

Paper Title: **Doing Metrosexuality in Men's Advertisements**

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Abstract

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Metrosexual is "a neologism generally applied to heterosexual men with a strong concern for his appearance ("Metrosexual")" and those who have several lifestyles of typical gay men. Introduced for the first time in 1994 in Mark Simpson's article, "Here come the mirror men", published in The Independent, the term achieves huge popularity when David Beckham, the British football player, appears as the metrosexual posterboy for many male advertisements and the model for "a glossy gay magazine in the UK (Simpson, 2002)". In the magazine, Beckham reiterated his gender identity that he is straight but does not mind if not only women but men find him sexually attractive (Simpson, 2002).

To possess the quality that both women and men admire, metrosexual men, as claimed by Simpson (2002), need to have money to spend, live within easy reach of a metropolis, embrace femininity more than ever before and accept female customs and attitudes which make them look uncertain of their real identity. Moreover, being narcissistic is archetypal for metrosexual men as this quality confirms their actual existence among other people.

If Mark Simpson's article gives birth to the metrosexual man, some male advertisements, especially those concerning health and beauty products, publicly confirm and maintain the existence of this new male hybrid. The implication of metrosexuality in the advertisements is created in both language and paralanguage. In terms of language technique, the use of what Fairclough (1995) calls 'conversationalisation (10)' is predominant. Conversationalization, the mixture of public and private talk, can be so subtle that a scientific topic is presented in a relaxing way, "in terms of rhythm and intonation, and ... colloquial vocabulary and idioms (Litosseliti, 2006: 91)", or in terms of 'role borrowing (Torben and Schroder, 1985: 62)'. Also, conversationalization can be very sensational and attention-grabbing, employing figurative languages like metonymy, hyperbole, pun, metaphor, parallelism and rhyme (Vestergard and Schroder, 1985: 59-62), or synaesthetic, supernym as well as catachresis (Guy, 1992: 104, 106, 108), as well as "sensational disclosures as headlines, ... direct questions, personal narratives and dramatic stories (Litosseliti, 2006: 91)". Regarding the paralanguage, there are many techniques used in advertisements. To name

but a few are iconity with words, connected icons and symbols, writing that provokes iconic behavior or idexical graphology (Guy, 1992: 78-85). Both the use of linguistic and paralinguistic techniques mentioned earlier aim not only to sell the product advertised but also to generalize the type of metrosexual men – the men who both gays and straight guys “would rather *be* than [have sexual intercourse with] (Simpson, 2002)”.

This paper’s principal objective is to answer the question of *how some male advertisements in Thailand represent and/or construct metrosexual Thai men* as shaped and agreed upon by Mark Simpson (2002), Liu (“Mirror, Mirror”), and O’Shaughnessy and Stadler (2005: 364). The data of analysis comes from adverts in modern Thai male magazines, and the Internet. The answer to this question will enable us to realize the emergence of modern Thai males who are different from the normative men Thai people were familiar with in the past.

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