

研究論文

為愛加點味道：解讀烹飪相關廣告中的家庭性女性氣質

蕭蘋

摘要

本文針對台灣在2000年後播出以烹飪為內容主題的電視廣告，進行論述分析，探討在後女性主義的媒體文化時代，廣告的內容再現是否蘊含了新的家庭論述？以及廣告使用何種策略來說服女性？結果發現，在廣告的文本再現中，做飯是與做性別、做家庭的意義連結在一起，廣告中所蘊含的主流家庭論述，仍然是相當的保守、沒有變動，固守煮飯是女人責任的界線，如此根深蒂固、公私領域界線分明的社會性論述，偏重強調中產階級家庭的情感特性，卻忽略其中偏差的性別分工。

關鍵詞：烹飪、食品、電視廣告、家庭性女性氣質、論述分析

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論文投稿日期：2018年9月11日。論文接受日期：2019年5月3日。

Research Article

Adding Flavor to Love: Decoding Domestic Femininities Constructed in Cooking-Related TV Ads

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Abstract

This paper utilizes discourse analysis to examine what kind of domestic discourses are embedded in the content of the cooking-related TV advertisements broadcasted in the postfeminist media culture from the year of 2000 to the present and what kind of strategies the advertisers employ to persuade female consumers. The study finds that the meanings of doing cooking, doing gender and family are interrelated. The dominant domestic discourse is still quite conservative, not only maintaining the boundary between the public sphere and the private sphere and a gender-based division of labor but also emphasizing the emotional character of middle-class families.

Keywords: cooking, food, TV advertisements, domestic femininities, discourse analysis

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Citation of this article: Shaw, P. (2020). Adding flavor to love: Decoding domestic femininities constructed in cooking-related TV ads. *Communication & Society*, 53, 21–55.

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