



Multimodal Discourse Analysis of Gender Ideology in Television Food Advertisements in Thailand

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Abstract

Television advertisements could be considered as one of the easily accessible mediums causing many problematic consequences on gender issues in Thai society. This is because not only the advertised content is delivered to the audience but some misleading or negative representations are also embedded in it (Paratasilpin, 2004). Also, the audience tends to unconsciously adopt these representations and practices regarding gender ideology because of the fast and short-lived dissemination nature and characteristic of the television advertisement (Jittayasotorn, 2013). The purpose of this research paper is to analyze television food advertisements in Thailand to explore linguistic and visual elements employed to convey gender ideologies in the advertisements. The approach of multimodal discourse analysis (MDA) seems perfectly fit for the data of this research study since it provides the covered method for analyzing the various kinds of modes found in a television advertisement. Under the MDA theory, the existing Thai advertising linguistic strategies applied from Rungruangying and Untaya (2017), Chairerk and Anunsiriwat (2016), and Kaewjungate (2010) based on Systemic Functional Linguistic (SFL) of Halliday (1994) were applied for linguistic analysis. Goffman (1976)'s Gender Advertisement together with Skorek and Schreier (2009)'s interpretative variable schemes were utilized as the visual analytical tool. The results revealed that there were some specific patterns of linguistic strategies and stereotypically visual representation consistently employed in the advertisements. In term of linguistic analysis, there were 7 strategies including (1) lexical selection, (2) figures of speech, (3) rhetorical questions, (4) inter-sentential cohesion, (5) casual style, (6) the use of medical or technological details, and (7) claiming. For the visual analysis, there were 3 visual strategies found including (1) function ranking, (2) feminine touch, and (3) ritualization of subordination. These linguistic and visual strategies have been cooperatively connoted some outstanding gender ideologies regarding the roles of food provider, spouse caretaker, and child caretaker between men and women in the domestic context. These show that cooperative communication between these two modes might not only help to promote the advertised products but could be also considered as the representations of gender ideology transmission through television food advertisements in Thai society.

Keywords: *Multimodal discourse analysis, Gender, Ideology, Food advertisement, Linguistic analysis, Visual analysis*

1. Introduction

Multimodal discourse analysis or MDA is a theoretical concept that has been emerged from an attempt to study the new communication trends converging between discourse and other new technologies in the same communicative event. This theoretical concept has also become an interesting new facet of discourse study paradigm which enlarges from a single perspective study on verbal communication to various perspectives of multimodal communications (Pratiwy & Wulan, 2018). Besides, MDA has increasingly been employed as the research tool of discourse study for many forms of media including films (Murphy, 2015), printed media (Lamb, 2016), and TV series (Lantagne, 2014). Therefore, it could be possibly said that MDA is one of the achievable toolkits for analyzing composited media.

One of the controversial issues that have gained academic attention in the field of media studies based on the MDA approach around the recent decades is gender ideology since it has been found that many gender ideology representations are concealed in various platforms of mass media (Tehseem, Sibtain, Obaid & Iqbal, 2019). According to Kroska (2007), the term "gender ideology" refers to a certain set of social idealistic perspectives toward appropriate roles, rights, and responsibilities of women and men and these are subtly conveyed or represented in the society through the particular ways like political, social, or



economic system. Kroska also points out that gender ideology involves the misled or negative perspectives that legitimate gender inequality to be a common practice in society. For example, in the television series, Holt (2006) reveals that the idea of ideal women emerges as the theme in the television series. Women in the many series in the United States try to be and maintain their idealistic identities which are “good woman, mother, and wife”. This can be considered as a reflection of dominant gender ideology represented through television broadcasting.

Although in today’s age, there are many new emerged forms of media for communication, it has been believed that television is still the dominant form of media in both terms of audience size and the most widely circulated content (Croteau & Hoynes, 2013). As a result, advertisements broadcasted on television is regarded as one of the influential and widespread media pathways that could convey, fix, and circulate gender ideology because of the convenience, quickness, popularity, and time-saving. Also, since television advertisement is a kind of free media, people can be easily influenced by the gender ideology and practices embedded in the advertisement (Skorek & Schreier, 2009). It can be concluded that television advertisement seems to be an important medium that not only promotes and advertises the products but also possibly plays an important role in producing, reproducing and shaping the dominant gender ideology in the society. Television advertisement has therefore been chosen and studied by researchers in various academic fields including marketing history (Pongsapitaksanti, 2010), consumer behaviors and satisfactions (Thanomrattana, 2009), and semantics and pragmatics (Wongvisavakorn, 2012) for instance.

However, among this considerable attention in the television advertisement, not many have focused on the food product advertisements, particularly the embedded gender ideology in this free and accessible media platform. In this research, the television food product advertisements from one big influential company will be analyzed since they could be considered as the informative and insightful source for the gender ideology analysis and are still required an academic fulfillment. There are abounding amounts of food advertisements broadcasted on television from the company that presents the images of male and female characters. These characters are portrayed to narrate the stories and products which might be meaningfully considered as the gender ideology.

In conclusion, this study will investigate the gender ideology in one big company’s food advertisements broadcasted on television. To analyze the gender ideology in this media platform, the multimodal discourse analysis will be applied to explore the linguistic and non-linguistic features of the company emphasizing gender ideology through the use of the multimodal mode of communication in the television genre.

2. Objective

The objective of this research paper is to explore what linguistics and non-linguistics features are applied to convey gender ideology in television food advertisements in Thailand.

3. Materials and Methods

The 42 television advertisements broadcasted on television from 1996 to 2017 were employed as the data of this research study. However, they were retrieved from Youtube.com since it is the only one website that collects the largest number of television food product advertisements which are the same versions as broadcasted on television. Fontaine, Grece, and Pumares (2018) also support that Youtube.com can be considered as the most popular and successful video sharing platform which is a treasure of information used in various fields of research. Each of these commercials will be purposively selected based on its represented participants including male or female characters. The multimodal discourse analysis’s analytical procedures employed in this research study were brought from Jancsary, Höllerer, and Meyer’s analytical applications since they provide a clear and covered template that can be applied to the various research questions and materials in hand. This template consists of five systemically purposive steps for multimodal texts. Jancsary et al. (2016) indicate the analysis template for the organized multimodal texts in the communication processes by these five steps.



- 1st step: Identifying the genre of text
- 2nd step: Capturing the displayed content
- 3rd step: Reconstructing the hidden elements of meaning
- 4th step: Composition
- 5th step: Conclusion and critical evaluation

All these previous steps build upon and inform each other to reconstruct the patterns of social meaning within the text. However, Jancsary et al. (2016) still noted that in the 3rd step, it is needed other diverse coding tools which are differently suitable for each kind of text and genre. This is because there are the discursive meanings created in many-layered compositions within the text. Thus, other existing analytical tools for linguistic and visual features are required since these two modes could be considered as the dominated elements of the television advertisements. The Thai advertising linguistic strategies originated from SFL approach of Rungruangying and Untaya (2017), Chairerk and Anunsiriwat (2016), and Kaewjungate (2010) were applied and employed for linguistic analysis. Besides, Goffman's (1976) and Skorek and Schreier's (2009) visual decoding schemes of gender portrayals in the media will also be applied as the visual analytical tools for exploring the gender ideology in the collected data. The adaptive approaches for linguistic and visual analysis were briefly presented in the table below.

Linguistic Decoding Schemes	Visual Decoding Schemes
1. Lexical selection	1. Function ranking
2. Figures of speech	2. Product presenter/ Feminine touch
3. Rhetorical questions	3. Ritualization of subordination
4. Inter-sentential cohesion	4. Licensed withdrawal
5. Casual style	5. Body display
6. The use of medical or technological details	6. Independence and self-assertiveness
7. Personal experiences	7. The family
8. Claiming	8. Dismemberment
9. Presupposition	

These linguistic and visual decoding schemes were discovered in the existing researches on advertisement discourse as the elements employed by the advertisers to promote the products and services. However, many researchers found that these linguistic elements were not only served as the advertising technique but also reflected the gender ideology embedded in the advertisement. Each of these was employed to serve some specific functions of meaning-making procedure which tend to have power influencing the audience's perception, thought, behavior, or belief. Thus, these linguistic and visual analytical schemes will be utilized as the linguistic and visual decoding tools for exploring gender ideology reflected through the use of linguistic and visual elements in television food advertisements.

4. Results and Discussion

Results

The aim of this study is to investigate linguistic and visual elements employed to convey gender ideologies in television food advertisements. The research findings and discussions will be divided into two main parts including the analysis of linguistic elements and visual elements as follow.

4.1 An analysis of linguistic elements

Many linguistic strategies were used in the food television advertisements but this research paper will present only the outstanding ones reflecting gender ideology including (1) lexical selection, (2) figures of speech, (3) rhetorical questions, (4) inter-sentential cohesion, (5) casual style, (6) the use of medical or



technological details, and (7) claiming. These strategies help to reinforce and reflect the gender ideology regarding gender roles, right, and responsibility between men and women in the advertisements. Each of these strategies will be discussed and exemplified by its use in the television food advertisements by the advertisers.

4.1.1 Lexical selection

Lexical selection is a linguistic term referring to the use of word to present the story or content of the advertisements with some hidden purposes. According to the data analysis, many of the collected advertisements were frequently found the scene presenting the mother character together with her children or child. In this context, it was concurrently found the use of lexical selection of the word “แม่” (mother) reflecting the role of female character as the mother being responsible for the role of food provider providing the foods for the family members as shown in the example below.

ลูกชาย (son): “วู้ว! อร่อยครับแม่” (Wow! So yummy, mommy.)

As shown in the excerpt, the word “แม่” (mommy) could be considered as the lexical section of the linguistic strategy. It is purposively selected to show the role of the female character as the food provider of her son. Also, it could be found another additional lexical selection, “อร่อย” (yummy) reflecting the well-performed role of this mother character as the food provider. It could be summarized that the advertisers have an attempt to present this stereotypical representation of the women especially the mother in the domestic area that they should or should be expected to well perform the role of food provider through the use of lexical selection.

4.1.2 Figure of speech

The next linguistic strategy reflecting gender ideology is the use of figure of speech in the advertisements. It could be found the use of figurative language in the content of the advertisement which make the advertised content more interesting and attractive, however, this kind of linguistic use does not deliver the literal meaning of the represented text, but it reflects some hidden issues regarding gender role ideology of the represented characters in the advertisement as shown in the excerpt below.

สามี (Husband): “ไม่รู้ว่าชอบเธอที่ตรงไหน (I don’t know how I like her.)

บางที่ก็เปรี้ยวจัด *Sometimes, being sour.*

บางที่ก็เผ็ดแซบ *(Sometimes, being spicy.)*

บางที่ก็เค็ม *(Sometimes, being salty.)*

These are the example of figure of speech found in the advertisements when the husband character describes his wife’s characteristics by comparing her confidence to sour taste, her hard-headedness to spicy taste, and her stinginess to salty taste and these tastes are also the particularities of the seasoning cube as the advertised product demonstrated by the use of the wife character. This linguistic strategy was not only employed to explain the wife character but also reflect some issues regarding the food provider role. The wife character is finally depicted to use the advertised product. Thus, it could be seen that the figure of speech reflects the gender role ideology regarding the gender role in the advertisement since it has an interrelation with the role demonstrated by the presented characters.

4.1.3 Rhetorical question

Rhetorical question is another linguistic feature reinforcing gender ideology embedded in the advertisements. This feature might be purposively used in the advertisement in order to engage or convince



the targeted audience to agree or accept with the delivered idea. Nevertheless, it could also function as a reflection of gender role ideology of television food advertisements as illustrated below.

แม่ (mother): “ลูกไปไหนแล้วละ” (*Dear, where do you go?*)

This rhetorical question was delivered by the mother character after she ran into another room while cooking to take a look at the crying baby and her son has been asked to take care of the soup pot instead of her. She seems to call for her son but in fact, the audience might be supposed to answer. This linguistic use is not only served the engagement function between the advertisement and the audience, but it also reflects the role of the child caretaker of this mother character. She takes her attention to her child and conveys it through this rhetorical question. Therefore, this could lead to the conclusion that the rhetorical question could echo the gender role ideology regarding the gender role in the advertisement.

4.1.4 Inter-sentential cohesion

Inter-sentential cohesion is another linguistic strategy found as the meaning-making cohesion between sentences or all parts of the delivered content in the advertisement. This kind of linguistic strategy could not only shape the audience's perception by exemplifying the sequence of situation, but also reflect gender role ideology of the represented actors in this exemplifying situation. Problem-solving is one of inter-sentential cohesion patterns mirroring gender role ideology in the advertisements. It begins with stating the problems at the beginning part and then ends with the solutions or outcomes by using the advertised product as represented in the example below.

- | | |
|----------------------|--|
| แม่บ้าน (Housewife): | ตอนนี้มีลูกสองคนละค่ะคือช่างกับลิงเลยคะ
(I have 2 children, so playful as kittens.) |
| ลูกชาย (Son): | แม่ค้าบ
(Mom~) |
| แม่บ้าน (Housewife): | ยิ่งเฉพาะช่วงเช้าก่อนไปเรียนอะคะ
(Particularly in the morning before going to school.) |
| ลูกสาว (Daughter): | แม่ถักเปียให้หน่อย
(Mommy plaits my hair.) |
| แม่บ้าน (Housewife): | ก็ี้อจะวุ่นวายมาก อู๋ย อย่าแกล้งพี่สิลูกแต่โชคยังดีนะคะ ที่มีคนอรั้คัพโจ้กอะคะ
(This is gonna be very chaotic. Oh dear! Don't tease your sister. Fortunately, there's KNORR Cup Jok.) |

According to the dialogues presented above, it could be found the inter-sentential cohesion between the sentences reflecting gender role ideology regarding the role of child caretaker on the mother character. The scripts of the characters here show a group of relational sentences, chronologically demonstrating the existed problems at the beginning and the solving outcome by the use of the advertised product at the end. The result is the satisfaction of the mother character that can be achieved by using products in the advertisement. However, this inter-sentential cohesion not only shows the quality and effectiveness of the product but also reflects the child caretaker role of this mother character. She prepares the breakfast, school uniforms, dressing and also instructs her children solely. Thus, it could be concluded that the inter-sentential cohesion here clearly and possibly helps to reinforce the gender ideology in the advertisement.

4.1.5 Casual style

The next linguistic feature found is the use of casual style. It refers to the use of spoken language, slang, or simple sentence of intimate or informal situation in the advertisement. This kind of feature is used with purpose of making the audience become more intimate or friendly with the company or advertiser.



This is because the use of casual style could help the advertiser to easily and effectively deliver a set of idea or content of the advertisement. Also, this feature could reflect gender role ideology as shown in the excerpt below.

ภรรยา (Wife): ผัดกะเพราในห้านาทีนี่อะนะ (That menu's just done within 5 minutes!)
หุ แค่นี้ก็โอบกะเพราก็ครึ่งวันแล้วอะ (Oh! Just picking basil takes a half of day.)

The words “นี่อะนะ and อะ” shown in the excerpt are considered as the casual style communication which Thais only use it in an informal conversation with the intimate people like friend or the younger one. These linguistic elements were employed in the scene that the wife character complains to the audience about the complicated and time-consuming process of cooking for her husband's order menu. This linguistic use is considered the advertising tool making the content more conversational and related to the real life situation for the audience, however, it could be seen as a reflection of gender role ideology regarding the role of food provider and spouse caretaker on the wife character through the use of her casual style communication.

4.1.6 Medical and technology detail

Medical and technology detail is another linguistic pattern reflecting gender ideology in the advertisement. This pattern is regarded as the set of content which are acceptable for majority of people in the society since it is generally proved, experimented, or testified by the experts. So, the advertisers employ this strategy because it could make the advertised content more creditable as represented below.

แม่ (Mom) : ถ้าท้องร้องจ๊อกๆ ต้องคนอร์โจ๊กก
 (If tummy's rumbling: Jog Jog, this time's for KNORR Cup Jok.)
 ทั้งอร่อยและมีประโยชน์จากข้าวหอมมะลิแท้และวิตามินบี 1 สูง
 (This's not only tasty but also nutritious from real jasmine rice and high vitamin B1.)

The mother character in the advertisement of the selected excerpt above mentioned about the benefit from the instant rice porridge as the medical and technology detail of the advertised product. Although she is positioned as the mother character of this advertisement, the medical details about the nutrition are delivered to the audience through her. This might be because gender ideology regarding the role of child caretaker is preserved on this female character, so delivering this kind of content on this female character is appropriate in this context because of the inbred relationship between son and mother. Also, it is plausible to represent that the mother should know about the food nutrition and well select and prepare the food for the family members.

4.1.7 Claiming

Claiming is employed to present a set of reality or fact by claiming it as an accepted or owned idea hold by the majority of people in the society. The claiming usually uses some specific word for indicating that the idea is hold by majority of the people and engaging the audience to become a part of represented idea as could be seen the excerpt below.

นักแสดงหญิงชื่อดัง : “แม่บ้านนับล้านใช้คนอร์อร่อยชัวร์แล้วค่ะ”
 (The famous female actress) (Millions of housewives have already used Knor AroySure)

The claiming is delivered to the audience by the main represented character that this advertised product was already used by millions of housewives. “Millions” is employed to show a big amount of



product users in order to convince the audience that the product tends to be accepted by the majority of housewives. On the other hand, this claiming also socially reflects the gender role ideology of the food provider role which this advertisement determined as the women's role. This idea was transmitted to the audience's perception although it could not be unverifiable. Thus, it could be concluded that claiming as one of the linguistic strategies utilized in the advertisement was not only used to make the content more creditable but also reflected the gender ideology regarding gender roles.

4.2 Visual analysis

The findings show that there are three main visual representation patterns clearly reflecting gender ideology in the television food product advertisements including (1) function ranking, (2) feminine touch, and (3) ritualization of subordination. These patterns frequently appear in the advertisements differently stereotyped men and women with the specific and reserved roles. Each of these patterns will be explained together with its example from the collected data.

4.2.1 Function ranking

Function ranking refers to a specific performing role of the represented characters in the media. It was found that the male character tend to be depicted in the role of the executive or served in the controlling position over female characters. He is usually positioned in the advertisement as the food taster giving the compliment or feedback on the food provided by the female character. It could be said that men are served in an active role. On the other hand, female character is commonly portrayed as a follower under the control of male character. She is always positioned to perform the role that has to make the male character satisfied on her. Women are, therefore, positioned in a passive role. Also, this visual representation could be considered as the representation of gender ideology regarding the gender role in the food television advertisement. This is because it was frequently found of specific and unvarying representations of roles between male and female characters. As we can see from figure 1 to 3 below.



Figure 1



Figure 2



Figure 3

Figure 1 – 3: The scenes that the female character as a wife demonstrates her cooking at the beginning while the male character as the female's husband is positioned as the decorative role. At the end of this scene, the male serves in the food taster role giving a compliment on his wife's food and the female character seems so happy with that compliment.

These three figures are retrieved from the same television food advertisement showing the stereotypical representations that the food provider role in the domestic scene is always depicted on the female character. On the other hand, the male characters are stereotypically positioned to serve as the decorative role but in controlling over the female character. The female character, specifically the mother character, is still determined to perform the role of food provider individually. This shows that the advertisers have an attempt to visually deliver the idea that women are responsible for the food provider



role in the kitchen providing the food for the family members through the representation of function ranking. Thus, it could be concluded that the function ranking as the visual element was employed to present the gender ideology regarding the gender role in the collected data of television food advertisements.

4.2.2 Feminine touch

The next visual representation found in the collected data is the feminine touch. This visual technique normally refers to the use of a female character's hand to softly fondle, touch, or line on the advertised product or her body. It connotes sexually inviting on women that they are available and accessible in a sexual way for men. However, the use of the hand in the collected data seems to be differently connoted and served another diverse representation of meaning. The use of the female hand in the food advertisements might be served to deliver gender ideology regarding the gender role since the female characters were all served to demonstrate how to use the product properly and how the product could effectively work. It could be this consistent representation of gender role ideology through the feminine touch as shown in the figure 3 to 5.



Figure 4



Figure 5



Figure 6

Figure 4 – 6: The scenes that the elder female character holds the advertised product package and demonstrates her cooking procedures by using the advertised products.

These three figures selected from the data collection show that the feminine touch, the use of female hands on the advertised product, was employed as the gender role indicator. This female character uses her hand to demonstrate how to use the product correctly and effectively. Her use of hand was not related to any sexual issue or sexually inviting to men. It could, therefore, be said that feminine touch could also be used as the gender role ideology representation in the food advertisement.

4.2.3 Relative size

Relative size is a term of the social-weight power representation pattern which is generally represented through the height of the represented actors in the media. In the concept of relative size, the female character is specifically portrayed to be smaller or lower than a male character. It was stated that this binary opposition between male and female characters echoes the differences of power relations of status in social situations. According to the findings, this visual element is clearly reflected gender ideology regarding the social weight of each gender in the society as we can see from the represented figures below.



Figure 7



Figure 8



Figure 9

[1450]



Figure 7 – 9: The scenes from the data collection show the relative size between male and female characters. Male characters are all clearly selected and depicted to be taller than women.

These figures show the stereotypical representation of the height between male and female characters. Female characters were all portrayed to be smaller and shorter than male characters. This systemic representation goes along with the traditional concept of the relative size that men are shown to be superior to women and women are inferior to men through the use of size representation. Thus, gender ideology regarding the power relation and status between each gender is shown through the relative size technique in television food advertisements.

Discussion

In an attempt to explore the use of linguistic and visual features as the multimodalities employed to convey gender ideology in the television food advertisements, this research study applied analytical approach drawn from Jancsary et al.'s work based on MDA theory together with the existing decoding schemes of linguistic strategies applied from Rungruangying and Untaya (2017)'s, Chairerk and Anunsiriwat (2016)'s, and Kaewjungate (2010)'s research studies on SFL approach. Also, visual schemes of advertising of Goffman's (1976) and Skorek and Schreier's (2009) were used to scrutinize the use of visual mode in the advertising communication. According to the results, the discussions were separated into two main aspects: linguistics and visuality. Firstly, based on SFL approach in Thai communicative context of advertising, the linguistic analysis of the transcripts from the collected data of advertisements shows that there are seven linguistic strategies clearly reflecting gender ideology including (1) lexical selection, (2) figures of speech, (3) rhetorical questions, (4) inter-sentential cohesion, (5) casual style, (6) the use of medical or technological details, and (7) claiming. What is surprising is that the functions of these linguistic strategies were purposively and cooperatively served in the context to represent and reinforce that women are responsible for the role of food provider, spouse caretaker, and child caretaker in the domestic context. Secondly, apart from linguistic analysis, some surprising information could also found in the analysis of visual elements. According to the findings, there are three categories of visual representation consistently and mostly found as gender ideology representations in the television food advertisements including (1) function ranking, (2) feminine touch, and (3) relative size. It could be found that these three categories were visually functioned to reinforce the idea of gender ideology regarding the roles between men and women as found in the functions of linguistic features. Women were completely served in the role of food provider, spouse caretaker, and child caretaker. On the contrary, men were excluded from these roles in the domestic context but positioned in the controlling or superior role instead. The roles between men and women in the collected data show the binary oppositions of gendered construction in the advertisements. Thus, it could be said that these visual representations reflect gender inequality in the media representations.

5. Conclusion

The study applies the MDA framework to explore the linguistic and non-linguistic features employed to convey gender ideology in television food advertisements in Thailand. This study discovered 7 linguistic strategies and 3 visual strategies employed to deliver the representations of gender ideology. However, when taking a great attention to details of these two kinds of strategies, the hidden messages from these representations in the television food advertisement were conveyed not only through linguistic elements but also through the visual ones. According to the findings and discussion above, the television food advertisements as the collected data of this research study could be found the cooperation in meaning-making process between the use of linguistic and visual strategies in the advertised content. These two modes dynamically work in accordance to generate and deliver not only the information of the advertised products but also the hidden messages and idea of gender ideology, especially gender roles between men and women. Through the analysis of linguistic and visual elements, these two modes were in the same way to connote the explicit messages regarding the gender role ideology. There are three consistently and frequently represented patterns of gender roles including the roles of food provider, child caretaker, and



spouse caretaker. These three roles were depicted only on the female character while the male character is just positioned to serve the decorative role. The representations of the linguistic and visual elements corporately reinforce that woman is the most suitable for these three role representations. These frequently represented patterns between man and woman could be possibly considered as the gender ideology behind the text since they construct the stereotypical representations to the public sphere. They seem to have the dynamic power in controlling or influencing the audience's behavior and thought because of their reproduction in the media. If the audience unconsciously adopts and follows these idea representations launched by the advertisers, the targeted purposes of the advertisers on audiences' purchasing tend to be completely achieved. Also, these stereotypical representations of gender role ideology, which might be misled or negative, tend to be socially produced and reproduced and then they could be finally legitimated and become the general ideology in the society. In other word, in the cooperative communication between linguistic and visual elements, it might not only promote the advertised products of the company but could be regarded as the transmission of gender ideology representations in television food advertisements in Thai society.

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