jandt, 2007; Lindner, 2004; Martin & Nakayama, 2007; Prendergast & Huang, 2003; Tallim, 2003). Firstly, stereotypes cause people to think that a belief is true when it may not be (Elza, 2007; Lindner, 2004; Tallim, 2003). For example, if a group is stereotyped as dishonest, people may think that all members of that group are dishonest (Prendergast & Huang, 2003). The whole population from that group is at risk as people may have negative perception, based on personal issues rather than facts, towards members of such group. Secondly, stereotypes may reinforce an existing belief (Kang, 1997). For example, a belief that Arabs are immoral may be strengthened by viewing a television movie showing Western attitudes towards Arabs as immoral. Moreover, stereotypes may cause underestimation of the qualities of a person. The establishment of a stereotype of Armenians as deceitful may cause people to insult them instead of communicating in a friendly manner (Millard & Grant, 2006).

Lastly, stereotypes may make people predict future behaviors of other people and influence interactions with them (Akie, 2003; Das, 2000; Savettam, 1990). For example, expectations of shyness in a new roommate may lead to that roommate acting in accordance with those expectations (Martin & Nakayama, 2007).

## **12.2 Stereotypes of women**

Stereotypes of women refer to people's ideas of women in society. Traditionally in most cultures, women have been regarded as domestic providers who make few significant decisions. Also, they have been considered weaker than men and unable to do work demanding strength. The media of most cultures has usually stereotyped women in traditional and decorative sexist roles such as dependent housewives and followers of their husbands. The media also usually makes women appear to be less intelligent than men and they are rarely shown to have successfully combined marriage and work (Cudd & Leslie, 2005; Hovland et al., 2008; Kang, 1997; Onozawa, 2001; Prendergast & Huang, 2003; Steeves, 1993).

## **2.3 Plakoyiannaki et al.'s model of female stereotypes.**

Plakoyiannaki et al. (2008) divided female stereotypes into four categories:

### **2.3.1 Women in traditional roles**

In this role, women have restricted options and development. Men are presented in higher positions whereas women are more often depicted in passive, lower-profile roles, dependent on men's protection, in need of reassurance, and capable of making only unimportant decisions. They are frequently shown as housewives whose places are at home with primary roles as good wives looking after housework, cooking, cleaning, and taking care of children.

### **2.3.2 Women in decorative roles**

Women in decorative roles are physically attractive and are considered as sex objects. They are in pursuit of beauty and physical attractiveness and are usually young, good-looking, sexy, and with good bodies that are used to add value to products or services. They are also portrayed as sex objects directly related to the products.

### **2.3.3 Women in non-traditional roles**

Women in this role do non-traditional activities. They are career-oriented and independent. Women in non-traditional roles are engaged in work outside the home and other activities such as business conferences and sports. Career-oriented women include professionals, entertainers, leaders, and non-professionals such as blue-collar workers and laborers.

### **2.3.4 Women in masculine roles**

These women do activities generally considered as masculine activities such as house construction and electronic appliance repairs. They usually have physical strength similar to men.

The traditional and decorative roles are sexist in that they portray women in an inferior way in relation to their capabilities and potential.

## **2.4 Advertisements**

### **2.4.1 Meaning and purposes of advertisements**

Advertisements are a form of communication that attempts to persuade customers to consume particular brands of products or services. Media such as television, radio, magazines, newspapers, and the Internet are used to send advertisements' persuasive messages containing factual information to customers to increase consumption of products and services by creating brand loyalty among customers (Elza, 2007; Goffman, 1979; Jamison et al., 2004; Lindner, 2004; Wolin, 2003).

### **2.4.2 Influences of advertisements**

Advertisements have a great influence in modern society. First, they reflect attitudes and behaviors of people in society and may influence people's thoughts and actions. For example, a brandy cosmetic is presented in such a way that shows that women who use the product are fashionable and high class women, thus most females may assume that the use of this cosmetic makes them fashionable and high class (Benjase, 2003). Second, advertisements create ideal characteristics or false values among consumers because people may accept the advertisements as real or appropriate, although they may not be. For instance, a trendy brand of clothes is

presented to illustrate that the women who wear the clothes are slim, white, and good-looking and easily find good partners (Jhally, 1990). Many people, especially women, may think that only females with such physical characteristics are successful in marriage (Benjase, 2003; Federico & Jose, 2007; Karan, 2003; Tallim, 2003).

## **2.5 Women's roles in USA and Thailand**

### **2.5.1 Women's roles in USA**

Since the Industrial Revolution, whose effects have influenced many countries especially in the West, American women have had more independence, political rights, and job opportunities. Non-traditional roles of women have become more accepted as they play a greater role in society, many working for the government, some as U.S. senators, and others as members of the U.S. Cabinet. They now have more educational opportunities and work in professional and managerial jobs such in the fields of medicine, law, and science. While the number of American women working in these fields has increased, women also increasingly work in other fields such as tourism, business administration, and service jobs (Hovland et al., 2008; Kang, 1997; McLaughlin & Goulet, 1999; Millard & Grant, 2006; Smith, 2000).

### **2.5.2 Women's roles in Thailand**

In the past, women in Thailand were expected to hold traditional roles and had to obey their parents and husbands. As a result, Thai women did not have opportunities to play leading roles. At the present time, however, many Thai women work like men and they are promoted to be leaders in organizations. Many women are more self-confident and successful in work outside their homes. However, at the same time, they are expected to hold marriage and family as their primary goals. They still observe traditional roles and fulfill the social expectations of Thai women doing household work, taking care of family members, and trying to be good mothers, housewives, and followers of their husbands (Benjase, 2003; Karnjanaurairoj, 1995; Onozawa, 2001; Pisanboon, 1988; Rasaranuwat, 2001; Sarutta, 2002; Savettam, 1990).

## **2.6 Related studies of Thai media**

There have been a number of studies of the images of women in Thai media advertisements that show women often portrayed in traditional roles. For example, Savettam (1990) investigated women's roles in Thai movies. The studies of Benjase (2003), Pisanboon (1988), and Rasaranuwat (2001) showed most women as housewives. Nevertheless, Karnjanaurairoj (1995) stated that women in non-traditional roles such as leaders, professionals, and career-oriented women were mostly presented in the business sections of daily newspapers.

## **2.7 Related studies in other countries**

There are many studies concerning the images of women in advertisements in other countries. Most of them looked at women in decorative roles (Federico & Jose, 2007; Hovland et al., 2008; Michelle & Hye, 2005; Nicola & Sandra, 2006; Plakoyiannaki et al., 2008). These studies claimed that decorative roles, especially using young and sexy females, were widely used to appeal to male audiences, treating women as a commodity.

Some studies revealed that most women were portrayed in decorative roles but the nature of the role between Western and Asian countries was different. Michelle and Hye (2005) compared the images of women in *Cosmopolitan* magazine across seven countries. They found that Thai advertisements showed the highest level of decorative role by employing models of mixed racial backgrounds. Hovland et al. (2008) also compared women in sexist traditional and decorative roles in American and Korean magazines. The research findings revealed that the frequency of sexist roles in American magazines was higher than that found in the Korean magazines.

Some studies stated women were generally portrayed in traditional roles as homemakers and dependent on men while men were portrayed as dominant, authoritative figures (Das, 2000; Anthony & Eric, 2000). Women in such roles were also portrayed in advertisements for gender non-specific products for men and women. Other studies illustrated that women, especially in technology advertisements, were in non-traditional roles as professionals (Akie, 2003; Millard & Grant, 2006).

Results of the above studies showed different women's roles across cultures. There are few studies investigating online advertisements of alcoholic drinks. This



study aims to investigate the different roles of women presented in Thai and American alcoholic drink advertisements launched online.

## **CHAPTER 3**

### **METHODOLOGY**

This chapter introduces data source and data analysis.

#### **3.1 Data source**

The corpus of this study was a collection of alcoholic advertisements taken from **www.kodsanathai.com** and **<http://camy.org/gallery>**. Both websites were selected as they were the advertisement gallery websites having the highest number of access by Internet users in Thailand and USA respectively in 2007 (Thailand Web Directory and Advance Web Statistics, 2008; Hovland et al., 2008). Eighty advertisements involving females broadcast on the websites from January 2008 to May 2009 were selected (forty for each country). Of these forty, twenty were for beer and twenty were for spirits (See appendices A and B).

#### **3.2 Data analysis**

The advertisements were analyzed by using female roles stereotype framework of Plakoyiannaki et al. (2008). A frequency count of the images of women representing each stereotype was made of advertisements for beer and spirits in Thailand and USA and raw scores and percentages were calculated.

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## CHAPTER 4

### RESULTS OF THE STUDY

#### 4.1 Results

This chapter presents the results of the study. Frequency and percentages of the images of women of each stereotype of Plakoyiannaki et al. (2008) in the forty selected advertisements for alcohol drinks in Thailand and USA from January 2008 to May 2009 on the nominated website galleries are presented below.

##### 4.1.1 Images of women portrayed in advertisements

**Table 1** Frequency and percentages of the images of women in Thailand and USA according to the female role stereotype framework of Plakoyiannaki et al. (2008).

Categories of women's roles	Thailand		USA	
	Absolute Value (n = 40)	Percentage (%)	Absolute Value (n = 40)	Percentage (%)
Traditional roles	0	0	1	2.5
Decorative roles	39	97.5	34	85
Non-traditional roles	1	2.5	5	12.5
Masculine roles	0	0	0	0
<b>Sum</b>	<b>40</b>	<b>100</b>	<b>40</b>	<b>100</b>

As shown in Table 1, most (97.5%) women in the selected collection of alcoholic drink advertisements in Thailand on the two nominated website galleries were depicted as decorative. Only small percentages (2.5 %) were shown in non-traditional roles and none in traditional and masculine roles. In USA, most (85%) women in the selected collection of alcoholic drink advertisements were portrayed as decorative while smaller percentages (12.5 %) were shown in non-traditional roles.

There were only small percentages (2.5 %) of women shown in traditional roles and, like Thai advertisements, no examples of women in masculine roles were found.

#### **4.1.2 Comparison of the images of women in Thai and US advertisements**

Table I shows some similarities and differences of the images of women presented in the selected collection of advertisements for alcoholic drinks on the two selected website galleries in Thailand and USA. The advertisements of both countries employed decorative roles the most to appeal to drinkers, 97.5 % in Thailand and 85 % in USA. There was no use of women in masculine roles found in the advertisements of either country. The presentation of women in decorative roles was probably believed to be an efficient way in both countries to attract customers and sell the products as most alcohol drinkers were men who tend to be attracted to the beauty of women.

The selected American advertisements for alcoholic drinks from the two websites presented women in a slightly wider range of categories than Thai advertisements, traditional, decorative, and non-traditional while Thai women were found only in decorative and non-traditional roles.

Table I shows Thai advertisements demonstrated a higher percentage of women in decorative roles than American advertisements. This depiction of decorative roles in the two countries' advertisements was different. Half of the women in decorative roles in the Thai advertisements (20 out of 39 or 51.28 %) were dressed in traditional Thai costumes rather than being scantily-clad sex objects. Most women in decorative roles in the American advertisements (26 out of 34 or 76.47 %) showed off their bodies or were dressed seductively, such as in two-piece swim suits while a smaller number of Thai advertisements (19 out of 39 or 48.71 %) portray women in this way.

In short, it can be concluded that women in decorative roles were generally employed in Thai and American alcoholic drink advertisements to attract customers. However, the nature of the presentation of the roles differed between the two countries.

The next chapter discusses the results presented in this chapter.

## **CHAPTER 5**

### **DISCUSSION**

This chapter discusses the results of the study and cross-cultural differences that arise from the findings.

#### **5.1 Discussion**

The findings in this study indicated that the roles of women presented in Thai and American alcoholic drink advertisements are limited and the use of decorative roles appears to be prevalent. As explained in Chapter 2, in Thailand there is an expectation that women perform traditional roles (Sarutta, 2002). However, the results of the study did not reflect this but instead showed the decorative roles as substantially different from general social expectations. This kind of presentation mainly reflects the aim of advertisements to make the products remembered by the customers.

Unlike American advertisements, however, Thai women were mostly not presented sexually explicit decorative roles. Many of the Thai advertisements (20 out of 39) used the decorative roles in a Thai literature context showing the beauty of Thai women in traditional costumes. This may indicate that being overtly seductive or clearly showing bodies in public is not completely accepted in Thai society and there needs to be consideration of the appropriate presentation of women.

Women in USA, as presented in Chapter 2, have been more accepted in non-traditional roles since the Industrial Revolution around 1850 (Millard & Grant, 2006). However, American advertisements have depicted women mostly in decorative roles, quite different from the general community perception of American women. This depiction may cause an incorrect perception that women cannot enjoy a favorable position in their society and that American women are considered as sex objects. People who watch the advertisements may view American women negatively in real life as they base their generalization on what they see in the advertisements (Jamison et al, 2004).

Similarly, for the Thai case, the advertisements may have placed Thai women at unavoidable risk as the advertisements reinforced the existing belief among people, especially Westerners and tourists, that Thai women were involved in sexual seduction aimed to sexually serve foreigners' needs (Rasaranuwat, 2001). The advertisements, however, represented only a minority group of Thai women as most did not conform to the stereotypes held by Westerners. If people realize that women's roles in both Thailand and USA are not only as sexual objects as presented in the advertisements, people may view women positively (Benjase, 2003; Elza, 2007; Wolin, 2003).

Among these advertisements, the presentation of women as sex objects in American advertisements was more explicit than that in Thai advertisements. This may reflect that there is more freedom of physical expression and independence in USA than in Thailand (Hovland et al., 2008). The use of decorative roles, however, is dominant in both Thai and American advertisements despite the differences in cultures, languages, and lifestyles of the two countries.

The portrayal of women in Thai advertisements was interesting as many women in Thai alcoholic drink advertisements did not look fully Thai but appeared to be of mixed race. This may imply that it is more acceptable to present women in decorative roles in Thailand when the women are of a mixed race origin or that the use of mixed-raced models makes the advertisements more interesting through novelty and unfamiliarity.

The depiction of women in decorative roles in these alcoholic drink advertisements may reinforce negative attitudes that women in both countries use their bodies to sell products. These advertisements may also reflect the attitude and stereotype that women are less sophisticated than men and unable to perform gainful employment leading to a general feeling of inferiority of women. If people, especially men, believe what the advertisements present, they probably misunderstand the qualities of both Thai and American women without considering the social structure, traditions, and customs in both countries. People, based on their opinions, may feel unwilling to communicate with the women and may not want to be associated and communicate in a friendly manner. These negative stereotypes may lead to a

degradation of women's value in the eyes of men and affect cross-cultural and cross-gender communication.

The advertisements may also encourage the acceptance of women in decorative roles in both countries. Seeing many images of women as sexy, slender, and young in the advertisements probably creates the perception of this as the ideal image of women in Thai and American societies. This representation of women could negatively affect the self-confidence and feelings of women who do not match this ideal and might also influence women's behaviors in such areas as eating and shopping as they try to attain this ideal image (Onozawa, 2001; Savettam, 1990; Smith, 2000; Tallim, 2005). People may assume that only women with such ideal physical characteristics can be successful in life, a misleading assumption in many cases.

The results of this study are consistent with the findings of Federico and Jose (2007), Hovland et al. (2008), Michelle and Hye (2005), Nicola and Sandra (2006), and Plakoyiannaki et al. (2008). These studies found that images of women in decorative roles were highly prevalent in global advertisements and media. They also supported the idea that sexism exists and is widely used in advertisements but that the presentation of decorative roles in Western countries is more obvious than those in Asian countries.

However, the results of this study are inconsistent with the findings of Anthony and Eric, 2000 and Das (2000). These studies claimed that women are depicted in traditional roles for gender-neutral products for males and females. The findings of this study are also at odds with the studies of Benjase (2003), Pisanboon (1988), Rasaranuwat (2001), and Savettam (1990), which indicated that women are displayed in traditional roles in the Thai media. The results of this study are also different from those of the study of Karnjanauroroj (1995), which claimed that women are depicted in non-traditional roles. This may suggest that different products and types of media use different styles of presentations.

The next chapter concludes the study.



## **CHAPTER 6**

### **CONCLUSION**

This chapter presents the conclusion, discusses limitations of the study and makes recommendations for further study.

#### **6.1 Conclusion**

The purpose of the study was to investigate the portrayal of women in Thai and American alcoholic drink advertisements on the Internet. It also examined the differences in the images of women in the advertisements of the two countries. The results of the study indicated that most women in both countries are depicted in decorative roles but the presentation of these roles is different. Women in Thai advertisements are demonstrated in a higher percentage of decorative roles than American advertisements. However, the images of women used in American advertisements are more sexually explicit than those in Thai counterparts, which could result from cultural differences. The portrayal of women this way may reinforce the stereotypes of women contributing to negative attitudes toward women in both countries.

#### **6.2 Limitations of the study**

This study has some limitations. First, it relates to alcoholic drink advertisements in the two countries during January 2008 to May 2009; therefore, the results only represented the stereotypes of women in that limited timeframe. Second, the product type is confined to alcoholic drink advertisements; therefore the results did not reflect the images of women in a full range of advertisements. Furthermore, this study was confined to only two countries, thus, the findings cannot be generalized to the images of women in other countries.



### **6.3 Recommendations for further study**

According to the limitations stated in the previous section, there are a number of directions recommended for further study. First, future research should include more types of alcoholic drink advertisements covering a longer time period. Second, further research should involve advertisements for other products in Thailand and USA and include advertisements in other countries. Additionally, depictions of both men and women in advertisements should be included.

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## **APPENDICES**

**APPENDIX A**  
**IMAGES OF WOMEN IN ALCOHOLIC DRINK**  
**ADVERTISEMENTS OF THAILAND**

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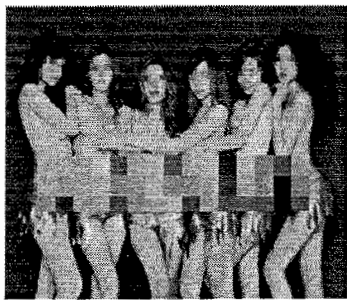




Thai decorative role  
1



Thai decorative role  
2



Thai decorative role  
3



Thai decorative role  
4



Thai decorative role  
5



Thai decorative role  
6



Thai decorative role  
7



Thai decorative role  
8



Thai decorative role  
9



**Thai non-traditional  
role 1**



**Thai decorative role  
10**



**Thai decorative role  
11**



**Thai decorative role  
12**



**Thai decorative role  
13**



**Thai decorative role  
14**



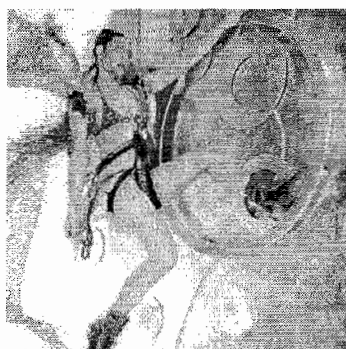
**Thai decorative role  
15**



**Thai decorative role  
16**



**Thai decorative role  
17**



**Thai decorative role**  
**18**



**Thai decorative role**  
**19**



**Thai decorative role**  
**20**



**Thai decorative role**  
**21**



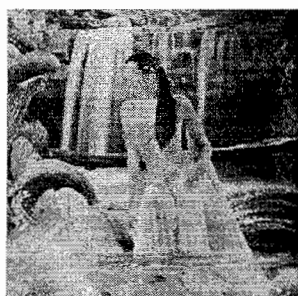
**Thai decorative role**  
**22**



**Thai decorative role**  
**23**



**Thai decorative role**  
**24**



**Thai decorative role**  
**25**



**Thai decorative role**  
**26**



Thai decorative role  
27



Thai decorative role  
28



Thai decorative role  
29



Thai decorative role  
30



Thai decorative role  
31



Thai decorative role  
32



Thai decorative role  
33



Thai decorative role  
34



Thai decorative role  
35



Thai decorative role  
36



Thai decorative role  
37



Thai decorative role  
38



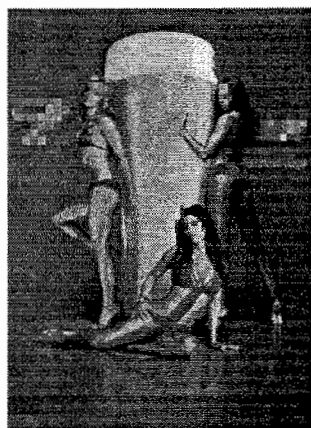
Thai decorative role  
39

**APPENDIX B**  
**IMAGES OF WOMEN IN ALCOHOLIC DRINK**  
**ADVERTISEMENTS OF USA**





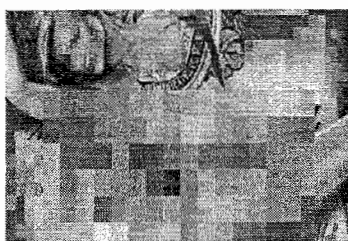
**American decorative  
role 1**



**American decorative  
role 2**



**American decorative  
role 3**



**American decorative  
role 4**



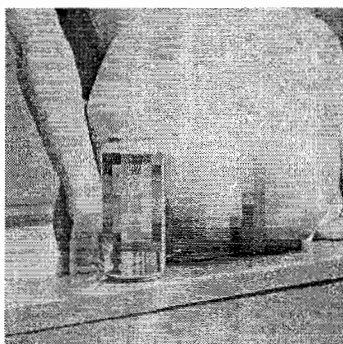
**American decorative  
role 5**



**American decorative  
role 6**



**American non-  
traditional role 1**



**American decorate  
role 7**



**American non-  
traditional role 2**



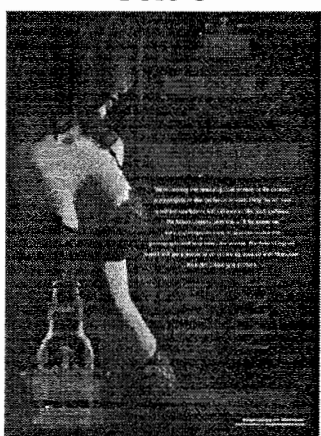
**American decorative  
role 8**



**American decorative  
role 9**



**American decorative  
role 10**



**American decorative  
role 11**



**American decorate  
role 12**



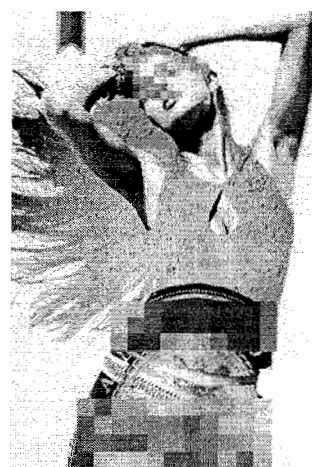
**American non-  
traditional role 3**



**American decorative  
role 13**



**American decorative  
role 14**



**American decorative  
role 15**





**American non-  
traditional role 4**



**American decorate  
role 16**



**American decorate  
role 17**



**American decorative  
role 18**



**American decorative  
role 19**



**American decorative  
role 20**



**American decorate  
role 21**



**American decorate  
role 22**



**American decorate  
role 23**



**American decorative  
role 24**



**American decorative  
role 25**



**American decorative  
role 26**



**American decorate  
role 27**



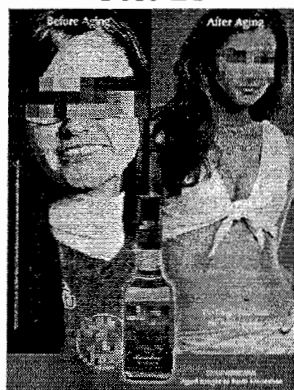
**American decorate  
role 28**



**American decorate  
role 29**



**American decorative  
role 30**



**American decorative  
role 31**



**American non-  
traditional role 5**



**American traditional  
role 1**



**American decorative  
role 32**



**American decorative  
role 33**



**American decorative  
role 34**