

**GENDER AND SEXUALITY IN MAGAZINE ADVERTISING  
A CRITICAL DISCOURSE ANALYSIS**

**A Dissertation**

**Submitted to the Faculty of Humanities and Social Sciences of  
Tribhuvan University in Fulfillment of the Requirements for the Degree of  
DOCTOR OF PHILOSOPHY**

**in  
ENGLISH**

**By**

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## LETTER OF RECOMMENDATION

We certify that this dissertation entitled “**Gender and Sexuality in Magazine Advertising: A Critical Discourse Analysis**” was prepared by Ram Chandra Paudel under our guidance. We hereby recommend this dissertation for final examinations by the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, in fulfillment of the requirements for the Degree of **DOCTOR OF PHILOSOPHY** in **ENGLISH**.

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## **APPROVAL LETTER**

This dissertation "GENDER AND SEXUALITY IN MAGAZINE ADVERTISING: A CRITICAL DISCOURSE ANALYSIS" was submitted by Ram Chandra Paudel for final evaluation to the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, in fulfillment of the requirements for the DEGREE OF DOCTOR OF PHILOSOPHY IN ENGLISH. I hereby certify that the Research Committee of this Faculty has found the dissertation satisfactory in scope and quality and has accepted it for the degree.

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## ABSTRACT

The advertising published in magazines makes use of more than one semiotic code. These codes are often implicit and loaded with tiers of iconological and/or symbolical meanings, and are often designed to serve the interests of social actors who have access, and/or control over the code's production and distribution. They are also designed to construct, perpetuate, and maintain hierarchies along the lines of variables such as gender, sex, class, age, and ethnicity. These codes are often instrumental in enforcing the power differences among groups; and while empowering the interactive participants, these codes are instrumental at legitimating themselves.

In order to divulge the mystificatory and discriminatory functions of visual and textual codes of advertising, and to cruise into the dynamic problematics of gender and sexuality, the study, as part of interdisciplinary discourse analytic research has drawn its theoretical inputs, methodological and analytical tools from various fields of social inquiry such as semiotics; functional linguistics; critical theory; Marxism; critical discourse analysis; critical visual analysis. As part of interdisciplinary work, the study breaks the disciplinary boundaries between the visual and the verbal and between the linguistic and the social.

Following critical discourse analysis, the study has been inspired by an emancipatory and transformative motive; and it is engaged and committed to that motive. It is a type of discourse analytical research that primarily studies the way social relations (domination, subordination, use and abuse of power) are enacted, reproduced, and resisted by texts. Although, to certain extent, it employs quantitative technique to the analysis of data, it strictly adheres to qualitative research orientation. The analysis of data is based on their significance and impact rather than on prediction and control. The research, which itself is implicated in the process of reality construction, does not claim to discover an objective and neutral knowledge, but attempts to offer an interpretation or a version of reality.

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