

## MASTER'S THESIS

### Discourse analysis of lesbian and gay male dating advertisements

Tse, Yee Wan

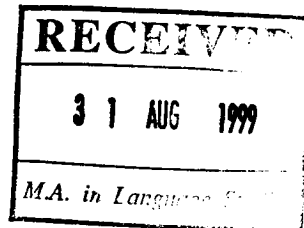
*Date of Award:*  
1999

[Link to publication](#)

#### **General rights**

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication



DISCOURSE ANALYSIS OF LESBIAN  
AND GAY MALE DATING ADVERTISEMENTS

BY

TSE YEE WAN, YVONNE  
STUDENT NO. 97402427

A Dissertation Submitted In Partial  
Fulfilment Of The

MASTER OF ARTS IN LANGUAGE STUDIES

HONG KONG BAPTIST UNIVERSITY

AUGUST 1999

## **Abstract**

Dating advertisement is a commodified discourse as the advertiser designs the text by selecting aspects of the self to be presented to the public and by doing so, intends to attract consumers (i.e. the expected partners) with certain characteristics. This research project aims at investigating the construction of self-identity of lesbians and gay males through employing different lexical items in the dating advertisement texts.

Chapter one is an introduction to the current situation of Hong Kong homosexual community in relation to some commonly held beliefs and attitudes of Hong Kong heterosexual community towards the homosexuals.

Chapter two is a review of several previous studies about analyzing dating advertisements from different perspectives.

Chapter three explains the methodology of this research project and introduces the sequential organization of dating advertisement texts proposed by Justine Coupland, which will serve as the basis of analysis in this research project.

Chapter four deals with the analysis of a corpus of one hundred and sixty seven pieces of homosexual dating advertisement texts. All these texts have been analyzed and the lexical items employed by the advertisers have been classified into different categories. This can reveal the way the homosexuals commodify and market the identities of themselves and their potential buyers. It is expected that there will be many clear differences between the lexical items

emphasized by the gay males and lesbians in constructing their own identities as well as their expected partners.

Chapter five presents a detailed analysis of ten dating advertisements in relation to current beliefs and lifestyles of Hong Kong homosexual community and it is expected that this can help to disclose the way these homosexual advertisers formulate their identities.

Chapter six is the record of six interviews of people with different backgrounds. These interviews can further facilitate the understandings of common beliefs held towards dating advertisements and advertisers.

Chapter seven is an illustration of the limitations and implications of this research project.

As there is no previous study about the analysis of homosexual dating advertisement texts in the Hong Kong context, it is expected that the result of this research project can help both the homosexuals and the heterosexuals in Hong Kong to gain better understandings of the homosexuals. Besides, it is also hoped that the conduct of this research project can help to stimulate the undertaking of more academic researches regarding this aspect.

## 撮要

徵友廣告是一種商業化的文稿。因為當一個人需要刊登徵友廣告的時候，他/她便必須從其自我身份中選取某些層面去建構出一個形象，並將之展示於徵友廣告中以吸引讀者去回應。事實上，這個過程便是一種商業交易的行為，刊登徵友廣告的人建構了不同的形象供讀者「選購」。同時，不同背景的人亦會選取不同的層面去代表自我。這篇論文便是研究香港的同性戀者如何通過運用多元化的詞彙和語句，於徵友廣告中建構其獨特的自我形象。

## Table of Contents

Chapter 1:	Introduction	P.1 – P. 3
Chapter 2:	Literature Review	P.4 – P. 6
Chapter 3:	Methodology and Introduction of Justine Coupland's proposed sequential organization of dating advertisement texts	P.7 – P.10
Chapter 4:	A Text Survey of Lesbian and Gay Male Dating Advertisements	P.11 – P.22
Chapter 5:	Detailed Analysis of Ten Dating Advertisements	P.23 – P.36
Chapter 6:	Recordings of Six Interviews	P.37 – P.50
Chapter 7:	Conclusion	P.51 – P.53
Appendix:	Basic questions being asked in the interviews	
References		