

# Ideology of Face Beauty with Pragmatic Strategies in Facebook Advertisements of Beauty Institute Pages

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## Abstract

This research aims to study the ideology of face beauty appearance related to pragmatic strategies in Facebook advertisements of beauty institute pages by collecting 3,869 advertising texts from 10 beauty Institute Facebook pages for 1 year 6 months. The results of the study shown that discourse makers of beauty institute use pragmatic strategies convey sub-mindsets related to desirable beauty of face and a social model for beauty evaluation under 8 sub-mindsets that focuses on making face look natural and youthful as much as possible include sub-mindsets related to slender V-shape face, face lifting and face neutralizing, convex forehead and wrinkles reduction, full temples, smooth double eyelid, prominent nose, pointy nose with droplets shape and nasal wing reduction, full and slender cheeks, thin lips and plump lips and slender chin and neck lifting

**Keywords:** Ideology of Aesthetics and Appearance, Pragmatic Strategies, Advertising of Beauty Institute

## Introduction

Appearance is considered as the first impact on vision sensory. The beautiful face or face shape as an external beauty can cause a positive impact to spectators i.e. good impression, fascination and persuasive authorities, as Chokriensukchai (2007: 168-169) describes that a beautiful face is a charm attracts attention from individuals and society. The researcher found that the attractive face comprised from the various organs represents good personality, improve the confidence and lead to acceptance and success especially in the occupation or daily life. The beautiful people feel proud and be admired by society In accordance with Maslow's Hierarchy of Need (1970). That is people want to be accepted by initiating relationships with other people when physical needs and security need has been met. However, quick transformation is desirable. Cosmetic surgery is therefore a way to meet these desires of quick and easy transformation as required in today's society. From facial cosmetic surgery study by Watcharinporn (2010) Sukkasem (2013) Suksaeng (2015), it was found that currently, cosmetic surgery is widespread. The advertisements in various cosmetic surgery and cosmetic businesses have led consumers to believe in medicine and the advancement of modern treatment technology coupling with the influence of celebrities or famous people both at local and international, resulted with increment of customers received cosmetic surgery services. The cosmetic surgery is therefore a pathway to quick transformation and opportunity from society

Beauty Clinics play an important role in achieving the actual beauty by medical professionals who can correct facial defects by using modern beauty innovations to eliminate concerns and respond to all requirements. Therefore, beauty became a choice not by a chance. The advertisements promoted by creating credibility from the celebrities or the individuals who have an experience and became popular on online media expand the target consumer groups to teenagers and working ages. That is, the advertisement of the beauty clinics is the dimension of language usage as a tool to transfer ideas to the audience, create knowledge and belief and became an important process that guide people in society on various ideas which becoming an ideological discourse with language as a tool that can dominate the ideas (Angkapanichkit, 2014: 7-8) while (van Dijk, 1998) stated that ideology is a set of ideas that are reproduced and related to the use of language or discourses in relation to social practices. Therefore, pragmatics are one of the concepts of discourse analysis that emphasizes utterance based on contextual interpretation and knowledge of society and culture as (Angkapanichkit, 2014: 139) by pointing out what the speaker wants to convey without the requirement to be in the form of a language (Panpothong, 2007: 80), revealing the ideology behind which the discourse makers choose to use the language or text to create the power of the mind for consumers by reproducing and emphasizing to accept the beauty of the desirable face without realizing and became a model in society. Especially for new media advertisements such as social media, Facebook is regarded as a channel to spread important information in the online world that reaches the target group quickly and is also the number 1 most popular website in 2017 (Miniwatts Marketing Group, 2018: online). The advertising texts of beauty clinics published on Facebook, therefore, convey the beauty ideology images to the recipients to be accepted and understand that it is a true beauty in society as shown in an example

“Facial fat grafting to look younger-deep groove filling, plump cheeks, orange cheeks, Nasolabial folds disappear” (Kongju Clinic, September 13, 2017)

From the above example, the advertisement of the beauty clinic used pragmatic tactics, that is the presupposition "deep groove filling, Nasolabial folds disappear" indicated that There is something missing in the Nasolabial folds has missing, so it must be "filled up" to solve the problem. Deep wrinkles and groove, which existed before, had been replenished until the grooves disappeared. This includes the metaphor of the "plump cheeks" which causes younger look. The "orange cheeks". is the middle face area from the top cheekbone to the inside When viewed from the side, it has S-shape and when smiling, the "orange cheek" feature has an orange-like dimension, which is a desirable cheeks that are one of the elements on the face.

The pragmatic tactics that appear in advertisements for beauty clinics aim to create natural beauty ideology to be accepted by the audiences who change behavior willingly and ready to transform organs to have the same characteristics with the model in the advertisement This considered as a physical capital as determined by society, which is different from the characteristics of healthy beauty or flawless beauty but must be dimensionally beautiful and natural even though it actually not. However, linguistic research that studies the language dimension in the field of surgery, health and beauty also uses verbal concepts such as Panpothong (2007) which studied the discourse of beauty surgery representing the ideology that beauty surgery is a necessity like disease treatment so women can be desirably beautiful and being youthful forever including being influenced and dominated to believe that beauty surgery is a necessity, not just an alternative to enhance your appearance. Phakdeephassook (2009), studied the advertising discourses in health and beauty magazines, representing the women ideology which are beautiful and healthy. The aging and obesity are opponents. Wongthai (2013) studied the beauty beverage discourse shows that slim body, beautiful, white and clear skin can be easily achieved by everyone. While the influence from Korea leads to trending of the model of desirable beauty in Thai society The Kasa (2014)'s study

shown that big round eyes, chubby cheeks, a well shape nose and clear face can cause a positive assessment of appearance and is sexual appealing. In addition, the study of the portrayals of Korean beauty in Dopkhunthot's discourse (2017) clearer evident in the original Korean-style beauty which are double-layered eyes, droplet-shaped nose, V-Shape slim face from cosmetic surgery services.

Accordingly, the researcher focused on studying facial beauty ideology in accordance with the pragmatics strategies in advertisements for beauty clinics which reveal a set of ideas that can dominate and emphasize the beauty ideology that is desirable the consumers and has been valued by society according to the current cultural change as advertised discourses.

### **The Objective of Study**

To study the ideology of face beauty through pragmatic strategies in advertisement on Facebook page of beauty clinics.

### **Methodology**

Research article on the ideology of face beauty in accordance with pragmatic strategies in advertisement on Facebook page of beauty clinics is part of the dissertation-qualitative research. The research was conducted by collecting knowledge from textbooks and research related to the ideology, discourses and pragmatics as a basis for analyzing the advertising information of beauty clinics. The details of the research are as following.

**Sampling Population:** The population of the research was advertising messages in beauty clinics published on social media which is Facebook and then sampling the advertisements of beauty clinics in the said media that have the top 10 most-liked users.

#### **Data Collecting:**

1. The researcher selected the group of beauty clinics in Thailand confined on Facebook only because it is the most popular and widespread internet media (Miniwatts Marketing Group, 2018: online). The advertising via Follow and Like in a Facebook Fanpages platform can reach the audience quickly.
2. The researcher selected the top 10 liked beauty clinics accessing from the following sections Hospital/Clinic Bangkok, Thailand, Plastic Surgery Bangkok, Thailand Beauty, Cosmetic & Personal Care in Bangkok, Thailand and Health/Beauty.
3. The researcher selected the advertising text which showed the desirable and non-desirable features of each organ. As well as the text aiming to sell physical beauty services by transforming the organs with methods or innovations to achieve a desirable appearance for consumers without counting the redundant 3,869 texts.
4. The researcher has specified the data search and collection period from 1 January 2017 to 30 June 2018

**Data Analysis:** For the methodology of Data analysis, the researcher used van Dijk (1998) ideology research tools by analysing the text using pragmatic strategies such as the presupposition (Levison, 1983), the claiming (Fowler, 1991), the metaphor (Lakoff and Johnson, 1980), the hedges (Hyland, 1998) the intertextuality, (Angkapanichkit, 2014), the speech acts (Searle, 1969), etc., to convey a visual expression of the ideology of desirable face beauty. Then, all the sub-sets of ideas were processed into the ideology of face beauty that were conveyed through pragmatics.

### **Research Results**

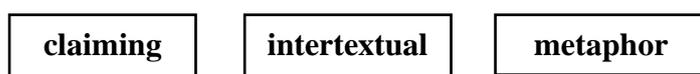
The study of facial beauty ideology in accordance with pragmatics in Facebook advertisements of beauty clinics shows the following subset of ideas.

#### **Subset of idea about slender V shape faces, face lifting and plump**

The advertising texts of beauty clinics appeared in pragmatic form represents desirable facial beauty as slender V shape face, firm and sharp frame the face and plump face. Herein, the face is the part of the head from the forehead down to the chin (Office of the Royal Society, 2013: 1286). The facial and neck muscles are used to express the facial features and control the up-down movements of the facial organs (Walker, 2002). The distinctive features of the face therefore appears in 2 styles, namely the slender V shape, which is caused by lifting or reducing the size until the face is sharper or plump, which represents the traditional beauty to be accepted by consumers.

### **Beautiful face must be slender V shape**

The beautiful V-shape faces are caused by a jaw size reduction or a variety of innovations such as Botox injections and high-frequency sound wave energy to make the face become smaller and appear clearly in a V-shape. The example of pragmatic strategies is as following.



หน้าเรียวยาวสวย ทำงงานมอเตอร์โชว์ ด้วยวิธีวีว่าคลินิก ปั้นหน้าเรียวยาวสวย

หมอปกรณ์ คิดดีว่า หน้าเรียวยาว วิซัวร์ โบที่อก (CutieViva Clinic, November 4, 2017, March 31,

2018)

From the above example "The beautiful slender face all over the motor show, the stereotype claim is a strategy to show the relationship between vocabulary or group of words and stuffs in the world (Fowler, 1991). It conveys that the V shape face is traditional beauty of models in the Motor show including utilization of intertextuality which is a text that conveys the existing idea which conceals the existing discourses (Angkapanichkit, 2014). The insertion of the text "Motor Show" in the title can convey the surrounding context and text. Consumers will imagine that only beautiful V shape face girl like models is accepted in society. Moreover It also uses metaphor that are directly related to the cognition of every human being to control the thinking system view of People in society that are based on systems of thought and behavior in everyday life (Lakoff and Johnson, 1980). In "Sculpting slender V shape face" test, the use of the word "Sculpting" creates concepts for consumers that the clinic's doctors can create or sculpt the slender V shape face, which is a work of art or sculpture. If consumers receive slender V face shape facial treatment services, they can be beautiful.

### **Beautiful face must be plump**

Plump faces indicate more youthful beauty than the skinny face. With innovation and medical technology such as fat grafting or fillers injection will help fill the missing flesh or fat to be full again. The example pragmatic strategies in advertising texts is as following.



Filler เติมเต็มใบหน้าให้อวบอิมแก้ไขจุดบกพร่องของใบหน้า (Blink Clinic, July 13, 2017)

From the above example, there is the basis, that is, presupposition belief. In term of Semantics, basis is a hidden meaning in the form of language, both vocabulary and sentence structure that is conducive to interpretation. It also known as presupposition triggers (Levison, 1983). In the text, "Fulfilling the face to be full", the basis suggested that the fat grafting to fulfill the face is recommended. The basis indicators "fulfill" and "to be" indicates that something is missing and therefore needs to be corrected or fill up.

### **Subset of idea about convex forehead and wrinkles reduction**

The advertisement of the beauty clinics aims to show the desired features of forehead, that is, the forehead must have convex without wrinkles, traditional Korean convex forehead, proportional shape and youthful face. The example of pragmatic strategies is as following.

**claiming**

ไข่ม้วนหน้าเด็ก สวย จบ หน้าอ้มหน้าเด็ก หน้าผากโหนกนูน **เน้น**แบบสาวเกาหลีไปอีก มีแต่ปังกับปัง! (Kongju Clinic, August 30, 2017)

From the example above, the claim of Korean style shows a positive evaluation of the beauty in Korean style with a convex forehead and the emphasizes "more", indicating presence and reappearance.

#### **Subset of idea about full temples**

The advertisements of the beauty clinics aim to show desirable temples which is full temples. The missing flesh indicates the signs of deteriorate and aging therefore it must be filled to look younger. The example of pragmatic strategies in advertising texts is as following.

**presupposition**

ปรับสมดุลรูปหน้าใหม่ด้วยการเติมเต็ม **ส่วนที่**ทรุดขาดหาย ด้วยฟิลเลอร์ที่คิดว่าดีกว่าคลินิก...เติมขมับ เพียงเท่านี้ เห็นผลทันที (CutieViva Clinic, April 6, 2018)

From the above example, using of the presupposition "fill" indicates that parts of the temples are missing and must be filled with fillers to fill the said area to immediately return to its original state.

#### **Subset of idea about smooth double eyelid**

The pragmatic strategies in the advertising texts of the beauty clinics indicates that desirable eye beauty must be two layers, full and smooth under eye and the lifted eye tail without wrinkles. The double eyelid enhances the face to be perfect, sweet, or sharper than the single eyelid. The example of pragmatic strategies in advertising texts is as following.

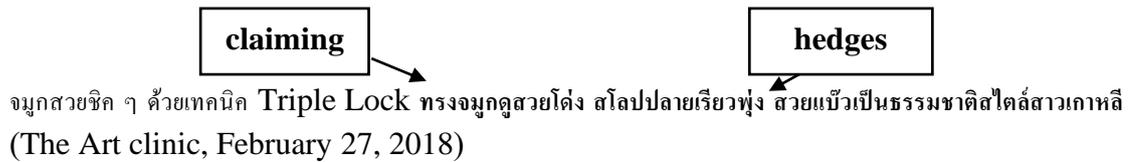
**presupposition**

จากตาตึกๆ สามชั้นบ้าง สี่ชั้นบ้าง มาจัดการให้เป็นตาสองชั้น ชัดชัด เส้นคม ๆ โฉม ๆ สวย ๆ ที่เมโกะ คลินิกดีกว่า ครั้งเดียวจบ!! (Meko Clinic, February 28, 2018)

From the above example, the use of the presupposition "from small eyes" shows that current eyes are asymmetry. The basis provide an additional recommendations "Let's transform to double eyelid with sharp and curved line" to create a positive change, with the eyelid that is more beautiful and clear.

#### **Subset of idea about prominent nose with droplets shape**

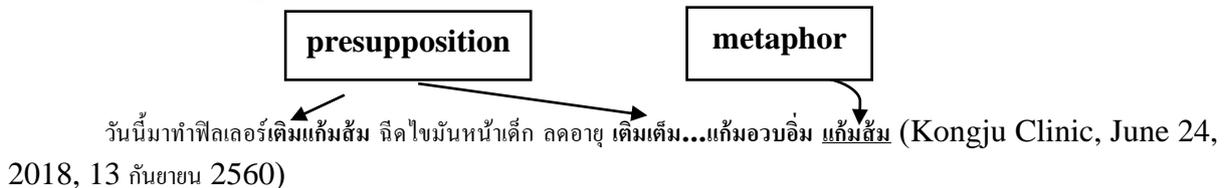
The advertisement of the beauty clinics shows that desirable qualities of noses are a sloping pointy nose, droplets shape nose, rounded tip nose like a Barbie doll's, western style prominent nose and small nasal wing. The prominent nose slope is a beautiful natural feature that adds a slender, slope pointy tip. The example of pragmatic strategies in advertising texts is as following.



From the above example, it is claimed that the prominent, slender, pointy nose are a natural beauty like a Korean woman. In combination with hedges, the form of language that reduce the clarity of words and reality or to reduce the confidence of the messenger (Hyland, 1988). The use of text "beautiful, prominent, slender, pointy" therefore show the boasting of positive qualities to consumers to understand that the beauty is existing.

#### **Subset of idea about full orange cheeks and slender cheeks**

The advertising text of the beauty clinics aims to show the desirable cheek features, that are full orange cheeks, slender without fat cheeks and full cheek groove. The upper cheeks must be full in order to make the face look more youthful and popular which is a much more desirable feature than skinny or flattened cheeks. The plump area is called "orange cheek" which is comparable to the cheeks that look like orange with rounded cheekbones and has an S-shaped curved concave from side view. The example of pragmatic strategies in advertising texts is as following.



From the example above, using the presupposition "orange cheeks", "plump cheeks" shows that the cheeks are flat or missing, therefore must be filled to the fullness like orange. In conjunction with the use of the metaphor to call the full plump cheeks as "orange cheeks". When smiling, they must appear full round like orange to enhance the face look younger.

#### **Subset of idea about thin lips and plump lips**

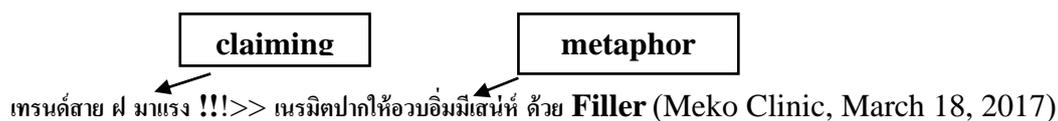
The advertising message of beauty clinics indicates desirable features of mouths as thin lips and western style plump lips. Therefore, there are 2 distinctive features of lips namely thin lips and western style plump lips as follows.

**Thin lips:** The thin lips is transformation only in the corner of the mouth to slim down and having curves in the shape of wings. When lifting the corner of the mouth to smile, the said areas will be swaying like a bird's wings creating a seductive look. The example of pragmatic strategies in advertising texts is as following.



From the example above, the discourse maker claims famous people which is the famous actor in Thailand who is the prototype of the beautiful thin lips to stimulate the receiver to imagine the beautiful characteristics of lips instead of using words to describe.

**Western plump lips:** Lips injection creates a western style plump lips indicates full mouth which is firmer than usual until it looks full and juicy to create seductive beauty. The example of pragmatic strategies in advertising texts is as following.



The above example uses the western popularity that is influencing society together with the use of metaphor words. In which the advertiser uses the word "creation" to create a concept for consumers by comparing that the benefit of the innovation of filler injection as a miracle, allowing the magic to create the charming plump lips easily. As well as the hidden potential that the creator of beauty who use magic like a magician is the doctor of the clinic.

#### **Subset of idea about slender chin and neck lifting**

The advertisement of the beauty clinic indicates the desirable characteristics of chin as slender V shape chin without a chin without wattle to enhance right proportion of the face shape. The V shape chin create more beauty than the short chin or the nonproportional chin. The example of pragmatic strategies in advertising texts is as following.



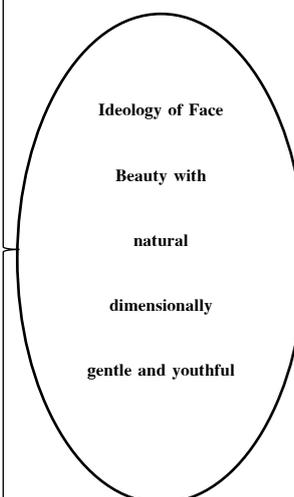
From the above example, they are offering pragmatic and bonding pragmatic, which the speaker has intended to show that he will do something listeners in the future (Searle, 1969). The message "Who wants to have a slender and beautiful chin? Come to Meko!" shows the intention of the advertiser to be volunteer or offer to enhance the beauty chin transformation, which is a desirable condition for consumers.

#### **Discussion and Conclusion**

From the study, the organ parts are the element to enhance the face shape to meet the social beauty standard as advertised by the producers. The ideology and the subset of ideas in the advertisement of beauty clinics were summarized in the following table.

**Table 1** Subset of ideas in advertisement of beauty clinics

<b>Organs</b>	<b>Subset of ideas</b>	
<b>Face</b>	<b>1. Subset of idea about slender V shape faces, face lifting and plump</b>	1) Beautiful face must be slender V shape. 2) Beautiful face must be firm. 3) Beautiful face must have sharp face frame 4) Beautiful face must be plump
<b>Forehead</b>	<b>2 . Subset of idea about convex forehead and wrinkles reduction</b>	1) Beautiful forehead must have traditional Korean convex 2) Beautiful forehead must have no wrinkles
<b>Temples</b>	<b>3. Subset of idea about full temples</b>	Beautiful temples must be full.
<b>Eyes</b>	<b>4 . Subset of idea about smooth double eyelid</b>	1) Beautiful eyes must be two layers 2) Beautiful eyes must have full and smooth under eye 3) Beautiful eyes must have lifted eye tail without wrinkles
<b>Nose</b>	<b>5. Subset of idea about prominent nose with droplets shape</b>	1) Beautiful nose must be sloping pointy. 2) Beautiful nose must have droplets shape. 3) Beautiful nose must be rounded tip nose like a Barbie doll's, 4) Beautiful nose must be western style prominent. 5) Beautiful nose must have small nasal wing.
<b>Cheeks</b>	<b>6. Subset of idea about full orange cheeks and slender cheeks</b>	1) Beautiful cheeks is full orange cheeks. 2) Beautiful cheeks must be slender without fat. 3) Beautiful cheeks must have full cheek groove.
<b>Lip</b>	<b>7. Subset of idea about thin lips and plump lips</b>	1) Beautiful lip must be horn chestnut-shaped lips 2) Beautiful lip must be horn chestnut-shaped lips (wing shape) 3) Beautiful lip must have a western style plump
<b>Chin</b>	<b>8 . Subset of idea about slender chin and neck lifting</b>	1) Beautiful chin must be long and slender. 2) Beautiful chin must be without wattle.



The above organs are important components to transform the face shape to be desirable which a role model of today's society. Each organ or nearby area has unique characteristics,

which are modified to create natural beauty in different subset of idea. The facial features show the alternatives of slender and full plump. The forehead, temples, cheeks, cheek groove and under eyes features focus on replenishment, increase the missing parts to be perfect for youthfulness. The double eyelids must be seen clearly with clear define line. The nose must be prominent with different feature tip and reduce the nasal wing while the mouth must show the alternatives which are slender mouth from removal of the excess internal tissue to create the curve and plump mouth for a seductive beauty. And for the chin, which is the last organ that enhances the shape to be proportional slender In order to achieve the ideology of youthfulness, natural, youthful, and naturalistic, which the advertising discourse emphasizes over this part, as the face is the first appearance that appeals to viewers. This part of beauty causes the aesthetic appearance to be modified for beauty, dimensional attraction, sweet, cute and youthful appearances resemble a natural beauty. or inborn without any modification The idea of beauty as mentioned at the beauty clinics has therefore become a value as a normal part of the beauty transformation trend and set the beauty standards. Apart from healthy beauty or fair skin beauty, the outstanding beauty must include perfect face specified by the advertisement manufacturer combined influence of foreign countries such as Korea or western country which can cause the flow of the beauty ideology according to the domination and positive evaluation of advertising discourses where the forehead must have convex in Korean style or sexy plump lips in western style. Thus, people in society want the beauty in accordance with the advertisement.

The advertisement of beauty clinics is therefore not only convince or attract consumers in terms of products or services related to technology and the enticing latest beauty innovations. However the advertising text that is repeatedly distributed from beauty clinics reinforces the facial beauty ideology as an important mechanism to nurture beliefs, values to people in society through pragmatic strategies as an important tool that publisher select to create the ideas, attitudes and standards on facial beauty by superior authorities, Although beauty is an abstract idea without determined conditions. but the advertisement has conveyed the desirable features of each organ to the consumer gradually to be aware and understand clearly and later accept that the features are desirable in the society as the true beauty. This led to the change in behavior willingly without questioning and receive the services to transform to be perfect and beautiful quickly and easily as they thought they have asymmetrical organ problem which must be essentially corrected without actual necessity. As the result of Panpothong (2007) research on beauty surgery discourse show that beauty surgery leads the belief that unwanted features on the body are deformities or diseases, must be treated like patients, which is a necessity, not just an alternative. Thus, Women can be as beautiful as they desire while remain youthful forever in consistent with the discourse "Womanhood" in the health and beauty magazine of Phakdephasook (2010) that the unwanted appearance i.e. aging and obesity are problems and opponents. The desirable woman must be young slim and have fair skin.

When advertising has the authority to define the ideology according to the needs and response of consumers. The consumer of beauty service therefore desire the beauty according to the said ideology. People must be beautiful with additional facial features to get attention which resemble to social investment that leads to the acceptance, opportunities and success. Muttiko (2001) research shows that surgery is a collection of physical capital. Women choose beauty surgery because they want to impress the society. The researcher therefore agreed that people are attached to the appearance and must be beautiful to be accepted in the society. The easiest way is to take a picture and publish on public spaces like social media. The consequence is that the desire and reality are not related. In other words, people want to be beautiful without a budget or with a limited budget, therefore they choose to receive services from under standard beauty clinics. Some clinics are illegal operates without doctor and

operating license. This causes a social impact. The consumers are at high risk of death. Therefore, in receiving all forms of beauty services, consumers must search for reliable information cooperating with careful judgment before deciding to receive the service.

### **Suggestion**

The study on the discourse of the tourism business for Korean surgery conveying the ideology of face beauty through pragmatic strategies concealing desirable ideas and values should be conducted and compared to the ideology of beauty of beauty clinics in Thailand.

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