Marketing romantic relationships through social media

An analysis of the online discourse of relationship counsellors

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Abstract

Romantic relationships are of fundamental importance to most people – both men and women - and we derive great satisfaction from being in a romantic relationship. For various reasons, people may turn to relationship counsellors when in need of relationship advice. With a focus on romantic relationships, this study examines how the discourse of relationship counselors defines romantic relationships. The qualitative study using Critical Discourse Analysis (CDA) was carried out analyzing 130 electronic newsletters from the year 2012. A Critical Discourse Analysis (CDA) of two case studies of romantic relationship counsellors involved the coding of data resulting in identification of common themes within the samples. The analysis contributes to our understanding of how romantic relationships are treated by relationship counsellors and women and men. The results show that across both case studies, there is a common discourse used when defining romantic relationships. Furthermore, the findings bring to light a picture of romantic relationships as something that can be manipulated with the right tools and techniques.

Introduction – Shaping the Discourse of Romantic Relationships and Social Media

Relationship Counsellors, the Dating World and Social Media

The search for romantic partnership is a common goal and a central part of the human experience. An individual can find guidance, tips, tools, and advice from relationship counselling services with face-to-face offerings along with online and telephone counselling (Mallen et al., 2003, 155) at their fingertips by using the term "relationship counselling" while searching the Internet. There has always been an abundance of popular magazine articles and self-help books filled with well-intentioned advice and information, such as how people can "keep love alive" or get over a break up (Brown, & Amatea, 2013, xix). The idea behind relationship advice and counselling is to take one on a journey to get smart and brave about love (Wish, 2013, 4). Online counselling over the Internet, as a viable means of therapy, is also beginning to be acknowledged by psychological organizations and professional therapists (Mallen, Day, & Green, 2003, 155). Due to a rising popularity in online dating sites, many relationship counsellors have taken advantage of this niche market to utilize social media tools as a way to reach prospective clients (Mallen et al., 2003, 155).

Social media have become top of the agenda to achieve business goals (Clipson,, Wilson, & DuFrene, 2012). Marketers sell relationships in order to get people to buy products (Duck, 2011, 7). As part of their standard communications and marketing strategies, relationship counsellors are able to promote, advertise and sell their brand or products, and services efficiently to a very specific target market. Relationship counsellors sell relationships through the discourse they produce and distribute, which are consumed by clients. The ability to collect, present and analyze data fairly on how relationship counsellors sell relationships and create

discourse can be achieved through the design of a good case study. Case study research with the use of one or more cases to explore multiple sources of evidence has a distinctive place in qualitative research. Case studies focus on one or a few instances, phenomena, or units of analysis, but they are not restricted to one observation. While people and other social objects vary widely on nearly every imaginable property, studying any one case simply will not suffice as a basis for generalizing (Singleton, Straits & Straits, 1993, 137). However, to attempt to observe all cases you may "actually describe a population less accurately than a carefully selected sample of observations" (138). Therefore, a multiple case study yields a better way to *explain* presumed causal links of real-life phenomenon in depth (Yin, 2009, 18, 19).

Based on a collective case study (or multiple case study), relationship counsellors Christian Carter and Evan Marc Katz were selected as the best source of information to answer the study's research question. Both relationship counsellors target women, specifically women seeking heterosexual romantic relationships, to sell their products and services efficiently. Dating expert Christian Carter located in Santa Monica, CA, has 10 years or more experience as a Dating Coach. He specializes in communication problems and self-esteem (Tango Media, 2014). His promotional copy makes personal claims to "take you on a guided tour of everything that's going on "behind the scenes" with your man, then give you the hidden keys and secret strategies you need to unlock an amazing, lifelong relationship with him" (Tango Media, 2014). Similarly, Evan Marc Katz, with 10 years of relationship coaching, reportedly sees relationships as his life and passion and takes great joy in helping women understand men and create lasting relationships (Marc Katz, 2014).

It made sense to concentrate my scholarly efforts on the internal complexity of these cases. And, while I didn't set out to do a comparative study, based on the research findings, the

public discourse of both relationship counsellors turned out to be similar. This suggests that the discourse produced by Christian Carter and Evan Marc Katz is part of the larger, societal narrative about romantic heterosexual relationships. The nature of the discourse is an example not only of the endless stream of negative messages about women but targeted towards women who are seen as being more pathetic and malleable, and an easier target to feed on their insecurities and confusion over male behaviour. All of the discourse is concentrated on women being the problem because they are too emotional, and the way to create a great emotional connection with a man is to never burden him with your emotions. Women get blamed simply for being women and having emotional needs to be themselves.

While the technological features of social media are fairly consistent, these platforms have transformed how we communicate and manage our relationships – dramatically changing the nature of our social connections and how people interact with one another, affecting nearly every aspect of life (Baym, 2010; Clipson et al., 2012, 64, 66; Ejdersten, 2012, 11;). The result is an increase in people's ability to connect with each other (Skitka & Sargis, 2005; Baym, 2010). Bringing people together in this way calls for a change in traditional social interactions (Panteli, 2009, 7) and is "leading to a significant change in the manner in which everyday life is conducted along with a change in social behaviour" (Meyrowitz, 1985; Panteli, 2009, 12-13) and the cultures that emerge. Books, films, music, television, and the Internet, among other media forms undoubtedly play a crucially important role by which we learn about other cultures, "providing us with particularly salient images of people and societies that we may never experience firsthand" (Oliver, 2014, 81). It is through the lens of media that "we get a glimpse of other cultures and view models of how we should enact our own behaviours, and learn lessons of how others live in ways that are similar to or different from our own" (81). The media represent

and become a teacher in understanding ourselves and other social groups (81). Similar to self-help books on intimacy and couple relationships, the act of seeking relationship advice has expanded to encompass Internet dating; acting as a guide to help people navigate safely through the perils of romantic relationships (Chambers, 2013, 135). These relationship advice sites tend to structure the search for the perfect partner within a consumer market model, one that evokes a shopping experience for partner selection (Oliver, 2014) in order to move products and services.

Communication channels such as social network sites, instant messaging (IM) and texting are generating new dating rules and conventions (Chambers, 2013, 121). Digital dating can be viewed as "an example of a late modern solution to the challenges of embarking on relationships" where relationships are more freely chosen (121), based on pleasure and freedom from constraints (Chambers, 2013, 122). Dating is now framed by high expectations of an infinite choice in partners and anxieties about how to initiate and manage relationships (122). Technologically mediated dating seems to offer the perfect solution by providing a sense of personal autonomy and control (122). And, thanks to the abundance of relationship advice accessible through social media platforms, this has changed people's views of romantic relationships and the world around them. Similar to a study by Lull (1980) on television and family life, which found that "television can be used to minimize conflict on the one hand or provide an opportunity for two or more members to share physical proximity and contact on the other," social media "influences the family in terms of when and how members relate to one another" (98-99). The Internet and social media have generated similar concerns as "media do influence our social lives" (99). It varies in how it is used. For example, the Internet has been argued to reduce time individuals spend with each other and thus, might create social distance between these individuals (103). It can also be argued that by creating a picture of how a

relationship should be, relationship counsellors persuade women to internalize those wants and needs not previously held; those which may be different. From a critical perspective social media has the potential to expand and potentially provoke anxiety of wants and needs of single heterosexual women.

Romantic Relationships and Social Media Discourse

The social life and impact of online media has invited intense speculation from the academia and the general public (Oliver & Raney, 189). One of the facets of the public relations field which has interested me is how communication and social media are integral to changing relationships from the perspective of personal interactions such as the romantic relationships that surround us in everyday life. Combined with this is an interest in language, a common social behaviour where we share our views of how the world works, and what is natural and common sense (Machin & Mayr, 2012, 25). We live in a culture that is saturated with images of "romance, love, and sexual pleasure, from the magazines we read and the movies and television programs that we watch" (Ogolsky, Lloyd & Cate, 2013, 1). And, the quality of our romantic relationships is closely related to many personal, social, physical, and emotional benefits like longer lives, higher life satisfaction, and a lower propensity for individuals to suffer from depression (1). So, what precipitates the success or failure of a romantic relationship? Characteristics of a healthy, functional relationship are based on a number of things including basic steps to maintaining that relationship (Latumahina, 2008). The answers may be found within the discourse found in the electronic newsletters utilized by relationship counsellors.

While conducting a detailed review of existing research on the nature of social media and relationships did yield extensive literature, no current research exists on relationship counsellors'

use of social media to portray existing discourse of the meaning of romantic relationships. A recent exploratory study by LeslieBeth Wish (2013) for example, through her quantitative-qualitative research only provides us with insight into women and their intimate relationships to "learn more about the love issues of today's women" (2). From a review of the literature, what is made clear is that it is no longer sufficient to analyze the use of social media purely in terms of changes to online or offline social relationships. The language we use to talk about romantic relationships affects the way we think about them (Panteli, 2009, 14) and the different views of the world and different understandings of romantic relationships that are constructed as a result. In sum, language is a social act and it is ideologically driven by power that is transmitted and practiced through discourse (Machin & Mayr, 2012, 4). "Language is at the heart of critical discourse analysis" (Locke, 2004, 11). People seek to promote particular views of the world through language over subordinate and subjugated groups that are "fundamentally mediated by power relations that are social and historically situated" (Locke, 2004, 25). In respect to research, Critical Discourse Analysis has "the potential to reveal the way power is diffused through the prevalence of discourses" (2). Dominant discourses define and reflect what is customary and expected with regard to female and male behavior in romantic relationships (Schleicher & Gilbert, 2005, 8). CDA helps to reveal some of the hidden values, positions and perspectives (Paltridge, 2006, 178) such as those of relationship counsellors.

Marketing Romantic Relationships - Tools and Strategies for Communicating

Ogolsky and his colleagues (2013) maintain that we have witnessed an amazing transformation in romantic partnering practices because of the availability of social media and Internet technologies (145). Many fascinating opportunities and possibilities for research include

a rethink of many of our ideas about the initial stages of dating and getting to know a potential partner (145). The amount of information and discourse by relationship counsellors available online and within social media tools may create a very different manner in which the fundamental basics of romantic relationships are affected. When it comes to romantic relationships, Social Networking Sites (SNS) can be used in several ways (Utz & Beukeboom, 2011, 512). From the viewpoint of Utz & Beukeboom (2011) three characteristics of SNS, as a computer-mediated form of communication, have a profound influence on romantic relationships. These are: (1) an increase in the amount of information received about their partner's daily activities; (2) a socially accepted way of monitoring a partner with the purpose of maintaining contact; and (3) information that is relevant to the romantic relation is publicly displayed (512-513). On the one hand, use of social media can have negative (jealousy) or positive effects (strengthen and induce happiness) on romantic relationships (513). Where the Internet and social media tools are public in nature, easily accessible and viewable by many with the click of a mouse, it is appropriate to identify electronic newsletters as a sample for this study. As the main source of information for consumers (Kaplan & Haenlein, 2010, 62; Dutta, 2011), social media such as Facebook, YouTube, etc., has attracted millions of users, many of whom have integrated these activities into their daily lives. Increasingly the Internet (i.e. Google) has contributed significantly to not only "the nature of the information provided but also to the interaction and the rise of consumers as they search for the relevant content" (Hughes & Fill, 2007, 49). Both different-sex and same-sex romantic partners are using the Internet to meet, interact, and maintain their relationships and a marketplace for matchmakers (62). In addition to social networking sites, online dating sites are dedicated to marketing romantic relationships and finding the perfect partner.

Introduction to the Study - Social media, romantic relationships, and language use

Social media is the media we use to be social, that instinctual need we have as humans to connect with others and the way in which we make those connections (Safko, 2012, 3-4). Research that specifically looks at the relationship between social media and romantic relationships requires further discussion and study. The ability to provide relationship advice through the Internet and social media also provides researchers with new terrain worthy of study. As a heterosexual single female, I came to know that many men and women buy into the value of purchasing the products and services that relationship experts promote. Dating for both men and women is a complex world that requires skill in communication techniques. Teaching men and women to become experts in the world of relationships, relationship counsellors have been able to build upon and change the way we communicate and interact. And, one often overlooked area of study of social media and romantic relationships is language – the very way individuals talk about relationships and communicate ideas and beliefs while enforcing the rules that surround them – to affect and shape discussion of relationships, and relationships themselves (Daymon & Holloway, 2002; Duck, 2011, 4). Just as we are interested in language for its social use, we must also be interested in technology for its cultural meanings.

While romantic relationships play an integral role in our lives, as with other aspects of our social lives, individuals rely on discourse in order to determine our knowledge, attitudes, and behaviour towards romantic relationships. Language and discourse plays a significant role in maintaining unconscious views of what constitutes a healthy romantic relationship. In order to understand the role discourse plays in defining romantic relationships, we must study the social and cultural contexts surrounding romantic relationships (Dutta, 2011, 3). It is, therefore, worth

spending some time exploring the discourse of romantic relationships by relationship counsellors and the communicative processes and practices articulated. With the online dating and the relationship market generating over $4 billion per year worldwide (Nijmeh, 2012), it would be impossible to thoroughly analyze every available relationship counsellor in online spaces. So, this study has narrowed its scope to two case studies – Christian Carter and Evan Marc Katz. Among case study design, "most multiple-case designs are likely to be stronger (and more compelling) than single-case designs (Yin, 2009, 24, 53). The complexity of my research subject meant that my choice of a small number of cases could not adequately represent all relationship counsellors. But with replication logic – replicating findings by conducting a second, third, and even more individual studies – compelling support for the initial set of propositions is provided. Each individual case study consists of a "whole" study, in which convergent evidence is sought regarding the facts and conclusions for the case; each case's conclusions are then considered to be the information needing replication by other individual cases (Yin, 2009, 56). I undertook this project for both personal and professional reasons. Beginning with the personal reasons, as a single woman trying to master the dating world with limited success I turned to the web to gain insight. It is from this combined with my public relations training that brought these two worlds together. My professional self questioned how communications and media are integral to changing relationships from the perspective of personal interactions.

Through a close reading of the electronic newsletter content distributed by both relationship counsellors, this study attempts to go one step further than media discourse focusing on changes to relationships to think about relationships in an entirely new way by exploring the changes to how men and women define romantic relationships through the use of public discourse. Specifically, a consideration of how relationship counsellors use online marketing

techniques to influence our views of what defines a romantic relationship is explored. By approaching the topic of relationship counselors as it relates to romantic relationships from a qualitative case study and Critical Discourse Analysis approach, I believe that new insights will be gained on how individuals interpret and make sense of their experiences, and how an ideology is represented by relationship counsellors. This will also lead to new types of research questions to ask. In fact, relationship counsellors and their electronic newsletters have been viewed principally as a source of information on romantic relationships. Based on an analysis of public discourse, my research examines those themes offered and sought in romantic relationships and an interpretation of the data is linked to the techniques that relationship counsellors use when selling of romantic relationships. Together, Christian Carter and Evan Marc Katz are used as specific case examples to represent a clear reflection of the dominant themes and values that are embedded in romantic relationships and the industry of relationship counsellor.

Introduction to Methods

In this thesis, all assumptions of romantic relationships are under study; romantic relationships are expressed and understood by words to denote the meaning men and women use when asked to define romantic relationships. Discourses include much more than language (James Gee, 1996,as cited in Locke, 2004, 7), they also include patterns of language across texts (Paltridge, 2006, 1). There are social and cultural contexts which must be taken into account in which written and spoken text occurs. These social and cultural contexts include the indirect and direct influences on individuals within their surrounding environment; the ways that the use and interpretation of language presents different views of the world in reflection of a certain period of time, and the different understandings within the particular social and cultural backgrounds of

men and women. These contexts can be thought of as situations in which we find ourselves (Widdowson, 2007, 19) and related to the context in our heads of what we know and believe (27). This thesis will invite you to reflect on and rethink some of the assumptions and beliefs about relationships. I embarked on this analysis out of interest to contribute to the developing body of research and communication theory and changing relationships within social networking sites. Specifically, I am investigating how relationship counsellors use social media marketing techniques to influence our views of what defines a romantic relationship. In order to address the questions that I was interested in, I searched for a research method that would not require stating a hypothesis prior to beginning my investigation to study such a subjective topic. As I thought about the direction that the research would take, I realized that a quantitative research focus would not be suitable for the purpose of exploring the topic. This then led to a qualitative research focus using Critical Discourse Analysis (CDA). Critical Discourse Analysis allows the researcher to begin a research study without having to test a hypothesis, but instead allows for the development of research questions after the data is collected.

According to Critical Discourse Analysis (CDA) theory, discourses are defined as shared meanings and ideas, which are spread through the use of language (Oliver, 2012, 1,as cited in Thurlow & Mroczek, 2013). This paper then develops a critical discourse-analytic approach, focusing on how relationship counsellors construct language for the purpose of developing discourse about romantic relationships. For this reason, the focus of the paper will be on identifying those universal themes that appear within the two case studies. Using purposive sampling as a method and criterion sampling as a strategy, the data comprised as a case study draws on *Electronic Newsletters* distributed by both Christian Carter (http://www.catchhimandkeephim.com) and Evan Marc Katz (http://www.evanmarckatz.com)

(see Appendix B & C for relevant excerpts). Greater attention and manageability was given to a smaller social media sample. The use of two case studies does not rest on the claim for greater accuracy, but a more efficient way of producing accurate information (Singleton et al., 1993, 138). Within purposive sampling, the investigator relies "on his or her expert judgement to select units that are "representative" or "typical" of the population" (160). Single-case designs are vulnerable if only because you will have to put "all your eggs in one basket." Such purposive sampling of two case studies and electronic newsletters fits the aim of the study extremely well. My interest within this study was in identifying the key elements in romantic relationship ideologies, not in examining the distribution of various beliefs about romantic relationships within a particular population (Yin, 2009, 61). As an ideal site in which to observe the portrayal of existing discourse of the meaning of romantic relationships, electronic newsletters can be considered a limiting case for discursive analysis. A marketing tool like an electronic newsletter, utilized by relationship counsellors, is a textual product of a discourse of commodification and marketization. In the electronic newsletters discourse is managed through the textual representations. Consumers of relationship counsellors observe these representations and decide whether to invest and devote valuable time into clicking through a website to find out more about the specific benefits of each product or read some of the best relationship advice and tips.

The purpose of this study, then, is to find out how use of social media by relationship counsellors helps to define romantic relationships through a critical study of discourse. An added purpose is to contribute to the body of knowledge and begin a discussion outside of the general scholarship of media discourse by critically examining the discourse present in the two case studies. As a discourse practice, such marketing in the form of electronic newsletters not only involves promoting or "selling" a product or service but also attracting others. Overall then, the

study's analysis of electronic newsletters distributed to "clients" allow us to reflect on the process of portrayal of an individual's knowledge, attitudes, and behaviour of romantic relationships. I believe that the use of the two case studies provide an up-to-date picture of current discourse related to romantic relationships. The use of electronic newsletter content to shape and craft a clear, focused, concise, arguable question is an important step towards informing future research as there is limited research to date that explores a Critical Discourse Analysis of romantic relationships.

Research Questions

The research question is one of the most important pieces of a qualitative research design. Fundamentally, a research question defines what you want to learn or understand, serving a number of purposes such as helping to focus a study (Fong, 2008). A study may have multiple research questions, though one overarching question can be accompanied by a number of sub-questions (Fong, 2008) similar to those written for this study.

RQ - How does the discourse of relationship counselors define romantic relationships?

1. How do the public discourses of relationship counsellors inform and influence consumers about romantic relationships through digital and social media marketing?

2. How do relationship counsellors' use digital and social media marketing to produce, maintain and challenge dominant social discourses of romantic relationships?

3. What does the social media discourse of relationship counsellors' illustrate about the marketing of romantic relationships?

4. Does the discourse of relationship counsellors depict/portray an individual's knowledge, attitudes, and behaviour of romantic relationships?

Chapter 1 – What the literature says (Literature Review)

Media & Social Media

Technology and social media are not straightforward matters – they afford certain communicative possibilities that others do not (Thurlow & Mroczek, 2011, xxiii). Recent advances in communications, networking, and computer technologies have brought about the emergence of large-scale user-centered web 2.0 applications (Zhao, Lin& Ray Liu, 2011, 3) – for example, blogs; wikis; media-sharing sites such as Napster, Flickr, and YouTube; social networking services such as Facebook, LinkedIn, and Twitter; and many others" (3). Those social media platforms most commonly analyzed by researchers have included: microblogs, blogs, online/virtual communities, social networks (Kaplan & Haenlein, 2010). Much research has found that "choosing the right medium for any given purpose depends on the target group to be reached and the message to be communicated" (Kaplan & Haenlein, 2010, 65). Before there was Facebook and Twitter, and all the other social media sites, people shared content with each other by sending e-mail messages (Safko, 2012, 82). E-mail was the original social media (82) and so social media strategies should include this platform to include links to Facebook and Twitter accounts to drive traffic and enhance engagement to sell products and services. Social media is about relationship-building and as a form of online media electronic newsletters, sent via e-mail, such as those of relationship counsellor, can be considered social media. As a marketing tool, relationship counsellors work to establish relationships with their customers/clients by sending electronic newsletters. Social media is also two-way communication, providing online users with "a whole gamut of communication opportunities, including two-way communications, ie listening as well as talking, and collecting as well as

sending information (Smith & Zook, 2011, 168). So, adding like buttons to email newsletters gives you powerful feedback from subscribers and readers facilitating dialogue. Electronic newsletters, similar to social media, enable a targeted, and personalized, message to be pushed out to customers to inform and remind (383).

The most applicable definition within the literature is provided by Kaplan and Haenlein (2010). Social media "is a group of Internet-based applications build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content; the sum of all ways in which people make use of Social Media" (Kaplan & Haenlein, 2010, 61). Web 2.0 is considered to be the platform for the evolution of social media (61). The emergence social media has had a significant social impact that has profoundly changed our daily lives (Zhao et al., 2011, 3). Mobile marketing is the fastest-growing segment of technology-driven marketing (Safko, 2012, 14). A new trend on the horizon – Mobile Social Media – is moving "Social Media applications away from desktop PCs and laptops, towards mobile devices" (Kaplan & Haenlein, 2010, 67). Through this technology people from around the world are staying connected – accessing their e-mail, sending photos, audio, video, blogging, and surfing the web (Safko, 2012, 14). With the knowledge that populations around the world rely on mobile devices rather than computers, a mobile device will be the primary Internet connection tool for most people in the world (Kaplan and Haenlein, 2010, 67).

Every social media tool has a different level of interaction and participation among users (Safko, 2012, 28). Researchers contend that using social media is "not an easy task and will require new ways of thinking, but the potential gains" (Kaplan & Haenlein, 2010, 67) are worth it. Building an online community through social media platforms takes time, but when you get to the point that you have a valuable and supportive network of people that care about your

information and want it, the payoff is great. Social media is only a new set of tools, a new technology that allows us to more efficiently connect and build relationships with customers and prospects (Safko, 2012, 5). The reason that social media is more effective than previous methods of conventional marketing is that it "is two-way communication, not pontification" (5). The most obvious use of social media is for marketing, sales, public relations, and communications (Safko, 2012, 8). It is the perfect tool when you need to stay connected with your customers after a sale (9). To coordinate and control the various elements needed to make those connections successful, marketers often utilize a marketing mix to produce a unified customer-focused message.

Social Marketing through Social Media

Social media has had more of an effect on the communication world than any technology other than television (Falls & Decker, 2012). The time and money spent on social media marketing can be tracked and the results clear. Social media is more than a phenomenon that is transforming the Internet; it is creating unique marketing opportunities that force marketers to revisit the core guiding principles of marketing (Singh & Diamond, 2012, 1). Those core principles are housed within the concept of the marketing mix. The concept of the marketing mix was coined by Neil Borden in 1953 (Gordon, 2012, 122). Later, Jerome McCarthy in 1960 proposed a four Ps classification, which has dominated marketing thought since Borden introduced the term (Gordon, 2012, 122). Changes to the marketing mix and social media marketing (SMM) forces companies to rethink how they market online, to whom they market, and how to structure their organizations in support of new marketing opportunities (Singh & Diamond, 2012, 1). A definition of social media marketing is useful here. Social Media

Marketing is "a technique that employs social media (content created by everyday people using highly accessible and scalable technologies like blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities, wikis, and vlogs)" (Singh & Diamond, 2012, 10). Social media platforms are often treated as stand-alone marketing tools rather than an integrated part of the sales strategy (Ferrell & Ferrell, 2012, 275). The reason: "many executives do not understand what they are; the various forms they can take; and how to enact strategies to monitor, understand and grow sales" (275). Marketing managers now seek new ways to incorporate social media into their strategies, as organizations now communicate in different ways (Mangold & Faulds, 2009; Hughes & Fill, 2007). In simple terms, marketing mix models/paradigms and approaches acknowledge the information being exchanged among consumers in social media, thus highlighting models developed with a more consumer-focused approach.

The introduction of social media has created a shift from a "promoting to" to a "communicating with" focus (Hughes & Fill, 2007, 46) whereby the aim is to relate to and communicate with an audience (Hughes & Fill, 2007). Social media marketing is all about "listening first, understanding the conversation, and speaking last" (Safko, 2012, 6). Whether it is a social network like Facebook or LinkedIn, Twitter or blogging, it's about participating in conversation and constituting a relationship which is already in place when a prospective client is ready to buy (6). By building relationships through social media, a more lasting relationship results in increased sales and greater word of mouth (6). Many researchers have tried to identify ways in which businesses and organizations can make profitable use of social media tools and offer advice to companies who decide to utilize social media for marketing purposes (Kaplan, & Haenlein, 2010, 59). No longer do customers trust corporate messages, but rather, they look for

their information from people they know, from those they have a relationship with, and those with whom they share a bond through trust (Safko, 2012, 6). The new way to sell is not to sell at all (5). The old tried-and-true tactics of the past like flashy direct mail, witty trade media advertisements, or well-written expensive brochures, are not setting business and companies apart. They are becoming irrelevant. But with a new way to speak to customers, with the right marketing mix of social media, a company can differentiate itself from other companies with fresh and exciting ways through the use of social media.

When leading SMM, marketers must take into account that persuasion is the most important tool to achieve an organization's marketing and business needs (Singh & Diamond, 2012, 11). Understanding the value of a product or service should always underlie an entire social media marketing strategy because some of the social media marketing philosophies are in conflict with traditional public relations, media buying, direct mail, and promotions tactics (18). Therefore, integrating social media marketing with other more traditional marketing is gaining importance. Social media marketing is about "connecting customers to one another so they can socially influence each other to make better decisions" (64). Accordingly, the concept of social influence must be reflected in social media marketing, as people ask each other for advice when making purchasing decisions (13). We are influenced and motivated by each other to do things, and as social beings sharing information about our experiences is all part of day-to-day social interaction (13). With social media marketing, loyalty has come to play an even bigger role (62) than in traditional marketing. As has been the case in the last few years, marketers are increasingly supporting and furthering specific social causes that are in alignment with their brands. At a time when social issues have become more relevant and critical, authors believed that specific social causes could benefit from "the application of business marketing principles to

the problem of marketing social change" (Kotler & Zaltman, 1971, 10). Social marketing – the application of commercial marketing concepts to the problem of promoting social causes – became a promising framework for planning and implementing the principles of marketing for social change (Kotler & Zaltman, 1971). Social marketing draws from many other bodies of knowledge such as psychology, sociology, anthropology, and communications theory to help us understand how to influence people's behaviour (Stead, Hastings,& McDermott, 2007).

Use of social marketing was "designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society" (Andreasen, 1995). The social marketer has the core product in mind and tries to create various tangible products and services that are "buyable" and which advance a social objective (Kotler & Zaltman, 1971, 7). When considering both the marketing and social marketing process, the central element marketers need to focus on is centering the customer (Hastings & Haywood, 1991, 137). A social media marketing campaign is one that allows for social influence to take place digitally (Singh & Diamond, 2012, 80). Marketing through social media in previous years was seen as a niche activity (80). Today, marketers are being told they have to engage their customers where *they* want to participate, not where you want them to be (80). It is easy to forget how people buy products and services. But, the reality is when marketing online, designing websites, running advertising, publishing content on Facebook and Twitter is the way to promote and sell products and services (9). Through the use of social media, as a promotional tool, relationship counsellors help to produce, maintain and challenge dominant social discourses of romantic relationships The decision to participate in the most popular online spaces is in the hands of the consumer and both Christian Carter and Evan Marc Katz have chosen to carry their message by providing a map to all channels within their campaign. Today, content online is created and consumed by

regular people and in google-searching relationship counsellors Christian Carter and Evan Marc Katz, you can find yourself reading pearls of wisdom from their websites and from here you can register to receive their emails, and visit their Twitter or Facebook pages. For this particular study, I chose to participate by registering to receive emails.

Interpersonal Relations/Communication

Interpersonal communication is an important, and perhaps, the most important use of the Internet (Cummings, Butler & Kraut, 2002, 103). However, the quality and usefulness of developing social relationships online remains controversial (103). Previous research compares the value people place on their online relationships and offline relationships (e.g. Cummings et al., 2002; Baym, 2007; Smith & Zook, 2011). From the premise of previous research findings, quantitative research has compared online and offline social interaction, tied to interpersonal communication and how computer-mediated communication affects the quality of particular social interactions and relationships (Cummings et al., 2002).

Overall, data suggests that "the Internet is less effective than other means of forming and sustaining strong social relationships" (Cummings et al., 2002, 108). Further research by examining people's full set of social behavior and examining their full inventory of social ties is suggested by the researchers. By changing the boundaries of social situations, electronic media do not simply give us quicker or more thorough access to events and behaviours, they give us, instead, new events and new behaviours (Meyrowitz, 1985, 43). As a way to contribute to existing literature, ultimately I offer a starting point for methodological reflection of those experiences of participants who interact in an online space by receiving electronic newsletters and buying into the ideas of relationship counsellors' and the changes to the quality of their

romantic relationships in an offline space. As a platform for public self-expression, researchers have made important strides to gain a better understanding of relationships in both online and offline spaces and the experiences of those who navigate across online and offline spaces (Wilson, 2006, 308).

Online and offline relationships

One of the most striking changes in personal life during late modernity is the use of social media for conducting personal relationships (Chambers, 2013, 1). The Internet has become an important research site for testing theories of technology – how people and the Internet interact – and its effects (DiMaggio et al., 2001; Skitka & Sargis, 2005; Meyrowitz, 1985). From the scholarship, the only reason to explore media and romantic love is to explore its media effects – "to understand the Internet's influence upon society" (DiMaggio, 2001, 309) and to identify user behavior in online social networks (Maia Almeida& Almeida, 2008). One of the ways researchers have tried to understand prosocial behaviour online is to compare/contrast it with prosocial behaviour in the offline world (Guadagno, & Cialdini, 2002, 141). Prosocial behaviour is defined as "voluntary behavior that is carried out to benefit another" (either helping or doing a favor for another person) without anticipating any reward in return (Bar-Tal, 1976, 3, 5). The relationship between technology and society is never unidirectional, and the social impact of the Internet depends on the impact of society on what the Internet becomes (DiMaggio et al., 2001, 327).

Key debates and research are about emerging ways that people share their lives with each other in a digital environment and the motives for doing so (Chambers, 2013, 1). In addition, research aims to provide an understanding of the *mediated* nature of personal relationships (1).

Social network sites are increasing the number of friends that people have and strengthening ties between families (2). Yet, at the same time, new media technologies are being blamed for a decrease in close, "genuine" bonds (2). Despite widespread social anxieties about the impact of digital technologies on traditional social ties, emerging findings indicate that social network sites and other social media have become important sites for cultivating *personal* relationships (3). There is growing evidence that suggests that social media technology is contributing to a dramatic reconfiguration of our ideas of intimacy and friendship as a result of forging new ways of being intimate and "doing" intimacy (3). One key trend in the case of social media network sites, is that instead of being used for initiating new relationships, findings suggest that they "tend to be used for maintaining or deepening already existing *offline* relationships or for tracing people already known offline" (9).

Many projects have also examined how people use media when in romantic relationships (Storey & McDonald, 2014, 113). Storey and McDonald (2014) specifically explored how people use media to make romantic love: how it is made socially manifest in practice and with a focus on what people do with the discourse, on what people do with media, rather than what media make them do. Social critics have feared that technologically-mediated communication is eroding "genuine" face-to-face relationships. But, this is unwarranted as many studies by media richness theorists (Daft &Lengel, 1984; Fulk & Collin-Jarvis, 2001) comparing 'rich' and 'lean' media have indicated that communication technologies are capable of fostering rich, deeper connections by extending intimate contacts across barriers of time and distance (Chambers, 2013, 21). The relationships being negotiated through today's social media are forcing us to rethink and re-envisage the nature of intimacy, personal connections and wider issues of relatedness (40). Exploring the uses and features of social media and dating forums, research

looks at the ways in which "intimacy" is being negotiated and reconfigured in an online context (122). Few longitudinal studies have been conducted regarding online intimacy, but preliminary findings by Chan & Cheng in 2004 suggest that that differences between online and offline relationships in terms of quality and intensity of friendships increase in the first year but then tend to diminish (as cited in Chambers, 2013, 138).

Where most discourse studies focus on aspects of power, domination, and social inequality, most studies have not been conducted under the label CDA. A review of the role of discourse has been studied with the (re)production of inequality in terms of gender inequality, media discourse and political discourse, and ethnocentrism, antisemitism, nationalism, and racism. Norman Fairclough, linguist and one of the founders of CDA, along with Ruth Wodak, and other critical discourse analysts, have integrated Michel Foucault's definition of discourse with a systematic framework of analysis which is based on a linguistic analysis (Mills, 2004, 131) examining both spoken and written texts or interactions (Paltridge, 2006, 2). Michael Foucault defined discourse as 'a practice not just of representing the world, but of signifying the world, constituting and constructing the world in meaning' (as cited in Fairclough, 1992, 64)" (Locke, 2004, 5). In CDA, the broader ideas communicated by a text are referred to as 'discourses' (as cited in van Dijk, 1993, Fairclough, 2000, Wodak, 2001) (Machin & Mayr, 2012, 20). It is through the use of language that discourse is made meaningful. Within CDA power relations are assumed to be discursive – power is transmitted and practiced through discourse (Machin & Mayr, 2012, 4). A review of online dating sites by Finkel, Eastwick, Karney, Reis, & Sprecher in 2012 examined the differences between online and offline dating and whether online dating facilitates higher-quality relationships. The researchers showed that online dating sites have fundamentally changed romantic partnering by altering both the process

of meeting and assessing compatibility by bombarding potential mates with a broad range of information at one time and presented mixed results about the quality of relationships produced online (Finkel, Eastwick, Karney, Reis & Sprecher, 2012). Digital discourse, as explored by scholars of sociolinguistics, the role of media in the representation, construction, and/or production of language has been explored with a focus on *new* media rather than broadcast or news media (Thurlow & Mroczek, 2011, xxix).

The attitudes and responses of individuals and the prevalent points of view in society have dominated research focused on new media and changing relationships in online spaces. Where those points of view emanate can be found within discourse. And, what better place than to explore the points of view that originate from relationship counsellors about romantic relationships as portrayed through their use of a social media like electronic newsletters. The discourse within the electronic newsletters was found to be similar to the discourse found within Facebook and Twitter posts.

When considering other social media tools like Facebook and Twitter utilized by the relationship counsellors, I established that these platforms can be considered "lean" media compared to the electronic newsletters which provides a richer source of data, delivering the ability for "information to change understanding within a time interval" (Daft & Lengel, 1986, 560, as cited in Dennis & Kinney, 1998). The media richness (information richness based on the capacity to facilitate shared meaning) within electronic newsletters were found to be higher than Facebook and Twitter. Further, the newsletters enable readers to better understand ambiguous or equivocal messages given the greater length of content, leading to a more effective means by which to deliver their relationship advice. As a way to explore these points of view, any research study needs to be guided by theory and methodology.

Chapter 2 - Theoretical Foundations and Methodology

Critical Discourse Analysis (CDA)

Discourse analysis looks at patterns of language across texts to consider the relationship between language and the social and cultural contexts in which it is used (Paltridge, 2006, 2). A discourse is a persuasive structuring principle of a society that is actively reproduced by individuals in societal situations such as dating, romantic relationships, and marriage. Rather than merely describe discursive structures, it tries to explain them in terms of properties of social interaction and especially social structure (van Dijk, 2011). More specifically, CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society (van Dijk, 2011). Some of the main tenets of CDA are: 1. CDA addresses social problems 2. Power relations are discursive 3. Discourse constitutes society and culture 4. Discourse does ideological work 5. Discourse is historical 6. The link between text and society is mediated 7. Discourse analysis is interpretative and explanatory 8. Discourse is a form of social action (van Dijk, 2011)

One of the most basic kinds of linguistic analysis carried out in CDA is a lexical analysis. This means simply looking at what kinds of words there are in a text and asking what kinds of words are used and asking whether or not there is a predominance of particular kinds of words (Machin & Mayr, 2012, 30, 32). Once this is completed, analysis proceeds to deconstruct and challenge the texts being examined (207). This may include tracing a text's linguistic features or structure functions, as discourse, to unpacking particular biases or highlighting certain underlying ideologies, while downplaying or concealing others (20). The purpose of a critical

discourse analyst is to reveal the social relations of power present in texts both explicitly and implicitly (van Dijk, 1991, 249; Machin & Mayr, 2012, 24).

Working with a CDA perspective, the researcher will be concerned with a critical theory of the social world to explain the data (Paltridge, 2006, 185). Critical discourse studies aim to "make connections between social and cultural practices and the values and assumptions that underlie the discourse" (183). It aims "to unpack what people say and do in their use of discourse in relation to their views of the world, themselves and relationships with each other" (183). To complete this, the analysis of the social media content considers the framing of the text; "that is, how the content of the text is presented, and the sort of angle or perspective the writer, or speaker, is taking" (185). Equally important to the analysis, the researcher also completes an analysis of the foregrounding of the text – "what concepts and issues are emphasized, as well as what concepts and issues are played down or *backgrounded* in the text," or left out of the text (185, 187).

Compared to linguistics, Critical Discourse Analysis (CDA) tends to focus on knowledge about "language beyond the word, clause phrase and sentence which is needed for successful communication" (Paltridge, 2006, 2). With respect to research, Critical Discourse Analysis is "an approach to the analysis of language that looks at patterns of language or similarities across a range of texts as well as the social and cultural contexts in which the text occur" (Paltridge, 2006, 1; Mills, 2004, 21) and "has the potential to reveal the way power is diffused through the prevalence of discourses" (Locke, 2004, 2). Critical discourse analyses deal with the relationship between discourse and power and the many ways in which power and domination are reproduced by text and talk. Critical Discourse Analysis (CDA) is a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted,

reproduced, and resisted by text and talk in the social and political context and to understand, expose, and ultimately resist social inequality (van Dijk, 2011).

CDA also has a way of disclosing "the way that people seek to promote particular views of the world and *naturalise* them, that is, make them appear natural and commonsensical" (Machin & Mayr, 2012, 2-3). So, the examination of discourse is important because it provides a window into our core beliefs surrounding an issue or a topic such as romantic relationships. Discourses are diverse representations of social life. For instance, the lives of poor and disadvantaged people are represented through different discourses in the social practices of government, politics, medicine, and social science (Fairclough, 2012, 456). Discourses include representations of how things are and have been, as well as imaginaries – representations of how things might or could or should be (458). By exploring the themes within the content of electronic newsletters distributed by relationship counsellors Christian Carter and Evan Marc Katz, we see those representations along with those expectations of what a romantic relationship should be like. The choice of appropriate methods (what data is selected, how it is collected and analysis) depends upon the project and depends upon the object of research (Fairclough, 2012, 461). Taking a different approach from past research, a Critical Discourse Analysis offers an appropriate method to critically look at language used by relationship counsellors to represent views of romantic relationships paramount in society.

Many viewpoints are prevalent in society and crucial within CDA is the explicit awareness of a critical discourse analysts' role in society to unearth shared meanings and ideas that prevail. Language use, discourse, verbal interaction, and communication belong to the microlevel of the social order. Power, dominance, and inequality between social groups are typically terms that belong to a macrolevel of analysis (van Dijk, 2011). Within the aims

mentioned above, there are many types of CDA, and these may be theoretically and analytically quite diverse. Critical analysis of conversation is very different from an analysis of news reports in the press or of lessons and teaching at school (van Dijk, 2011). Discourse "does not differentiate between those texts which are designated as literary and those which are designated as non-literary" (Mills, 2004, 20). However, with respect to research, a critical orientation towards the discourse of relationship counsellors found within their electronic newsletters, a linguistic communication seen as a transaction between speaker and hearer (5), will again result in a different form of analysis. Discourse, when guided by a systematic, analytical endeavour using qualitative research, is useful because it helps to analyse similarities across a range of texts.

Qualitative Research

The field of qualitative research is quite diverse (Auerbach & Silverstein, 2003, 1). Qualitative research is research that can involve analyzing and interpreting texts and interviews in order to discover meaningful patterns descriptive of a particular phenomenon (1). And, the use of a qualitative research method offers a disciplined and detailed way to examine the authentic interactions of people's lives, experiences and behaviours, and the stories and meanings individuals ascribe to them (Gordon, 2008). Within qualitative research, a main research question drives the research orientation – a case study, a grounded theory study, discourse analysis - and the methodology (Curtis, Geslerb, Smitha, Washburn, 2000, 1002; Daymon & Holloway, 2002, 14). Typically, samples are small, generating a large amount of information through intensive study (Curtis et al., 2000, 1002).

Qualitative research is "designed to make analytic generalizations (applied to wider theory on the basis of how selected cases 'fit' with general constructs)" (Curtis et al., 2000, 1002). A qualitative researcher is, however, "seldom interested in extrapolating findings to an entire population" (Lindlof & Taylor, 2011, 109). The use of two case studies, relationship counsellors Christian Carter and Evan Marc Katz, for example, enables "some measure of generalization to a wider universe. It also allows a researcher to identify distinctive features by exploring similarities and contrasts between cases" (Daymon & Holloway, 2002, 108). Therefore, the chief value of qualitative research lies in achieving an in-depth or deeper understanding (Lindlof & Taylor, 2011, 109) of social phenomena and their dynamics (i.e. the analysis of words and actions or interactions and conversations of individuals) (Gordon, 2008; Daymon & Holloway, 2002, 4; Attride-Stirling, 2001, 385) in a specific context. A hallmark of qualitative research today is "the deep involvement in issues of gender, culture, and marginalized groups" where open-ended research questions are proposed (Creswell, 2006, 43). One way to think about the process of qualitative research is "to recognize it as working through multiple levels of abstraction, starting with the raw data and forming larger and larger categories" (43). No qualitative research project can capture every aspect of the meaningful patterns of romantic relationships. However, a researcher is given an equal or better chance to gain clear detailed material using raw data from multiple case studies like Christian Carter and Evan Marc Katz which could surpass anything beyond what could be gleaned from just one case study.

Case Study

Case study research has a long, distinguished history across many disciplines (Creswell, 2006, 73). And, today, a researcher employing case study research has a large array of texts and

approaches from which to choose (73). For a researcher, one of the most common or popular strategies for data inquiry employed in qualitative research is case study (Daymon & Holloway, 2002). Case study research involves "the study of an issue explored through one or more cases within a bounded system (i.e., a setting, a context)" (Creswell, 2006, 73). This involves an "in-depth description and interpretation of an event or series of events that occur in an organization over a particular time period" (Gordon, 2008; Curtis et al, 2000, 1002). In case study methodology, instrumental or collective casework "requires one or more cases to be chosen from a number of possible alternatives in order to explore a research theme" and therefore, proper selection of cases is necessary (Curtis et al., 2000, 1002). With proper selection, a particular object of study can provide a researcher with detailed insight into a specific topic or issue (Gordon, 2008). This research study is based on a collective case study (or multiple case study) whereby the researcher has selected multiple case studies to illustrate the issue or concern under study (Creswell, 2006, 74). Despite the viewpoint that the study of more than one case dilutes the overall analysis – the more cases an individual studies, the less the depth in any single case (75). What motivates the researcher to consider a large number of cases is the idea of "generalizability," a term that holds little meaning for most qualitative researchers (Glesne & Peshkin, 1992, as cited in Creswell, 2006, 75). As a general rule, qualitative researchers using case study are "reluctant to generalize from one case to another because the contexts of cases differ" (74). In order to best generalize findings, a researcher "needs to select representative cases for inclusion in the qualitative study" (74).

Chapter 3 - Research Methods

Role of the Researcher

Research begins with curiosity about the world and those areas of the world that interest us. My methodological perspective embraces a critical discourse tradition along the qualitative continuum as a way to guide the analysis. While my background in social and cultural anthropology speaks to the feminist tradition, my work which is centered on discourse reflects my public relations training and education. When using a qualitative method, the main research instrument is the researcher (Daymon & Holloway, 2002, 5). A qualitative researcher collects data themselves by examining documents, observing behaviour, and or interviewing participants (Creswell, 2006, 38). There is no reliance on questionnaires or instruments developed by other researchers in this case (38). Thus, the researcher is closely engaged with the material being studied, as well as the key individual responsible for collecting primary data during the course of the study (Daymon & Holloway, 2002, 5). This includes scanning and analyzing the social media content of each relationship counsellor to assess the detailed information on subjects of interest and related to the research topic. Thus, an analysis of the social media tools used by the relationship counsellors was collected as part of the data with an examination of the multiple sources of data in the form of electronic newsletters, website blog posts, Twitter posts, and Facebook posts which helped to inform the research process. Upon analysis of each potential textual source, data was compiled from the electronic newsletters published and distributed by the relationship counselors. I conducted primary data during the course of the research study; this meant collecting my own data.

Qualitative Research Method

Data analysis provides focus and shape to the body of material gathered during a research project (Lindlof & Taylor, 2011, 244). The systematic start to completing a qualitative data analysis usually comes from data being "reduced" or by carving up the mass of unwieldy data into manageable chunks by summarizing data into simplified patterns and configurations of categories/themes and codes which put a researcher in touch with those parts of the material that can be used to construct claims (Lindlof & Taylor, 2011, 243, 246). The data is reduced by dissecting the text into manageable and meaningful text segments, with the use of coding (Attride-Stirling, 2001, 390). *Codes* are linkages between data and the categories the researcher creates (Lindlof & Taylor, 2011, 248). Coding is regarded as a helpful technique in qualitative analysis as it characterizes the individual elements constituting a category (Lindlof & Taylor, 2011, 248). The central idea of coding is "to move from raw text to research concerns in small steps, each step building on the previous one," which can be thought of like a staircase, moving you from a lower to a higher (more abstract) level of understanding (Auerbach & Silverstein, 2003, 35). The research study employed an open coding concept where "opening coding aims at expressing data and phenomena in the form of concepts" (Flick, 2002, 178). These concepts are expressed and classified by their units of meaning as single words, or short sequences of words (Flick, 2002, 178). With data analysis "sometimes hundreds of codes result" (Strauss & Corbin, 1990, 65, as cited in Flick, 2002, 178). From the data, I derived concepts to represent the data then, developed those concepts in terms of their properties and dimensions (Corbin & Strauss, 2008), sometimes looking to the definition of a word for the appropriate fit. The concepts came about by digging beneath the surface to discover the hidden treasures contained within data. For example, the code "scolding/berate" within the theme sales pitch was used to signify those times

that the relationship counsellors would find fault with women not reaching out for help to gain relationship advice from them, "You're failing and you're not asking for help." (Marc Katz, 2012, May 19)**. After this, the next step is to categorize the codes by grouping them around phenomena discovered in the data, which are particularly relevant to the research question (Flick, 2002, 178). Open coding has various degrees of detail with a text possibly being "coded line by line, sentence by sentence or paragraph by paragraph, or a code can be linked to whole texts (a protocol, a case, etc.)" (Flick, 2002, 178). Depending on the research question, on the material, or on the analyst's personal style and on the stage that the research has reached will depend on which of these is chosen (Flick, 2002, 178).

Once all text has been coded, categories (or themes) are abstracted (Attride-Stirling, 2001, 391). *Categorization* refers to "the analytic process of sorting units of data with respect to properties that they have in common" (Lindlof & Taylor, 2011, 246). The researcher's objective is to summarize specific themes in order to identify larger, more unifying themes (Attride-Stirling, 2001, 392-393), which will answer the research question. Qualitative research has the potential to avoid interpreting difference as deficit because it assumes that difference, rather than uniformity, of behaviour is the norm (Auerbach & Silverstein, 2003, 25). Because the qualitative approach begins with naturalistic observation, that is,

> a detailed description of the phenomenon being studied it is useful when needing to identify the lived experiences of those being studied, but also to understand the relevant contexts (social, racial, economic, etc.) of the experiences (Auerbach & Silverstein, 2003, 25).

Qualitative research is well suited to my study because it does not assume that there is only one universal truth to be discovered, but rather focuses on listening to the subjective experiences and stories of the people being studied (Auerbach & Silverstein, 2003, 25).

Qualitative researchers acknowledge that their own subjectivity and values, and as such acknowledge that they must reflect on them in a systematic and disciplined way (Auerbach & Silverstein, 2003, 27). Qualitative researchers believe that their "own subjective experience can be the source of knowledge about the phenomenon under study" (Auerbach & Silverstein, 2003, 27). In the research study, I acknowledge an affinity to my personal experience with the research agenda along with my experience within the dating world as a single heterosexual woman. I believe that other researchers can better evaluate my conclusions by knowing my own personal experience.

Qualitative research tends to start with inductive reasoning and then, moves through a sequential process to employ deductive reasoning (Daymon & Holloway, 3002, 6). What this means is that a researcher must

> first get ideas from collecting and analysing the data (that is, you move inductively
> from specific data to more general patterns and commonalities); then test those ideas
> out by relating them to the literature and to your further data collection and analysis
> (deduction) (Daymon & Holloway, 3002, 6).

From this, I could build patterns or categories and themes from the bottom up by working between the themes and material to construct a comprehensive set of themes during the research process. The process of deriving themes from textual data is well established in qualitative research (Attride-Stirling, 2001, 387; Creswell, 2006, 38). To build these themes – inductive reasoning – as a logical process in which a conclusion proposed contains more information than

the observations or experience on which it is based or based on a series of events that repeat, was used in this study. The inductive process involved working back and forth between the themes and the raw data until a comprehensive set of themes were established (Creswell, 2006, 39).

The method of thematic networks, proposed by Jennifer Attride-Stirling in 2001, was utilized in this study. As a tool for the analysis of qualitative material, thematic networks aim to explore the understanding of an issue, and the application of thematic networks provides a researcher with a way to organize (Attride-Stirling, 2001, 387) and systematize the data analysis using (i) lowest-order theme evident in textual data (Basic Themes); (ii) categories of basic themes grouped together to summarize more abstract principles (Organizing Themes); and (iii) super-ordinate themes encapsulating the principle metaphors in the text as a whole (Global Themes) which are then represented as web-like maps to illustrate the relationship between each (Attride-Stirling, 2001, 388). Thematic networks utilize inductive reasoning – starting from Basic Themes and working inwards towards a Global Theme (389). A thematic network is constructed in the following way: "Once a collection of Basic Themes has been derived, they are then classified according to the underlying story they are telling and these become the Organizing Themes. Organizing Themes are then reinterpreted in light of their Basic Themes, and are brought together to illustrate a single conclusion or super-ordinate theme that becomes the Global Theme" (Attride-Stirling, 2001, 389). The collection of data here is correspondingly conducted with a method that seeks to guarantee comparability (Flick, 2002, 185). To guarantee comparability, strategically two samples for case study research were selected.

Case Study Research

Where case study research involves the careful selection of data, using Google, I completed an initial keyword search of terminology related to relationship counsellors, romantic relationships, and dating websites. This proved to be a suitable way to explore the research topic. Based on this terminology, Google's algorithm did the work for me by selecting top Web pages that contained the keywords (Strickland, 2011). Through Google's algorithm PageRank system, "a patented automated process that determines where each search result appears" on Google's search engine results page (SERP) (Strickland, 2011), higher ranked pages appeared further up, meaning that the best links relating to my search query were theoretically the first ones that Google listed (Strickland, 2011). Getting a top spot with Google usually means more user traffic to a particular website (Strickland, 2011). Through a systematic scanning of each website based on the top results and the criteria for selecting a sample, I narrowed the case study subject. Then, another Google search of the selected relationships counsellors' names and social media further provided sufficient means to help in focusing on specific data appropriate for the research study. I preferred to select those cases that would provide and show different perspectives on the topic.

After careful consideration of available data, two relationship counsellors were purposefully identified – Christian Carter and Evan Marc Katz. When researching multiple cases, the researcher provides a detailed description of each case, as well as identifying themes within the case, followed by a thematic analysis across each of the cases" (Daymon & Holloway, 2002, 108) to provide a practical and effective procedure for conducing analysis, allowing for an insightful and rich exploration of a text's overt structures and underlying patterns (Attride-Stirling, 2001, 386). Then an interpretation together with 'the lessons learned' from the cases is provided (Daymon & Holloway, 2002, 108). A case study is a good approach when a researcher

has a clear identifiable case or cases for study (Creswell, 2006, 74). The qualitative study using Critical Discourse Analysis (CDA) was carried out analyzing 80 electronic newsletters samples from Christian Carter and 50 electronic newsletters samples from Evan Marc Katz from the year 2012. A portion of those samples compiled were from relationship counsellor Christian Carter who markets his products and services towards heterosexual single women.

Case study Christian Carter

Christian Carter proclaims to be an expert and to have the best online dating advice for women. According to him, he aims to help women find and create "amazing" new connections with men and turn any troubled relationship around quickly and easily. With no professional credentials, Carter explains on his website that his life's experiences have given him insights which can help others. He professes that with the aid of his real-world secrets about what to DO and SAY with men and relationships, the ability to put them to good use and truly "learn" from the tips will allow any woman to see things differently to get new RESULTS. From his website (www.catchhimandkeephim.com), Christian Carter is not interested in things that will hurt EITHER party in a relationship or give any person the "upper hand" but someone who believes in the power of love and human connection (www.catchhimandkeephim.com/christian-carter.html?s=81692). When you can peel away the things that get in the way of love and finally "connect" to your partner so they can see and feel your love, and allow yourself to finally see and experience their love, it's at that moment that your relationship can grow or heal. All he expects is that "if you're truly ready for something better that you to simply be willing to TRY the real-world tips and how-to's that have already helped other women like you" (www.catchhimandkeephim.com/christian-carter.html?s=81692).

With dating tips for women Christian Carter maintains that women take a look at themselves and their lives. He does this through such tools as books, seminars, YouTube videos, Facebook, and electronic newsletters, along with posts to the eHarmony website where he provides relationship advice on topics such as the "3 Things that Turn Men off to Relationships," What an Emotionally Mature Man Looks Like," and "Why Men Withdraw and What to Do About It." With CD and DVD collections like Ready For Love, Meeting the One, Natural & Lasting Attraction, and Mastering "Make or Break" Moments With Men, Christian Carter believes that his programs are the best in the world and stands behind everything in them (www.catchhimandkeephim.com). As a 40 year old male who has been in numerous relationships, he shares a lifetime worth of wisdom and his goal is to have his clients look back at their decision to try his materials as something they should have done years earlier (www.catchhimandkeephim.com/christian-carter.html?s=81692). An individual interested in these topics can subscribe to his Dating Tips Newsletter to receive them on a weekly basis. An individual can also visit the website of Evan Marc Katz to sign up to receive electronic newsletters. Here we now take a look at relationship counsellor Evan Marc Katz.

Case study Evan Marc Katz

Katz started his career in customer care at JDate, and with the release of his first book *I Can't Believe I'm Buying This Book: A Commonsense Guide to Successful Internet Dating* (Ten Speed Press, 2004), Katz found himself in high demand. Following this, he began his venture, e-Cyrano, the first online dating profile writing service. Quickly, Katz realized that people needed support in all aspects of dating, and expanded his services into dating and relationship coaching heterosexual single women. As a dating coach, Evan Marc Katz specializes in helping women

understand and connect with men. Katz likens himself as a "personal trainer for smart, strong, successful women," (www.evanmarckatz.com/about-evan-marc-katz/). He maintains that thousands of his clients have fallen in love, gotten married, started families, and found happiness after only a few months of coaching. (www.evanmarckatz.com/about-evan-marc-katz/biography/). It is by helping women understand men – what they think, how they act, and what they really want – that he purports to empower women to make healthy, informed choices on their journey to love.

Combining the insight of Dr. Drew and the wit of Adam Carolla, in 2007 Katz decided to take his advice to the masses. With a blog that serves as a one-stop shop for anyone trying to understand relationship dynamics, Katz has a unique combination of logic, experience and empathy to answer the hundreds of challenging and controversial questions asked by the five million blog readers, over 50,000 newsletter subscribers, and thousands of satisfied clients who find his take on relationships to be enlightening, entertaining and empowering (www.evanmarckatz.com/about-evan-marc-katz/biography/). With an array of products like his blog and electronic newsletter, group coaching and private coaching, Katz offers something for any woman who wants to get better results in her love life (www.evanmarckatz.com/about-evan-marc-katz/biography/).

Every research project is guided by what a researcher needs to achieve. Having selected case study research as an effective exploratory tool to guide the study, one of the ways to carry out case study research is to employ purposive sampling.

Data Collection and Purposive Social Media Sampling

Decisions regarding sampling are important within qualitative studies (Curtis et al., 2000, 1001). Sampling in qualitative research for case studies is generally purposeful (Daymon & Holloway, 2002, 109). This means that the inquirer selects individuals and sites for study because they can purposefully inform an understanding of the research problem and central phenomenon in the study (Creswell, 2006, 125). Who or what should be sampled, what form the sampling will take, and how many people or sites need to be sampled need to be considered (Creswell, 2006, 125). Random sampling is theoretically not possible within the scope of this study as the researcher would need equal access to all social media tools and a random sample would not provide for a rich sample comparable to a purposive sample.

In the online world, there are a number of advantages to turning to the Internet and social media platforms to conduct research. Internet-based research has the capacity to compensate for many of the disadvantages of lab-based experimentation with subjects, as well as to compensate for some of the disadvantages of some of the other methods to obtain more representative samples, such as telephone surveys (Skitka & Sargis, 2005, 8). Collecting data on the web is paperless and, therefore, avoids costs associated with paper and photocopying questionnaires (Skitka & Sargis, 2005, 8). Other researchers have similarly used the Internet to obtain access to difficult to reach and empirically underrepresented populations (Skitka & Sargis, 2005, 9). Therefore, I turned to the web to complete an initial search of relationships counsellors and dating websites which proved to be a suitable way to explore and narrow the subject to make the choice about research orientation - case study methodology.

Based on both practical reasons and Miles and Huberman's (1994) six sampling strategies/criteria, I made sure that the sample was (a) relevant to the conceptual framework; (b) likely to generate rich information on the type of phenomena which need to be studied; (c)

enhance the 'generalizability' of the findings; and (d) sampling feasibility (Curtis et al, 2000, 1003; Miles & Huberman, 1994). After careful consideration of available data, two relationship counsellors were purposefully identified – Christian Carter and Evan Marc Katz. The sample from each of the relationship counsellor was gathered from January 2012 to December 2012. Over 80 newsletters were collected from Christian Carter and 50 collected from Evan Marc Katz during this period. Electronic newsletters from each relationship counsellor had been collected since the year 2011. The decision to select 2012 electronic newsletters was for the following reasons: the thesis evolved from that which was proposed initially with the need to decrease the size of the sample to one calendar year; and the content within this year is unique. The samples chosen were small, studied intensively, and each one generated a large amount of information. Qualitative samples, similar to those chosen for this study, "are designed to make possible *analytic* generalizations (applied to wider theory on the basis of how selected cases 'fit' with general constructs)" (Curtis et al., 2000, 1002).

Given the popularity of social media, the platforms of both relationship counsellors were targeted by the researcher. As the text within social media are public in nature, viewable with the click of a mouse, it is appropriate to identify social media as a sample for this study. For the social media sample, it was apparent to the researcher that each relationship counsellor employed one or more of the many popular social media tools available to businesses and organizations – Facebook, Twitter, E-Newsletters/blogs. Having completed a Google search of social media used by relationships counsellors, selection criteria were outlined to narrow the purposive social media sample. Thus, the selection criteria were based on those platforms which were (1) convenient, accessible and viewable (Daymon & Holloway, 2002, 109) and (2) those tools most readably used by the relationship counsellors. In selecting my cases I clearly wished to pick the

social media tool which would give me as much information as possible to answer the proposed research questions. To ensure that a rich sample was chosen for the study, the tool selected for analysis were the electronic newsletters distributed via email. Compared to other marketing tools employed by the relationship counsellors like Twitter and Facebook which are short in length, the electronic newsletters provide an in-depth look at the issue of romantic relationships. The typical length of newsletters by both relationship counsellors was between 1,000 and 3,000 words thus, providing content that is much richer to analyze. Analyzing text and multiple forms of data do present challenging tasks for a qualitative researcher when deciding how to represent the data in the form of tables, matrices, and narrative form further adds to the challenge (Creswell, 2006, 147).

In some cases content from the Christian Carter sample conveyed similar information, content that was recycled from previous versions. The newsletter content selected for data analysis for each sample was purposely limited to the textual content only and did not include the analysis of any visual images contained within the newsletters.

Critical Discourse Analysis (CDA) and Interpretation

There is no typical way of collecting data within CDA, but there are some common techniques (Wodak & Meyer, 2003, 23; Daymon & Holloway, 2002, 143). In a way similar to grounded theory (e.g. Glaser & Strauss, 1967), data collection in CDA is not considered to be a specific phase that must be completed before analysis begins (Wodak & Meyer, 2003) but a continuous systematic way of presenting research material which runs simultaneously with data collection (Daymon & Holloway, 2002, 231). After the first collection exercise, for the researcher, it is a matter of carrying out the first analyses, finding indicators for particular

concepts, expanding concepts into categories and, on the basis of these results, collecting further data (theoretical sampling) (Wodak & Meyer, 2003, 23-24). As a discourse analyst, the most important aspect is language (Daymon & Holloway, 2002, 142). Where CDA strongly relies on linguistic categories (Wodak & Meyer, 2003, 25) this includes a detailed textual analysis of the material that then moves to an explanation and interpretation of the analysis. The interpretation of data is at the core of qualitative research – although its importance is seen differently in the various approaches (Flick, 2002, 176).

Within the CDA tradition, my primary concern here is with not the abstract, "grammatical" language of linguistics, but rather the everyday life of *language in use* - (Thurlow & Mroczek, 2011, xxiii). Therefore, I conducted an analysis of language use within each electronic newsletter/blog posting, concerned with finding "key words, themes, issues and patterns in the data-texts" (Daymon & Holloway, 2002, 143). The process of doing CDA involves looking at choices of words and grammar in texts in order to draw out the underlying discourse(s) and ideologies (Machin & Mayr, 2012, 25).

The samples of each relationship counsellor were analyzed separately. Once all data sources were collected, in order to process and organize the data, I systematically went through each electronic newsletter sample at a time to complete an initial review of all data and get a complete view of the material under study to make sense of the material. After I finished reading all of the electronic newsletters, I felt very overwhelmed by the data simply because there was so much text within some of the samples, making the coding process very time consuming and tedious. The first thing I did was cut the text down to manageable proportions so that I was less overwhelmed and at the same time I could read the text with my research questions in mind. Based on feasibility and to manage time for efficiency, placing the raw data into a table format

within a Word document was found to the best method to analyze the data. Given my inexperience and initial introduction into conducting qualitative research and coding, I was met with sifting through the text of the newsletters and deciphering what content was meaningful. To gain a better grasp of this process I looked to finding examples online which would help me. From this, I gained clarity for being able to accurately infer meaningful content, combined with using my own intuition. Deciphering meaningful content proved to be a relatively smooth process as I worked my way through the text of the electronic newsletters to interpret the data and assign codes appropriately to the data. I worked under the knowledge that my interpretation of the data is only one of the several "right ways" in which to interpret data (Auerbach & Silverstein, 2003, 32). The most important thing was to remember to be able to support my interpretation of the data (Auerbach & Silverstein, 2003, 32).

Having gone through the text, the next step I took was to underline key content/lexical words, selecting the same or similar words and phrases to express the same idea (Auerbach & Silverstein, 2003, 37) which were more frequently used by the relationship counsellors for achieving a particular discourse goal (Paltridge, 2006, 186). It became clear within a reading of the first couple of samples of both Evan Marc Katz and Christian Carter that the word "guy" frequently appeared. And, with this a descriptive noun (perfect, great, and wrong) was consistently found to prior this particular word. So, within each sample anywhere that I could see the use of the word "guy," I would then underline this and the corresponding descriptive noun within the text.

The samples of each relationship counsellor were coded (see Appendix A for examples). My coding method was based on the insight that reading the electronic newsletters the first time that I would immediately see the patterns within them. When I analyzed the text I noticed that

the different texts often expressed the same idea, sometimes with the same or similar words which are called repeating ideas (Auerbach & Silverstein, 2003, 38). These repeating ideas became the building blocks from which I eventually assembled the thematic findings.

After the data were analyzed, I began to understand the commonality of the ideas and thus, could derive the main themes within the data. Taking a Critical Discourse Analysis (CDA) approach to data analysis, the themes were generated inductively. What this means is that I worked to "first get ideas from collecting and analysing the data (that is, you move inductively from specific data to more general patterns and commonalities); then test those ideas out by relating them to the literature and to your further data collection and analysis (deduction)" (Daymon & Holloway, 2002, 6). From this, I could build patterns or categories and themes from the bottom up by working between the codes and material to construct a comprehensive set of themes during the research process. The process of deriving themes from textual data is well established in qualitative research (Attride-Stirling, 2001, 387). In order to gain access to the subjective experience of the data, we organize the text into repeating ideas and the repeating ideas into themes (Auerbach & Silverstein, 2003, 54). A theme is "an implicit topic that organizes a group of repeating ideas" (Auerbach & Silverstein, 2003, 38). The last stage of the analysis then involved organizing those words or phrases into categories or themes which were present in all the data sources and involved in constructing a particular view of romantic relationships (Paltridge, 2006) "through a process of coding and condensing the codes, and finally representing the data in figures, tables, or a discussion (Creswell, 2006, 148). According to Creswell (2006), these are the core elements of qualitative data analysis (148). Additional steps can include writing marginal notes, drafting summaries of fieldnotes, and noting relationships among the categories (Creswell, 2006, 148).

With a focus on a textual analysis of language/message content at the sentence level, I took into consideration what was being *topicalized*, i.e. what is being talked about in discourse (Paltridge, 2006, 183), translating the frequency of occurrences of certain symbols into summary judgments and comparisons of content of the discourse (Paltridge, 2006). For example, within one of the first newsletters by Evan Marc Katz, the topic at first glance seems to be about trust. But, by looking more closely it is revealed that the topic is about a woman's confidence (Marc Katz, 2012, January 3). As an analyst I would then note how often a particular topic is covered in comparison to further newsletter content. I continued to go through all newsletters until I assigned all the relevant text to a repeating idea/code. Because the code was adjacent to the raw data I could easily see how this would fit into the thematic categories and applied those accordingly in another column. After reading and assigning codes and themes for each of the relevant text from all the newsletters, I combined the list of repeating ideas for each group into a file that reflects the master list of repeating ideas for the project. Based on a master list of ideas, I would refer to the list to find the most appropriate code and theme to assign to the select content. The themes that emerged through analysis of the raw data were very similar to the ones I started with. Of course, I was compelled to eliminate themes which would not inform or answer the research question. Upon a second re-analysis of the raw data, one or two new themes, which repeated themselves, began to emerge which I did not recognize initially.

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Chapter 4 - Research Findings

This study represents an initial attempt to bring together the areas of romantic relationships, discourse and social media. The findings support that language and discourse, as primary modes of communication, provide insight into the production of meanings concerning romantic relationships. Much discourse refers to information that can only be interpreted by reference to social and cultural context. The analysis of electronic newsletters distributed by Christian Carter and Evan Marc Katz illuminate the way that these relationship counsellors attempt to control the public discourse surrounding romantic relationships in order to sell their products and services. The discourse is reproduced through the specific language used in the electronic newsletters. Content failed to differ significantly from one relationship counsellor to the other. This may be attributed to the goal of the relationship counsellors to provide insight to women and empower them to make better relationship decisions. Both men and women harbour destructive emotional patterns when attempting to find love within a romantic relationship. In most cases, material online makes assumptions about the way that most women behave, feeding into stereotyping women. One of the reasons women are targeted by relationship counsellors simply boils down to the paternalistic society we live in and the stereotype that women are too emotional and therefore, an easier target to feed on their insecurities. Based on the analysis, five themes emerged that (1) portray characteristics of romantic relationships, (2) depict an ideal representation of women, (3) describe a type of man that women should want, disclose "tricks of the trade" that women "should" use during the dating process and when in a romantic relationship, sales pitches to sell their products and services, and a sense of belonging to a community of women seeking heterosexual romantic relationships. These themes emerged by

considering word choice of the content to show the dominating ideologies and the prevalent points of view regarding romantic relationships

Characteristics of Romantic Relationships

One way to build good relationships is by learning their characteristics. By understanding their characteristics, we will be better equipped to build good relationships in our lives (Life Optimizer, 2008). Romantic relationships are often comprised of certain characteristics that are expected in order to fulfill the needs of an individual. From these expectations relationship counsellors establish criteria based on what a healthy, functional intimate relationship looks like. In addition, those basic steps for maintaining a romantic relationship can be derived from the discourse within the electronic newsletter content. Comparing the characteristics of a healthy functional romantic relationship with that of an unhealthy dysfunctional relationship can provide insight into these criteria as well. Based on a Google search of "characteristics of a romantic relationship" the material is plenty – touting the best characteristics of a good relationship, the best qualities that make relationships work, and the best qualities/characteristics of an ideal partner. While establishing key characteristics of a romantic relationship, it is important to note that the discourse only portrays what a romantic relationship should look like. It is also helpful to categorize those characteristics as emotional, sexual, physical, and/or verbal. Gaining insight into the key words that characterize the essential elements necessary for a healthy, loving romantic relationship is important when examining the public discourse of romantic relationship. It is also beneficial to look beyond those essential elements to examine why those characteristics are so important, why certain elements are carefully selected over others, and to figure out if certain

characteristics are more important than others to gain further insight. I make the following observation based on those characteristics within the discourse: to build and maintain a healthy relationship, you and your partner have to ensure that you are considerate and respectful of each other's rights in the relationship. A healthy relationship means working to maintain, and reciprocate, the essential elements of trust and respect. Good relationships not only help us meet our needs but also make our life more fulfilling (Latumahina, 2008). The problem is that our unrealistic expectations about romance and romantic relationships can make us very dissatisfied with the reality of our lives, including our partners (Galician, 2004, 5) even if we already have confidence. And, confidence is one of the main requirements to describe an ideal woman who can attract and keep a man.

Idealist Representations of Women – "the ideal woman"

With the advent of mass media in the form of print and online advertising and television, women have continually been unrealistically portrayed by men, similar to distorted representations of romance and sexuality in the media (Oliver & Raney, 124). These unrealistic portrayals are an important theme that emerges from the analysis of the both samples of electronic newsletters. The idealized concept was noted accordingly as "the ideal woman." Within this theme, the following codes were found to characterize women: smart, strong, successful woman; good/great woman; fun, playful and unique woman; and the right woman. Each man, according to Christian Carter and Evan Marc Katz, has an idea in his head/mind of what he is looking for, and loves a certain kind of woman. This can be exemplified with the statement:

So, when a woman can come into a man's life and show him the signs of a great woman that all men know and universally respond to...that supposed fear of commitment and the future simply disappear (Carter, 2012, October 31).

From the perspective of men, an ideal woman is someone who is "a smart, strong, successful woman" (Carter, 2012; Marc Katz, 2012). She can be: a trusting and honest woman; a unique, beautiful and special woman; a woman who makes a man feels comfortable, safe and understood by; and, a genuinely happy person/woman, who is laid back, easy going, playful, independent, and confident (Marc Katz, 2012; Carter, 2012). Both relationship counsellors place the ideal woman within the context of male wants.

Idealist representations of women in the public discourse of relationship counsellors can have serious negative consequences and have a powerful influence on the insecurities of women, feeding those insecurities to the point that women believe that they are not able to reach those ideals. By placing "the ideal woman" in the perspective of male ('Real Men") wants and what a man craves, Evan Marc Katz and Christian Carter send the message to women that this is who they are supposed to be and that they must live up to the ideal in order to have a man in their lives. Societal messages in the form of dominant discourses are particularly powerful in shaping assumptions about a young woman's or man's nature and what constitutes normal or deviant behavior for members of each sex (Hare-Mustin, 1994, as cited in Schleicher & Gilbert, 2008, 8).

I believe, similar to Mary-Lou Galician (2004), that unrealistic portrayals of romantic relationships adversely affect men to the same degree as it does females (7). Many social critics, relationship therapists, and popular books have accused the mass media of brainwashing consumers with portrayals of romanticized love that is unattainable as a goal and unhealthy as a model, and thereby, contributing to the acceptance to maintain these unrealistic expectations

(Galician, 2004, 13). Within his newsletters, Evan Marc Katz epitomizes the ideal woman through accounts of his "super-cool wife" (Marc Katz, 2012, January 24). For example, "[It] completely exemplifies why I choose my wife and why good men tend to choose women who have a similar demeanor to my wife" (Marc Katz, 2012, January 3). Marc Katz does this throughout his newsletters on several occasions. By epitomizing his wife in this way, Evan Marc Katz reinforces the idealized concept of "the ideal woman" throughout his newsletters. While Marc Katz uses a real person to demonstrate the ideal woman, Christian Carter has a "cool girl," which is guy-speak for the kind of woman who is attractive to men in a way that even they can't explain and won't tell you about.

A 'cool girl' is code for a woman who embodies certain qualities that, together, trigger attraction in a man - an emotionally mature man - at a deep level. A 'cool girl' has a certain positive emotional energy that men can relate to (Carter, 2012, May 12).

Within the discourse, numerous stereotypes, all in the form of illusions can be noted. Both relationship counsellors make assumptions about the way that most women are supposed to be and how they are supposed to behave. One of the male wants for an ideal woman, as outlined by Evan Marc Katz, is that "men want someone who will take care of us; someone who understands our needs and feeds our egos and complements our masculine side" (Marc Katz, 2012, January 17), and "a woman who encourages their husbands to be themselves and pursue their passions" (Marc Katz, 2012, April 3).

In the world of romantic relationships, as presented by Christian Carter and Evan Marc Katz, women are still required and relied upon to subscribe to an ideal of how they handle their emotions when it comes to a man. Men do not like needy women, but love a woman who is confident and knows who she is and what she wants out of life. The ideal woman is fictional. To

have no insecurities is not realistic. Feeding on the insecurities of women, Christian Carter and Evan Marc Katz, espouse to give women insight into gaining the confidence needed to become the ideal woman.

Insecurity of Women

As shown above, the discourse presents an idealistic picture of women (a fun, playful and unique woman). Rather than be viewed as women who have confidence, the women within the electronic newsletter discourse are viewed as being insecure, and with this their insecurity becomes a problem. You can let you insecurities take over within relationships but relationship counsellors Evan Marc Katz and Christian Carter can help you navigate the insecurities of your relationships (Marc Katz, 2012, July 17; Carter, 2012). For, example, Christian Carter advises that you can use your insecurities to your advantage to get back to a healthy and happy emotional place where you can "find and learn what actually works with men and start having new and better experiences" (Carter, 2012, June 23). Portrayed as a destructive behaviour that is counterproductive, a woman's insecurity brought about by self-doubt is a character flaw requiring women to break patterns of past relationships; to go outside your comfort zone and gain a more positive self-image. With this, Carter and Marc Katz send the message that you as a person are lacking and must improve yourself to be seen as attractive by men. Carter and Marc Katz again take the pressure off men. Men do not need to offer unconditional acceptance of a woman's insecurities and the ability of men to provide a woman with emotional safety within a relationship is not required. The insecurity of women is shown to be found within numerous of the samples of both relationship counsellors and is an important theme throughout the discourse. Within the electronic newsletters, the theme "insecurity of women" is denoted by the following

codes: uncertainty; anxiety; fear; doubt; and being needy/clingy in the relationship. In the words of Christian Carter, "a lot of women make a crucial mistake…[when]…they start to let their FEAR and insecurity take over" instead feeling a sense of security when a relationship is going well (2012, March 6). Depicted as fearful, jealous and lacking trust combined with being needy and clingy and constantly asking for reassurance, the women within the relationship counsellor's newsletters continually ask themselves "what is wrong with me" (Carter, 2012, June 23). Critically, by playing on the insecurities of women, the relationship counsellors send the message that something inside women is wrong or that something is missing, that they are less of a woman because they have not been able to master the terrain of a successful, healthy romantic relationship. Where men and women communicate differently, both relationship counsellors are not promoting authentic dialogue through the use of the tips and tools that they give. Thus, they trigger an endless stream of messages that make women feel helpless because they question their ability to attract a mate and their insecurity becomes a problem that must be solved. This finding is exemplified in Marc Katz's statement "Have you ever felt yourself becoming needy or clingy? Read on to learn how to get rid of those anxious feelings you can get in some relationships" (Marc Katz, 2012, July 17). The finding is also illustrated well in Christian Carter's statement "instead of thinking only of the 'good times' and how much you miss him, consider all the things he did and said that made you feel insecure, anxious or frustrated" (2012, January 7). He encourages readers to "learn about yourself, love and men from the things that drove you two apart, so that you're sure to have a more intimate, loving and evolved relationship next time around" (Carter, 2012, January 7).

While both relationship counsellors speak to the insecurity of women, they also speak to the confidence of women. Evan Marc Katz views the confidence of women as being the most

attractive quality because "the only man who wants to date an insecure woman is a bad man – because he knows that he can mistreat her and that she'll never go anywhere" (Marc Katz, 2012, August 28). However, from Marc Katz's standpoint, women are the ones who have all the power in a relationship. According to Marc Katz, men can't do anything without women's permission (Marc Katz, 2012, August 28). Opposing this empowering and motivating thoughts to boost the confidence of women, comes the added statement, "In other words, if you believe you're VALUABLE, you never have to worry about whether he VALUES you" (Marc Katz, 2012, August 28). This message actually strips a woman of her power to be the one to take charge of her feelings, beliefs, and actions. Much of the discourse looks to letting the men off the hook for their actions so that a man's emotional hang-ups have nothing to do with a relationship not being successful. Playing on the insecurities of women, the cultural message for women to take charge of you romantic life seems to have missed the mark. Many of the women portrayed in the electronic newsletters beat themselves up for passing on men who are seen after the fact as viable and potential partners. Capturing the essence of those viable and potential partners, Christian Carter and Evan Marc Katz, personify a certain type of men to be sought after as a main theme within the content of their electronic newsletters.

Type of Men

What are you looking for in a mate? Would you prefer that the person be more intelligent, less intelligent, or equal to you? More or less educated, or have the same level of education? Maybe you want someone older, younger or maybe the same age as you? As young women, we often have a picture in our heads of what our perfect boyfriend or partner would be like. And, while this picture can evolve as we age, there are standard types of men who fit the

bill. The aim of the game is to attract the kind of guy you want, according to Christian Carter and Evan Marc Katz. Based on an analysis of the content, discourse was extrapolated that depicts the type of men women want or that they are attracted to. The discourse reveals an interesting pattern of preferences that are linked to matching attractions.

While it is tempting to fit a man into a certain category such as "Mr. Right" or "Mr. Wrong" this is only a distraction from the necessary ability to figure out how you relate to the man you want to be in a relationship with and how your own behaviours can contribute to the problem of finding the right man for you. Within this theme, the following codes signifying the main types of men characterized within both samples of the electronic newsletters include: a good or great guy/man, the right man/guy, the "One," who can be categorized as the right kind of men. At the opposite end of the spectrum are a type of men who have personality traits/character traits which denote what type of guys to stay away from; those problematic men who are unsuitable men: "the wrong men," the "emotionally unavailable men," and the "commitment-phobes." Taking a further look at the discourse, a relationship-worthy man, according to Evan Marc Katz, is a "good" and honest mature guy, and someone who is a healthy quality man and a emotionally mature man who would be a good partner and a great lover.

Believing in the dichotomy of good guy vs. bad guy, Mr. Right vs. Mr. Wrong, or a real man vs. a boy, prevents readers of the electronic newsletters from getting out there, meeting men and getting to know them, a self-protective strategy that does not get you where you want to be. Both relationship counsellors touch on considering the possibility of not fooling oneself by trying to fulfill a checklist of what the right man should be like — an impossible-to-fill checklist. Knowing your own values and needs in a relationship is part of the foundation of making wise choices (Wish, 2013, 131). What the discourse should tell us is the need to give up the notion of

Mr. Right or the right guy as a wise choice. According to Wish (2013), there are a lot of "*Mr. Right Enoughs*" (131). The reality is that no man, or woman, is perfect and there are lots of men that are worthy of a relationship and being a partner. Unfortunately, both relationship counsellors maintain a firm belief of finding the right man and *the* one, and the ability to hold out for that type of man which is still part of the romantic fantasy of today's women. Maintaining a critical eye when examining the discourse on the type of man a woman should look for, a better strategy for women would be to open their minds to the fact that a good man comes in all varieties and not so defined that you have to maintain a strict definition of who you will and will not be in a relationship with. By promoting such a limited view of a certain type of man to look for there is self-deception in holding onto the belief that there is the perfect man. As a way to get the right man, or find *the* one, Christian Carter and Evan Marc Katz both design their advice so that you can put their advice into action. This advice is addressed within the theme "tricks of the trade."

"Tricks of the Trade"

Dating advice is about what you can do to have a successful relationship (Marc Katz, 2012, June 12) with the right dating tips and tools. The discourse associated with dating advice from both relationship counsellors falls within the theme "tricks of the trade". As part of this theme, codes such as "how to be the kind of woman;" "learn how to;" I show you;" and "how you can use" to signify relationship advice and what you can do to get the guy by employing their dating tips and tools. Throughout their newsletters, Christian Carter and Evan Marc Katz maintain that "you can't change men. You can only change the men you're dating" (Marc Katz, 2012, January 10) all by employing the insights and secrets, and powerful tools they offer. Learn how to use "foreplay to your advantage – to hook men on their terms and get the relationship that

YOU want" (Marc Katz, 2012, February 14); "gain "insider knowledge" about what makes a man tick, what he's looking for in a woman, and how you can melt his heart" (Marc Katz, 2012, February 21); and "what a woman MUST know about men in order to make a man fall in love and want to commit" (Marc Katz, 2012, February 21). Some insights from Christian Carter include: learning "how to actually CREATE ATTRACTION as you interact and communicate with a man" (Carter, 2012, January 5), "learn exactly what kinds of words and behavior magnetically draw a man to you" (Carter, 2012, January 7), and "what can you say and do so that he feels the same way" (Carter, 2012, February 12).

Using words like "hook," "make a man," and "what you can say" within the content of the newsletters implies negative connotations by the relationship counsellors. Despite the claim by Christian Carter to show you "exactly how to get a man close and connected to you and KEEP him wanting you and ONLY you, without games, manipulation or "tricks" of any kind whatsoever" (Carter, 2012, January 7), these are exactly the techniques and skills that he promotes to teach women as the kernels of his wisdom. When you plot to manipulate a man through these types of "powerful tools" you are essentially blotting out the reality of an accurate vision of the other person and the feelings attached to the connection that you have – what Evan Marc Katz would term the "halo effect" (what happens when something is very attractive to us and we assume everything else associated with it is attractive as well) (Marc Katz, 2012, February 6).

According to both relationship counsellors, the responsibility of finding the right man and having a successful, happy, and healthy relationship is dependent on the woman and the woman alone in changing relationship behaviour. They contend that the ability to get a man requires a lot of hard work on the part of the female partner. The finding that both relationship counsellors put

the responsibility in the hands of women is significant. Both Carter and Marc Katz imply that if a woman makes a wrong move and does something "wrong" then the male in the relationship is justified in breaking up with a woman and it is her fault and her fault alone. This is exemplified in Christian Carter's statement "And YES, by you changing the way YOU go about your relationship you can make this change happen in the man you're with, or in the kind of man you attract" (Carter, 2012, January 7). Evan Marc Katz recommends that instead of changing your choice of men, you much change "how you treat men" (Marc Katz 2012, March 20) and that it is you who need to learn "how you can be the partner that no man can live without" (Marc Katz, 2012, April 3). What's more, by employing these "tricks of the trade," it is up to the woman to never make a wrong step or say the wrong thing, and that a woman must always be on guard or the result with be a man who becomes withdrawn or distant.

Christian Carter is very hard and harsh in his tone when portraying the mistakes that women make in their relationships. Critically this takes the blame away from men and puts it solely onto women. This is an incorrect portrayal as relationships are a two-way street, each person being responsible for the well-being of the other. Carter and Evan Marc Katz promote the idea that if you use the "tricks of the trade" a woman will no longer make past mistakes that have ended previous relationships and will lead to creating and maintaining healthy, loving relationships. If a woman remains perpetually mindful of the tips and tools they give, the chance of making a mistake is reduced. An individual's choice to employ the tips and techniques of the relationship counsellors to "get the guy" is a powerful way to justify using "tricks of the trade" as a form of manipulation. Using the tips and tools gives you an escape hatch and false sense of security against making a mistake or the false reality that if you make a mistake the other person will not accept you for who you are. The reality is that you should not fool yourself into thinking

that if you use the tips and techniques that you will get the guy. There are never any guarantees that if you follow the "tricks of the trade" advice of the relationship counsellors step-by-step that this will work. These cultural messages and behaviours can get you into trouble. Readers of the electronic newsletters should not buy into the belief that accepting these hard and fast rules will get you the same results of other women.

It is not difficult to find stories of romantic relationships throughout history and the attitudes and responses of man and woman towards each other determine the sincerity and strength of their love between them (Jaisre, 2012). Positive attitudes such as flexibility, trust, understanding, the policy of give and take, forgetting, forgiving, uncomplaining nature and adjustment should necessarily exist between (Jaisre, 2012) a man and a woman. Many points of view are prevalent in society of what defines a romantic relationship, some of which are typified in the discourse found with the present study.

What defines romantic relationships?

Love is the most profound emotion known to human beings (PsychologyToday, 2014). For most people, romantic relationships are the most meaningful element in their lives. But, the ability to have a healthy, loving relationship is not innate with most of us having experienced a failed relationship or two (PsychologyToday, 2014). For some we have to work consciously to master the skills necessary to make them flourish (PsychologyToday, 2014). The good news is that with effort and perseverance, according to Christian Carter and Evan Marc Katz, an individual can learn what is necessary to make a relationship last. So, improving romantic relationships is something to strive for. But, what defines a romantic relationship? The choice of romantic partner within the discourse of relationship counsellors is perhaps the single most

important requirement. Women are then given the responsibility to control their own behaviour in order to find a romantic partner.

We compare what we see or hear with what is happening or what we hope will happen in our own romantic relationships (Storey & McDonald, 2014, 115). We have a tendency to measure what we feel against what is depicted in books, films, television series or songs that we, as women, have watched and been influenced by. For example, someone watching a romantic comedy could think to themselves "why doesn't my boyfriend do that" as a standard by which to live up to. The discourse, as noted by the relationship counsellors, produce feelings or ideas and a language that enables and constrains the social practices of romantic love to the point that romantic relationships are portrayed as perfect with no ups and downs. This is unrealistic because in real life there are always ups and downs and challenges that we face when in a romantic relationship. We must note that the client reading the electronic newsletters actively selects from the content the language that is made available. What this means is that this language enables our ability to understand and communicate what a romantic relationship means to us. They offer a language; a language people use to articulate the meaning of their own experience of romantic love (117).

Romantic relationships of women are constructed in negative terms. Relationship counsellors enact social control over dating practices within romantic relationships by demanding that women adhere to rigid ideals as a condition to get the man of their dreams and have a healthy, loving relationship. To be in a romantic relationship is to place oneself within a network of meanings and practices that are produced through public discourse. The theme of men and women having different natures and behaviours persist among the electronic newsletters of both relationship counsellors. There is also an emphasis on romantic relationships based on

open communication and self-fulfillment. The discourse shows a profound shift in the values and behaviour of heterosexual romantic relationships – one which emphasizes emotional intimacy/commitment and passion. Most of us growing up got very limited explicit education as to what love feels like and what romantic expectations we should have towards a partner. Therefore, we look to any information we can find to gain a better understanding of these expectations and to articulate the meaning of their own experiences of romantic relationships and the qualities of a potential partner that are attractive.

Within the data, findings show that when seeking a potential partner, women devalue physical appearance in the attraction process over other attributes. Importance of certain male characteristics or attributes like physical attractiveness will vary depending on the individual's motives for a relationship. Being comfortable with oneself and having confidence are two of the main keys to attracting the right potential partner according to both relationship counsellors. There are many ways and approaches to defining and understanding love and romantic relationships. Therefore, we must take into account what romantic love is defined as. For Brown & Amatea (2013), a discussion of what romantic love is requires dividing it into three main components – passion, intimacy, and commitment (39). When it comes to romantic relationships, a focus on the overall satisfaction a woman's feels with a relationship is a key element in shaping customer/client relationships in order to have an individual spend time browsing the sites of relationship counsellors. Both Christian Carter and Evan Marc Katz profit on this dissatisfaction to offer women what they do not have or are lacking within their romantic relationships.

Shaping Customer/Client Relationships

The goal of both relationship counsellors is to offer their clients help in their relationships – by providing tips and tools. However, as the content shows, the goal is more than this. Both relationship counsellors provide women with a picture of the dilemmas they face, educate them, and arm them with a template from which to get the guy or solve relationship problems. Personalizing marketing material is a tried and true method for achieving customer loyalty. Each relationship counsellor reveals private aspects of their personal lives, as well as testimonials outlining the experiences of former clients, the newsletters allow the relationship counsellors to provide an experience for potential and existing clients to relate to and to develop a relationship that would not be normally possible with other social media tools. Within the majority of the email subject lines, Evan Marc Katz uses the name of the electronic newsletter recipient. For example, the first newsletter in 2012 that I received from Evan Marc Katz was titled "I Cheated on My Wife Last Week, Lana" and with the closing of each newsletter Marc Katz signs off with "Warmest wishes and many thanks, Your friend, Evan." Taking the form of a written letter with a salutation at the top, Christian Carter inputs the name of the newsletter recipient at the top using "Dear Lana" or "Hey Lana" and similar to Marc Katz, closes each newsletter with "Thanks, and best of luck in life and love! Your Friend, Christian Carter." By using the name of the newsletter recipient combined with the endearment of a friend with the closing, both relationship counsellors are setting to establish a rapport with each of the newsletters. By using friendship as a way to relate to the reader, both relationship counsellors position themselves as being on the client's side and part of the reader's support system. They look to establish a closer relationship with the reader compared to someone they would normally send their targeted marketing material to.

Analysis of the electronic newsletters, revealed a code of "inclusion." The theme of "sense of belonging" was created to show how the relationship counsellors again look to establish a close relationship with their readers. To position this "sense of belonging" Christian Carter and Evan Marc Katz state that while the ideal woman can be smart and successful in her career, but not smart and successful about love. So that women do not feel alone in their plight to gain knowledge in the world of romance, Evan Marc Katz and Christian Carter foster a sense of community with all women with phrases like "to help women just like you" (Marc Katz, 2012, March 3), "and hundreds of other women just like you" (Marc Katz, 2012, February 14). Christian Carter uses the same kind of discourse with phrases like, "I've helped and worked with literally thousands of women like you" (Carter, 2012, January 25), "lots of women do the SAME THING" (Carter, 2012, January 25), and "if you're like most women" (Carter, 2012, January 29).

Through the use of testimonials and success stories within the electronic newsletters we see that those who have availed of the products and services of the relationship counsellors felt less alone and more aware of how their fears and insecurities of falling for the wrong men got in the way of finding and keeping a healthy romantic relationship. The ability to find a healthy, loving relationship to enhance your life may seem impossible. But don't despair, Christian Carter and Evan Marc Katz tell you that you can still learn to find the perfect romantic relationship. You just need to get rid of the unrealistic expectations of romantic relationship to be able to be on your way to find a suitable partner.

Selling romantic relationships

Dating within a romantic relationship is viewed as a vehicle for getting to know someone before settling into an exclusive relationship. The newsletter discourse provides a perspective on

the objectives of romantic relationships: finding a mate who exhibits certain traits or characteristics. Similar to the women's movement which emphasized alternatives available to women and "the ideology of the importance of having a mate for women has not diminished a great deal…[and]…a perusal of popular literature for women during this time shows a strong emphasis on "finding and keeping a man," often through the traditional wiles of femininity" (Ogolsky et. al., 2013, 30). Both Christian Carter and Evan Marc Katz purport a "what you need to know" stance within the newsletters. We are being sold the expectations of what a romantic relationship should be – a secure and loving relationship that is real and honest; one that does not require convincing on the part of the woman. With this picture of a perfect relationship comes a type of men that every woman wants, that every woman cannot resist, and needs in her life. By maintaining that there is a certain type of men, women are being sold an illusion. Your emotions are powerful attractors. That there is a magic emotion called attraction that any women with the proper tools are able to bring out of any mature, and emotionally available man. Otherwise, you "keep dating the WRONG MEN" (January 12) according to Christian Carter. With the proper tools, Carter and Marc Katz profess to provide clients with a very powerful way to increase your ability to create more positive outcomes in your life through the use of "feminine energy" (Carter, 2012, March 14).

Without exception, everyone has a past and by employing the right methods you are able to let go of the past. Each relationship counsellor maintains that women are at fault and make the mistakes in their relationships, highlighting that they must break their past relationship patterns. Similar to the double standard of sexual behaviour which blamed women for sexual transgressions and rape, relationship counsellors have shown that women are to blame for failed relationships. Both relationship counsellors sell the message that you need to be something you

are not, and that who you are right now isn't worthy of someone else's love. A woman must for example, "become the trusting woman who brings out the best in a trustworthy man" (Marc Katz, 2012, January 3), to be the woman he can never let go of (Carter, 2012, February 10) and "be the woman a man feels comfortable, safe, and understood by" (Carter, 2012, March 21). With this, Carter and Marc Katz portray themselves as relationship counsellors who are able to help women and prevent them from doing the wrong things. The need to be something you are not to be the kind of woman a man wants by his side promotes the idea that women need to change, not men. This is exemplified by the statement "what can you do" (Carter, 2012, January 17). Both Christian Carter and Evan Marc Katz identify what women are doing wrong and the mistakes they have made then, they provide the solutions to correct and aid learning so that women are able to make smart decisions.

The vision of the perfect relationships through discourse emphasizes the importance of balancing individuality and togetherness and communicating openly about wants and needs. To illustrate the complexity of romantic relationships the relationship counsellors emphasize compatibility, the ability to compromise, common interests, trust, and honesty. Within the discourse, they convince ourselves that we are the victim of social trends and that it is your own attitude and behaviour that is at the heart of the issue of not being able to find the right partner or the right relationship. The need for attraction and intimacy are espoused through the discourse of the newsletters. What is missing from the content is the reality that getting to know a man and developing feelings over time is not always pleasant or easy and requires that "you have to drop your guard and make available the details of your past, your shortcomings, struggles, needs, quirks, and fears (Wish, 2013, 151). Within the content is also the need for chemistry. Reliance on chemistry early in a relationship "can limit the number of possible matches….[and]…feeling

instant chemistry also stunts your awareness of the quality of your new relationship" (Wish, 2013, 152). Sexual attraction is important, but it is usually not a good idea to lead with this emotion because attractiveness grows with love and time when getting to know each other (Wish, 2013, 152). Providing a vision of the perfect relationship with the need for chemistry and the need to learn how attraction works is one of the key marketing tools both relationship counsellors have done to package and sell their products and services.

Selling products and services

Prospective customers are looking for the best information about a product, and they respect companies that help them research the product more thoroughly (Singh & Diamond, 2012, 59). Customer ratings and reviews are one tactic that social media marketing employs (Singh & Diamond, 2012, 59), making sure that ratings and reviews appear in each newsletter for all products. At the preference stage of purchasing, the prospective customer leans toward making a purchase because he or she likes the product that is being pushed onto them. The customer here is more concerned with confirming that he or she is getting good value for their money and that the purchase is suited to his or her needs (Singh & Diamond, 2012, 60). One way to do this is to offer free trials or 30-day money-back guarantees (Singh & Diamond, 2012, 60). Christian Carter employs this method by stating, in his January 17th newsletter, "I'd like to let you try "Natural & Lasting Attraction" RISK FREE. Use the materials all you want for up to 30 days. If you like it, keep it. You'll be billed automatically" (Carter, 2012). Evan Marc Katz emphasizes the use of urgency to sell his products and services. For example, in one newsletter he uses the statement "Click here to take advantage of this incredible offer and I will see you

tonight in our FOCUS community" (Marc Katz, 2012, January 3) to lure you in to buy his product.

Relationship counsellors use electronic newsletters as a means of offering expertise and support to customers as a way to become embedded in the personal lives of potential clients. This expertise not only plays an integral role in the promotion and selling of products and services, but also shapes perceptions of the overall quality of romantic relationships. The mere existence of the reliance on relationship counsellors and proliferation of products and services being promoted implies a dependency on expertise and inadequacy of men and women to navigate both selecting suitable partners and navigating successful romantic relationship. Both Christian Carter and Evan Marc Katz's expertise comes primarily in the form of their real life experiences. One of the most distinctive features of Christian Carter's advice is to provide resources designed to improve a client's odds of successfully attracting the right partner. Evan Marc Katz seems to be more contingent upon a more personal approach to dating advice. He positions himself as someone who has gone through the same issues and problems with dating prior to his own marriage and uses this philosophy to provide a better service. There is also a heavy emphasis on expertise as a means to legitimize the products and services being sold by both relationship counsellors, and a way to distinguish them from their competitors – that their way is the best way and the tried and true method to dating and romantic relationships. Relationship counsellors have strong commercial motives for doing so. Within each of the samples, both relationship counsellors personalize to enhance click open rates to the hyperlinks placed within the newsletter content which brings the reader to the relationship counsellor's website and other products promoting their products (DVD's and CD's) and other promotional

services. By highlighting other products that customers just like him purchased, this also serves as another opportunity to upsell other products and services.

Through the analysis of newsletter content it became apparent that both relationship counsellors used a number of marketing techniques as a way to sell their products and services, the theme of "sales pitch" was discovered. Within this theme, the following codes were found: benefits/perks; lacking; and guilt as a means to sway the reader into thinking that they need the particular product or service being promoted and sold with the newsletter. The benefits/perks outlined by the relationship counsellors such as, "giving you an incredible chance to understand men, find love and get happy" (Marc Katz, 2012, May 19) are designed to send the message of what you get out of buying the products and services. As previously touched on, Carter and Marc Katz tell the reader of electronic newsletters that they are lacking in some way which sends the message that you need to be something that you aren't. For example, Christian Carter uses the phrase "be the woman who" to signify this negative message. Evan Marc Katz lets a woman know that "what you need is an EDGE" (2012, February 21). As for guilt, messages such as "These women are just like you – with one difference: They actually registered to get dating coaching from me" (Marc Katz, 2012, March 3) makes a woman feel guilty for not purchasing the products because other women have or not being serious about finding love (2012, February 28). The relationship counsellors also take to berating and scolding women by highlighting the critical mistakes that they make in their relationships. As such, the key code of "scolding/berate" was uncovered from the language used by the relationship counsellors. And, while the relationship counsellors profess to aid women in creating a better relationship with men, the scolding that is apparent in the electronic newsletters proves the opposite of the best intentions. Scolding does not comply with one of the main reasons the relationship counsellors provide their

products and services to women – the need to empower women so that they can find love and have successful romantic relationships. These trends all contribute to the manufacturing of a negative view of women as lacking experience and knowledge and that without the help of the relationship counsellors they will continue to have failed relationships.

One of the most notable findings is the way in which both relationship counsellors sell you on recognizing that with the tools they offer you are able to break the most negative and dangerous relationship patterns by improving yourself and your relationship. From the discourse, romantic relationships are portrayed as something that can be controlled. In defining romantic relationships, we would all like to believe that our relationships are built on desirable traits expected of our romantic partners. It is not uncommon to see that the normal or traditional views of romantic relationships have changed, with this there is an acknowledgment of the word "romantic relationship" has multiple meanings. With the proliferation of social media and the ability for more social interaction online, everyone can learn about romantic relationships on more than one level. Thus, changing how we come to define a romantic relationship.

Social Media Use and Changes to Defining Romantic Relationships

In the world of social media, consumers don't relate and care about brands as much as they care about the people behind them (Singh & Diamond, 2012, 87). A marketer is not being authentic if your customers do not know who you are. Many marketing campaigns are designed to make the customer feel unique and special – more than anyone else around them (2012, 89). It is suggested that the first thing to do when using social media when selling a product or service is to abandon the idea of selling actively. That is, to abandon the idea of overt selling (Clapperton, 2012, 61).

Through multiple means of communication, the Internet allows people to interact with each other and thus, also serves as a source of a seemingly infinite amount of information (Ogolsky et. al., 2013, 33). Within the CDA framework, "mind control" involves even more than just acquiring beliefs about the world through discourse and communication (van Dijk, 2011). Recipients tend to accept beliefs, knowledge, and opinions (unless they are inconsistent with their personal beliefs and experiences) through discourse from what they see as authoritative, trustworthy, or credible sources, such as scholars, experts, professionals, or reliable media (Nesler et al. 1993,as cited in Van Dijk, 2011). Given a specific context, certain meanings and forms of discourse have more influence on people's minds than others (Van Dijk, 2011). For example, as advocated by both relationship counsellors, the ability to be emotionally available rather than withdrawn or pull away all depends on saying or doing the right thing. Not following this advice "is the reason that it hasn't worked for you because you're not SAYING the right things" (Carter, 2012, January 29). These kinds of messages plant the idea that it is more difficult for women and men to find and maintain successful romantic relationships. We perpetuate or change our opinions about the world in which we live and the romantic relationships that we have in our daily lives through communication and discourse. This changing view of romantic relationships will have a pervasive effect on not only the future discourse of romantic relationships as portrayed by relationship counsellors, but also create an ever greater disconnect between an individual's knowledge, attitudes, and behaviour of romantic relationships and their ability to relate with the discourse.

Conclusions

The role that relationship counsellors play in forming the discourse around romantic relationships led to examine the question "how does the discourse of relationship counselors define romantic relationships?" By exploring the topic from a Critical Discourse Analysis (CDA) approach, the findings bring attention to understanding how romantic relationships are treated by relationship counsellors and women and men. From the discourse, relationship counsellors Christian Carter and Evan Marc Katz, treat romantic relationships as something that can be manipulated with a few "tricks of the trade." If there is one thing that should be taken away from the findings of this study, it is that while both relationship counsellors profess to want to help women, they instead do a very good job of representing women in a negative light, stripping them of who and all that you are in the pursuit of finding the perfect relationship and the perfect guy.

Implications of Findings

This study explored the content of electronic newsletters distributed by relationship counsellors Christian Carter and Evan Marc Katz in order to determine how the discourse of relationship counselors defines romantic relationships. It is vital to be able to know and evaluate not only the credentials and content, but also the viewpoints and assumptions of relationship counsellors whose messages are public. A number of themes were identified which were: characteristics of romantic relationships, "the ideal woman," insecurity of women, type of men, "tricks of the trade," sales pitch, and sense of belonging. Within the discourse we can find unrealistic romantic expectations as portrayed in the content of the newsletters. By conducting this study, I confirmed that the ideals of romantic relationships within the discourse are being

sold and packaged to me in the form of electronic newsletters. By conducting this study, I realized that we have to consider that the phenomenon of marketing romantic relationships through discourse not only affects women but men as well. The discourse becomes part of the lives of women. It is where we learn about romantic relationships and how to behave as women within those romantic relationships. What my research findings show is that we are certainly not uninfluenced by the discourse of romantic relationships as exemplified by the testimonials provided within the content of the newsletters. The challenge is to understand how the discourse enables a change in social practices related to romantic relationships. To get a better understanding of the influence discourse has on individuals views of romantic relationships, future research should consider a study involving conducting interviews with female clients who have experience with the products and services of the relationship counsellors. Further to this, research should involve a male perspective about helpful relationship advice and dating tips that is given to men, in addition to how these men respond to the advice that women are given by relationship counsellors.

From the information given by relationship counsellors we must always keep in mind that the advice often contains conflicting advice because they are based more on the writer's personal and professional experience than on any scientific study of love and relationships (Brown & Amatea, 2013, xix). With a focus on the role discourse plays in defining romantic relationships, we must also consider a study that takes into account the social and cultural contexts surrounding romantic relationships and those tools used by relationship counsellors who target different populations (e.g. cultural, religious, married or committed couples, polyamorist relationships, same sex relationships, etc) to see if the discourse is found to be similar to the present study. The findings of the study challenge the customary assumptions people hold about romantic

relationships. With a critical stance, I realize that there is a risk that the public discourse of relationship counsellors will romanticize romantic relationships and we need to recognize the presence self-promotional elements in all of the discourse. We must recognize that the use of this strategy by the relationship counsellors is especially unique because – unlike other advertisers whose products are often unrelated to actual relationships – in the online dating industry, the relationship is the product up for sale. By presenting consumers with 'success stories' that are exceptional and atypical the relationship counsellors secure a customer base that is in perpetual need of their services. Fundamentally our notions and ideas about romantic relationships are challenged and this in turn can affect the ways in which we approach romantic relationships. Where the relationship counsellors profess to want to aid women in finding love and the man of their dreams, the discourse shows the opposite. My findings suggest that a woman is lacking if she is not in a romantic relationship, that a romantic relationship is clearly encouraged. The findings also show the fundamental changes occurring in customs surrounding romantic relationships.

Strengths of Methods

In the entire qualitative process, the researcher keeps a focus on learning the meaning that raw data hold about the problem or issue under study, rather than the meaning that the researcher brings to the research or from past literature (Creswell, 2006, 39). Also, the qualitative process does not begin from a predetermined starting point or proceed through a fixed sequence of steps, but involves interconnection and interaction among the different design components (Maxwell, 2013, 3). Because of this, the process is emergent – the initial plan for research cannot be tightly prescribed and the phases of the process may change or shift after the initial stages of data

collection (Creswell, 20006, 39). This allows for greater flexibility when a researcher needs a complex, detailed understanding of an issue without the restrictions of formal academic structures of writing (Creswell, 2006, 40). When taking into account the strengths of qualitative research using discourse and case study methods, a researcher needs to be cognizant that throughout all phases of the research process, one must also remain sensitive to ethical considerations.

Weaknesses of Method

As data were collected, limitations of the study on the findings came from the following sources explained in this section. Similar to a criticism of qualitative research, there is the view that an analyst selects only a few texts or type of discourse as a way to be overtly selective and therefore, there is a lack of objectivity. This is confirmed by an analysis that in its essence only partially addresses certain patterns of language in the text (Machin & Mayr, 2012, 213; Paltridge, 2006, 193). With this, the methodological assumptions of CDA have been criticized for its adherence to "standards of careful, rigorous and systematic analysis' (Fairclough & Wodak, 1997, 259) to the point that analysts make generalizations without the linguistic evidence to support it (Machin & Mayr, 2012, 213-214). Because qualitative research design is, to a much greater extent, a "do-it-yourself" rather than an "off-the-shelf" process like quantitative research, where a researcher "tacks" back and forth between the different components, assessing their implications (Maxwell, 2013, 3). What did you do to try to counteract this? Another weakness of Critical Discourse Analysis is its reliance on just the analyst's interpretation of the text (Paltridge, 2006, 195). What did you do to try to counteract this? Where the qualitative researcher is to employ rigorous data collection, collecting multiple forms of data, this was not

possible due to the extensive number of social media platforms utilized by the relationship counsellors. Also, discourse analysis is "an often difficult and time-consuming method of analysis because you need to engage in a critical reading of texts" (Daymon & Holloway, 2002, 145). What did you do to try to counteract this?

One of the challenges inherent in qualitative case study development is that the researcher must identify his or her case (Creswell, 2006, 75). One additional challenge is "deciding the 'boundaries' of a case—how it might be constrained in terms of time, events, and processes—may be challenging. Some case studies may not have clean beginning and ending points, and the researcher will need to set boundaries that adequately surround the case" (Creswell, 2006, 76). What did I do to counteract this? In the beginning stages of a study, a researcher must consider whether a single case or a multiple case will provide rich content to fully answer the research questions. However, the study of more than one case could potentially dilute the overall analysis; "the more cases an individual studies, the less the depth in any single case" (Creswell, 2006, 76). Selecting multiple cases requires that the researcher establish "a rationale for his or her purposeful sampling strategy for selecting the case and for gathering information about the case" (Creswell, 2006, 76). In some cases, having enough information to present an in-depth picture of the case limits the value of some case studies (Creswell, 2006, 76). The decision to keep to one form of social media platform caused the sample to be smaller than planned; limiting the power of a study when considering external validity, the generality of the findings to other relationship counsellors can be seen as another possible limitation. Deciding the boundaries of a case may be challenging when thinking about how it might also be constrained in terms of time and events (Creswell, 2006, 76). Given that there are no distinct steps in the process of data collection, data analysis, and report writing, quite often qualitative researchers

often "learn by doing" (Creswell, 2006, 150; Dey, 1993, 6). This tend to lead critics "to claim that qualitative research is largely intuitive, soft, and relativistic or that qualitative data analysts fall back on the three "I's" –"insight, intuition, and impression" (Dey, 1995, 78).

Future Research

Within romantic relationships, the findings of this study raise questions about how our beliefs about the romantic relationships are acquired through discourse. One field of critical research with a focus on discourse and language previous to this study that has not yet been carried out within the CDA perspective is that of discourse and romantic relationships. In many ways, the focus has been on media discourse and changes to relationships such that "the undeniable power of the media has inspired many critical studies in many disciplines: linguistics, semiotics, pragmatics, and discourse studies" (van Dijk, 2011). Future research should extend to a further analysis to the other two social media platforms, Facebook and Twitter, employed by the relationship counsellors. An examination of the multiple sources of data (social media platforms) will also help to inform the research process. The structure of discourse, both the structure of the content, and the thematic organization of the text, should also be analyzed. At this level, the topic can be more clearly identified and the coherence (or lack of coherence) of the text can be accounted for.

By providing advice to men and women on tricks of the trade for dating, these sites are facilitating an alternative perspective on romantic relationships, but also increasing salience in the minds of men and women that romantic relationships work this way and that this is the only way to approach romantic relationships. Such characterization of romantic relationships is problematic for a number of reasons. It makes no sense to talk about the discourse of romantic

relationships tied to social media in absence of a deeper understanding of romantic relationship practices in real life from the perspective of men and women. Considering the implications tied to our investment in romantic relationships and buying into the way relationship counsellors depict romantic relationships through discourse, future studies need to address more specific ways to go beyond a discourse analysis, and analyze the process of how individual's minds are changed through discourse to marry the scholarship. This would require exploring the detailed mental representations and cognitive operations within the psychological and cognitive science fields. There is a need then to explore the field of relationship science integrating current research and theory explaining the development of romantic relationships.

For a more complete understanding of the research questions, use of in-depth interviews of clients from a participant sample would be useful in a study to uncover the link between client's use of material by relationship counsellors and real life relationships. While the testimonials provided by the relationship counsellors within the newsletters provide a starting point to uncover this link, in-depth interviews could uncover a more complete picture to show if clients practice the tips and tools within their real life relationships they have in fact gotten the results that both relationship counsellors promise. A future study must take into account that the testimonials provided by the relationship counsellors are selectively chosen for the purpose of marketing their product or service. The focus of a future study should warrant an insider viewpoint rather than an outsider view. Because qualitative studies are able to provide rich descriptions about key aspects of discourse of romantic relationships by relationship counsellors, and provides a more complete perspective and understanding of the processes of how people's view are changed (Ogolsky et al., 2013, 151), this methodology should continue as a means to explore future research on these topics. Qualitative research allows for a more realistic and

naturalistic exploration of the lives of those under study (Ogolsky et al., 2013, 151). Within the interview process, using personal narratives, a qualitative researcher can explore the dynamic processes by which men and women navigate their opinions and beliefs about engaging in romantic relationships and partner selection as a result of public discourse. Additionally, qualitative research allows those under study a voice in the research process. With this, revealing the complexities of gender relations and the social construction of gender and inequalities can be explored within the lived experience. This would require taking a feminist perspective on scholarship, examining the ways in which gender is enacted within their interactions with the discourse of romantic relationships.

Decisions about romantic relationships change over time and take on increasing importance as adults mature and grow older (Ogolsky et. al., 2013, 144). The changing nature of romantic relationships itself will lead to many more interesting avenues for future study, along with the potential for using different theories, methods, and models for understanding discourse of romantic relationships. Future avenues to study can include: changes to the dominant ideology for social media discourse of relationship counsellors' and its illustration of the marketing of romantic relationships and the process of how relationship counsellors maintain and challenge dominant social discourses of romantic relationships. Given that this research has never been explored before, this research study could well provide the basis for future studies to document changes over a five or 10 year period of time within a longitudinal study to see if the discourse has once again changed or the findings can be replicated. A longitudinal study allows for a better understanding of the causal factors that operate within the discourse of romantic relationships, and how discourse develops over time, as well as allowing for the development of a comprehensive theory of change processes in the views or expectations expressed by women and

men regarding their romantic relationships. Rhetoric is the art of using language to persuade an audience that one's argument is correct. Similar to a courtroom lawyer trying to convince a jury using rhetorical techniques, relationship counsellors could be viewed as using promotional materials intended to motivate clients through the use of persuasion to buy the products of the relationship counsellors, and also accept the views as portrayed by the relationship counsellors.

The use of parasocial interaction as a further theoretical base is also an avenue for future research study as a way to explain why some relationship counsellors are more popular and subsequently be able to answer research question one of this study. One of the ways that viewers interact with characters during their exposure of mediated content is through parasocial interaction (PSI). Since the concept of parasocial interaction was first introduced by Horton & Wohl in 1956 the theory has become well-established and often used in media and communication research. PSI, as originally hypothesized, dealt with describing the face-to-face interaction that occurred between media characters or figures portrayed in the media and their audience (Horton & Wohl, 1956; Giles, 2002; Hataway, 2008). Parasocial interaction theory, in essence, is used to examine the one-sided relationships that can occur between a media user and the media being consumed (Ballantine & Martin, 2005). Parasocial relationships involve feelings and reactions towards characters such that audience members respond to supposed interaction with media figures (Horton & Wohl, 1956; Hataway, 2008). The communicative function of media is a particular form of mediated relationship which can be defined as "parasocial interaction" (Horton & Wohl, 1956). Exposure to different types of media messages forms the basis of parasocial relationships (Hataway, 2008). Under this theory, television programs, along with other media content like advertisements, create the illusion of interpersonal contact when media figures or media 'personae' speak directly to viewers and address the audience personally

as if the characters were standing in front of them (Ballantine & Martin, 2005; Klimmet et al, 2006; Hataway, 2008). PSI has also been found to clearly play a role in the individual social construction of reality (Alperstein, 1991). Parasocial interaction has also been established as an important determinant of media usage (Conway & Rubin, 1991). The theory of parasocial interaction provides a framework for explaining one aspect of mass media's role in fulfilling individual's communication needs (Hataway, 2008). Today women have greater freedom to define the role they play in heterosexual romantic relationships than previous generations. As a source of information to help with defining these roles in the context of more traditional views of romantic relationship, women often look to professional sources. Two of those sources outlined in this study are relationship counsellors Christian Carter and Evan Marc Katz. Both relationship counsellors address each recipient of their newsletters directly and personally as show in this study. The societal messages conveyed in the electronic newsletters through discourse plays a similar role in establishing a social construction of what romantic relationships are supposed to be like.

Appendices

Appendix A

Coding categories

Overanalyzing	Apprehension	Onus
Guilt	Appraisal	Obligation
Sadness	Concern	Insecurity
Loneliness	Acceptance	Confident
Approval	Affinity	Alienated
Inadequate	Mislead	Belittle
Incompetent	Deluded	Determined
Capable	Blame	Self-pitying
Damaged	Endorsement	Paranoid
Lacking	Flattery	Empathy
Discouraging	Put-down	Commiseration
Encouraging	Scolding/Berate	Antagonism
Handling	Hold accountable	Self-esteem
Manipulation	Hold responsible	Pity
Gimmick	Failure	Jaded
Proposition	Betterment	Chastise
Naiveté	Benefits/perks	Inaction/neglect
Inexperience	Mistake	Selflessness
Control	Sympathetic	Bargain
Inept	Shame	

Themes

Formatting	"tricks of the trade"
Jargon/idiom	Male Character
Type of men	Sense of belonging
Non-reality (resemblance of real life)	Sales pitch
Insecurity of women	
"the ideal woman"	

Appendix B - Evan Marc Katz Electronic Newsletter Excerpts

January 17th, 2012 - Where Are All the Nice Guys With Edge, Lana?

Rose is one of my rarer clients – the smart, strong, successful woman who is an incredible flirt.

May 19th, 2012 - What You Don't Know About Me That Can Help You, Lana

You're failing and you're not asking for help. And you can read my emails every day until the end of time and nothing will change in your life because you don't actually do anything differently.

July 17th, 2012 - The One Thing That You Can Do to Make Men WANT To Commit, Lana

This man however remained friends with me the whole time, I would find myself spilling my dating tales of woe to him, he would listen and advise, "Karen, you are worth so much more than this... you need to recognise your own self worth." He was right, your eBook was right, I have finally managed to find this place inside me, that is yet again easy going, relaxed and confident!

January 24th, 2012 - What Billy Joel (Yes, Billy Joel) Has to Teach You About Understanding Men, Lana

And when I was driving down to San Diego to visit my in-laws last month, my super-cool wife decided to surprise me with a blast from the past.

January 3rd, 2012 - I Cheated on My Wife Last Week, Lana

I only bring this up because it completely exemplifies why I choose my wife, and why good men tend to choose women who have a similar demeanor to my wife. My wife trusts me.

January 17th, 2012 - Where Are All the Nice Guys With Edge, Lana?

"I don't want to take care of a man!" I've heard LOTS of women tell me this over the years. Okay, but we men want someone who **will** take care of us. Someone who understands our needs and feeds our egos and complements our masculine side.

February 14th, 2012 - What You Need to Understand About Men and Sex, Lana

I know this is a bit challenging so allow me to use another angle on how you can use foreplay to your advantage – to hook men on their terms and get the relationship that YOU want. And it has to do with what I do professionally as a dating coach.

April 3rd, 2012 - How To Make A Man Feel Happy, Devoted and Lucky to Be With You, Lana

Simply put, the women who make the best wives are the ones who encourage their husbands to be themselves and pursue their passions. As long as his passion isn't other women (!), you can have one awesome relationship with your boyfriend, just by respecting his need to be a man.

July 17th, 2012 - The One Thing That You Can Do to Make Men WANT To Commit, Lana

P.S. Have you ever felt yourself becoming needy or clingy? Read on to learn how to get rid of those anxious feelings you can get in some relationships... *Last year I purchased your eBook – Why He Disappeared, and often go back to reading it even today... When I initially read it, I thought I had it all in hand, thought I was making all the changes I needed to eventually find love. I was wrong!*

August 28th, 2012 - Are You Worried You're Not Valued By Him, Lana?

And I can tell you two things right now that you should never forget:

1. **Your confidence is your most attractive quality.** The only man who wants to date an insecure woman is a bad man – because he knows that he can mistreat her and that she'll never go anywhere. Good men have absolutely no patience for women who are jealous or fearful. If you can't leave us when you're being mistreated, we have no respect for you and we certainly wouldn't want to marry you.

2. **You have all the power.** Not him. If you've remotely bought into the myth that men have power because THEY ask you out, THEY make the first move, THEY make more money, THEY have more options, THEY propose, then you've already lost the battle. Because THEY can't do ANYTHING without YOUR permission. You can say no at any point in time and opt out of his subpar behavior.

In other words, if you believe you're VALUABLE, you never have to worry about whether he VALUES you.

January 3rd, 2012 - I Cheated on My Wife Last Week, Lana

Are you ready to become the trusting woman who brings out the best in a trustworthy man? Or are you still going to act out of insecurity?

February 14th, 2012 - What You Need to Understand About Men and Sex, Lana

And the longer you can keep a guy interested in you – without having sex – the more he can discover why you're a unique and special woman. If you can't keep him hooked, he may never realize that you're going to be an amazing wife one day.

March 3rd, 2012 - The Best News You're Going to Hear About Men All Year, Lana!

Since joining FOCUS Coaching, I am laid back and confident, I take care of my health and I recognize that I come first before I can be of service to anyone worthy of me.

October 30th, 2012 - The 5 Biggest Mistakes I Make in My Relationship, Lana

In other words, there's a trend happening, and that trend is making it harder than ever to find, attract, and keep a quality man. A man with looks, brains and ambition to do something great in the world.

January 3rd, 2012 - I Cheated on My Wife Last Week, Lana

Click here to take advantage of this incredible offer and I will see you tonight in our FOCUS community.

January 10th, 2012 - How to Tell the Difference Between Mr. Right and Mr. Wrong on Date 1 Lana

So, what we see is that it's useless to blame men for what they do wrong, because it only fosters a feeling of hopelessness and negativity. You can't change men. You can only change the men you're dating. Got it?

February 21st, 2012 - What You Are NOT Doing That Men Really Want, Lana

You need to stand out from the sea of fantastic women who are all trying to get the attention of those men. You need to have "insider knowledge" about what makes a man tick, what he's looking for in a woman, and how you can melt his heart.

March 20th, 2012 - Lana, The Best Way to Connect With Men Is…

There's one other thing that I recommend, Lana that doesn't involve changing your choice of men. It simply has to do with changing how you treat men. Because if we've established that a good boyfriend is one who acts like a good girlfriend, we can establish that a good girlfriend is one who acts like a good guy friend.

April 3rd, 2012 - How To Make A Man Feel Happy, Devoted and Lucky to Be With You, Lana

This question is a central tenet of the third section of my book "Why He Disappeared", in which I explain, in detail, how you can be the partner that no man can live without.

February 14th, 2012 - What You Need to Understand About Men and Sex, Lana

Click here to join me – and hundreds of other women just like you - for my monthly FOCUS coaching call.

March 3rd, 2012 - The Best News You're Going to Hear About Men All Year, Lana!

I created FOCUS Coaching specifically to help women like you distinguish between good men and selfish men and I'm doing a **Q&A next Tuesday night about *"Unmet Expectations".***

Saturday May 19th, 2012 - What You Don't Know About Me That Can Help You, Lana

I'm giving you an incredible chance to understand men, find love and get happy – and I've created a package that is the best thing I've ever offered yet.

March 3rd, 2012 - The Best News You're Going to Hear About Men All Year, Lana!

These women are just like you – with one difference: They actually registered to get dating coaching from me. **Click here to learn more about FOCUS Coaching.** It's comprehensive, interactive, and, most importantly, affordable.

January 17th, 2012 - Where Are All the Nice Guys With Edge, Lana?

But if you want to get the guy with a little bit of edge, you better be willing to compromise, trust, and "take care of him" a little bit, since that's what HE'S looking for in a woman.

January 31st, 2012 - How You Can Instantly Feel Better About Dating in One Easy Step, Lana

Sally acknowledges that none of these are bad men – they're all cute and bright and nice. They're just not at a happy, giving place in their life, and she doesn't think they'll make particularly good partners while they're so lost.

January 31st, 2012 - How You Can Instantly Feel Better About Dating in One Easy Step, Lana

Once you realize that most men are the wrong men – and are easily replaceable – you'll be much better equipped to deal with the ups and downs of dating.

February 21st, 2012 - What You Are NOT Doing That Men Really Want, Lana

So when Carol sat down with us last year, she got us to reveal what a woman MUST know about men in order to make a man fall in love and want to commit. She asked us detailed, personal questions about our own love lives.

February 21st, 2012 - What You Are NOT Doing That Men Really Want, Lana

If you're like most women I talk to, you're just not into "settling" for someone you won't be madly in love with, and you're not into giving up on your dreams of love and marriage, either. That's why what you need is an EDGE.

March 3rd, 2012 - The Best News You're Going to Hear About Men All Year, Lana!

This is important stuff – especially if you blame yourself for the behaviors of selfish and emotionally unavailable men. Literally the ONLY thing to do when you're with one of these guys is to DUMP him and find a guy who gives you what you need.

May 19th, 2012 - What You Don't Know About Me That Can Help You, Lana

And you can read my emails every day until the end of time and nothing will change in your life because you don't actually do anything differently. I'm giving you an incredible chance to understand men, find love and get happy – and I've created a package that is the best thing I've ever offered yet.

January 10th, 2012 - How to Tell the Difference Between Mr. Right and Mr. Wrong on Date 1 Lana

Which leads me to the topic of today's newsletter: how to tell the difference between Mr. Right and Mr. Wrong on Date 1.

January 10th, 2012 - How to Tell the Difference Between Mr. Right and Mr. Wrong on Date 1 Lana

You stand a MUCH better chance of finding Mr. Right. Mr. Right isn't in your home. He's not in your small office. He's not hanging out with you and your married friends. Mr. Right is out there, but you're not meeting him.

May 15th, 2012 - A Quick and Easy Way to Understand Men and Make Your Dreams Come True, Lana

I've been a member of your FOCUS coaching for 3 months and I just wanted to let you know I'm now in a relationship with an amazing, loving and attentive man who communicates really well. We've been exclusive for about 3 weeks, yes, there is already talk of engagement, but we both agree we don't want to get too far ahead of ourselves and jump into anything too quickly. We're both going into this with our eyes open, and we communicate our needs and expectations and even our frustrations and disappointments so we don't bottle them up. If he's not "the one" I'd be surprised, but even if he's not, that just means there's someone EVEN BETTER suited to me out there.

February 14th, 2012 - What You Need to Understand About Men and Sex, Lana

The reason I bring up Alice's background is that her situation is extremely common. She works hard. She plays hard. She's really honest. She doesn't tolerate fools. She has high standards. And she certainly doesn't want to waste time on the wrong men.

August 21st, 2012 - Three Easy Steps to Find Love, Lana!

My boyfriend and I have been in a committed relationship now for about five months and it keeps getting better. I don't yet know whether or not this relationship will end in a long-term

commitment, but I'm finally feeling comfortable letting things unfold. This has really been a learning process for which I'm grateful. In the meantime, I am enjoying a type of peace and ease in a relationship that I've never experienced before. That, in itself, is a tremendous gift to me, and worth its weight in gold.

May 30th, 2012 - What You Can Learn From 10 Days in Tahiti, Lana

It also reminded me how the most important things in a relationship are trust, safety and being understood.

March 20th, 2012 - Lana, The Best Way to Connect With Men Is…

A) Find a guy who is in touch with his feminine side. He listens. He cares. He communicates. He shares. He is as close to you as your closest girl friend. This is a guy who can make you feel safe and understood.

January 31st, 2012 - How You Can Instantly Feel Better About Dating in One Easy Step, Lana

Some of those men you're dismissing are perfectly great guys who don't exactly fit your image of what you think you want.

July 17th, 2012 - The One Thing That You Can Do to Make Men WANT To Commit, Lana

This does not mean you stay with a man who is emotionally unavailable, busy, abusive, or a commitment-phobe.

Tuesday October 16th, 2012 - Do You Know When You Should Commit To A Man, Lana?

Every second you're exclusive with the wrong man is a second you're not out looking for the right man.

Appendix C - Christian Carter Electronic Newsletter Excerpts

October 31, 2012 - Making Him Feel Passion For You Again

In other words, men are only afraid of commitment when they don't already sense that the woman is right for them. So when a woman can come into a man's life and show him the signs of a great woman that all men know and universally respond to... that supposed fear of commitment and the future simply disappears.

April 26, 2012 - Boyfriend Tell You He's Not Ready - What It Means

Susan is an amazing woman - about 35 years old, smart, beautiful, successful. She was divorced for some time before she met a man she really liked - and decided to give the relationship a try.

October 3, 2012 - 3 Truths About Men You Won't Believe

You may not even be aware that you're doing this. But there are certain words and phrases that communicate this to a man whether you're aware of it or not. Instead, when you show a man that you trust him to be a good partner to you, you will actually inspire him and trigger his devotion and attraction for you.

February 28, 2012 - Is He Good "Boyfriend" Material...Or Will He Hurt You?

What you need to do FIRST, before you do anything else, is get CLEAR about what you want and expect from your love life. You need to be honest with YOURSELF first, before you can be honest with anyone else in your life.

January 17, 2012 - Making Him Feel Passion For You Again

It's time you start doing the things that will have him literally stand up and take notice of the fun, playful and unique woman that you are.

November 20, 2012 - 4 Things Every Man Wants In A Woman

If you learn these and put them to use in your love life, the right man is sure to see you as that unique and special woman he just has to have in his life forever.

November 20, 2012 - 4 Things Every Man Wants In A Woman

#1) A Real Man Wants A Woman Who Is Playful
There's something that drives men wild and invites them into a deeper level of "connection" and bonding with a woman faster than plain old talk about feelings and experiences. And that something is PLAY.

#2) A Real Man Wants A Woman Who Is Independent

Lots of women mistakenly believe that men are looking for a "weaker" woman who will make them feel like they are stronger, smarter, more powerful, etc.
There's a place that's in between too "needy" and too independent that men find irresistible in a woman.

November 12, 2012 - Video: Instantly Draw Him In So He Wants More

Best of all, what I teach you in this video doesn't involve learning anything complicated or unnatural - on the other hand, I'll show you how to tap into your natural playfulness so that you feel more at ease and confident around men.

March 21, 2012 - The Truth About Men And Feelings

And if you could really "get" us guys - what we REALLY think about love, dating, and commitment, then not only will you spare yourself unnecessary heartache in relationships, but you will be the woman a man feels comfortable, safe, and understood by - the woman he wants at his side for the long term.

November 20, 2012 - 4 Things Every Man Wants In A Woman

What do you think are the biggest WARNING SIGNS a man has learned to look for in a woman? And what do you think might be the biggest INDICATOR of a healthy and happy woman?

March 12, 2012 - What He's Really Looking For In A Woman

Did you know that there's a type of woman men refer to as a "cool girl? The cool girl might not necessarily be the most physically attractive woman in the room, but there's just something about her that men find irresistible.

January 5, 2012 - Don't Let A "Weak" Approach Kill His Interest

Maybe the perfect guy will come along and make it all different for you.

August 8, 2012 - Become The Woman He Wants To Stay With

On the other hand, when you develop your sense of self, you become HIGHLY attractive to the kind of man you want (I'm guessing the kind of man you want is emotionally mature, stable, and able to create a great relationship with you...)

January 7, 2012 – 3 Quick Break-Up Fixes & Remedies

What can you learn about yourself, love and men from the things that drove you two apart, so that you're sure to have a more intimate, loving and evolved relationship next time around.

February 8, 2012 - No Valentine? Find The Right Man Now

ARE YOU DOING THE WRONG THING WITH THE RIGHT GUY? In my "Meeting The One" program, you'll learn how to know if he's Mr. Right early on, so you don't waste your precious time with more of the wrong men... and then you'll learn how to make Mr. Right actually FALL for you.

June 23, 2012 - Make Him Choose You Over His Freedom

Instead of worrying and letting all kinds of false and negative beliefs take over your mind and "infect" the way you think and feel... you can decide to find and learn what actually works with men and start having new and better experiences.

March 6, 2012 - How To Know If He's Serious Or Not...

This is precisely the moment where a lot of women make a crucial mistake. They start to let their FEAR and insecurity take over. Instead of being secure because the relationship is going well and the guy seems like a good guy, they start to be afraid that it won't last, or that it isn't "real."

January 7, 2012 - 3 Quick Break-Up Fixes & Remedies

So, instead of thinking only of the "good times" and how much you miss him, consider all the things he did and said that made you feel insecure, anxious or frustrated - feelings that one way or another probably contributed to the end of the relationship.

January 21, 2012 - What To Do If He Has "Issues"

Unfortunately, lots of men play the role of the unavailable man in this story and the reader's email. And possibly in your own life as well.

March 6, 2012 - How To Know If He's Serious Or Not...

To learn exactly what it takes for a man to make a life-long commitment to you, and how to avoid the other common mistakes that push a good man away from wanting to spend his life with you, read about my "From Casual To Committed" program right here:

http://www.CatchHimKeepHim.com/FCTC

October 19, 2012 - 3 Quick Break-Up Fixes And Remedies

Go here to know what a truly honest and mature man looks and sounds like, what inspires him to see you as the only woman for him. and how to make it effortless to want to be with you FOREVER:

http://www.CatchHimKeepHim.com/IMM

August 16, 2012 - The 5 Requirements For Saving A Relationship

When you watch this program, you'll also learn:
-The three stages of a relationship with a man - and why not knowing these stages gets women in trouble on the way to a committed relationship
-Courtship cues - how to subtly lead the "dance" so that he WANTS to pursue you
-How to attract a man naturally and get him to ask you out
-The 6 channels of flirting, including specific fun, witty conversation starters
-How to identify a quality man - I'll give you specific conversation pointers you can use to determine whether he's relationship ready

March 21, 2012 - The Truth About Men And Feelings

It's a man's place in a relationship to be a good partner, to care for you, to listen, to be a great lover, to connect, to be loyal, and to share.

January 5, 2012 - Don't Let A "Weak" Approach Kill His Interest

I explain exactly how to actually CREATE ATTRACTION as you interact and communicate with a man, instead of pushing his buttons that lead him to withdraw or distance himself.

January 7, 2012 - 3 Quick Break-Up Fixes & Remedies

You'll learn exactly what kinds of words and behavior magnetically draw a man to you, and what repels a man from EVER wanting anything past the "physical" with you, so you can avoid making those mistakes and losing a guy after getting intimate with him.

February 12, 2012 - Do This & You'll Know He's Interested

How can you tell if a man is interested in you? And, if you like a man, what can you say and do so that he feels the same way?

January 7, 2012 - 3 Quick Break-Up Fixes & Remedies

Would it change the way you think and feel about men if you knew exactly how to get a man close and connected to you and KEEP him wanting you and ONLY you, without games, manipulation or "tricks" of any kind whatsoever?

January 25, 2012 - He's Showing Doubts About You? What To Do...

So let me tell you a few simple but profound TRUTHS about learning and life I've come across as I've helped and worked with literally thousands of women.

January 29, 2012 - Turning Around Your Failing Relationship

Now... if you're like most women, this situation has happened to you at least once or twice in your life.

January 25, 2012 - Don't Let A "Weak" Approach Kill His Interest

Anyway, here's the FASCINATING thing I recognized a few years back about women...Lots of women do the SAME THING. They have their own version of the "perfect pick-up line."

March 14, 2012 - How To Show Him You're A Great Catch

You can't convince a man to fall in love. But you can lead him there by connecting to his heart. One of the most powerful ways to do this is to let yourself be guided by your feminine energy rather than your masculine. Feminine energy is about being instead of doing. When you focus on simply being in the moment and enjoying a man's company and attention, you automatically shift your vibe so that he can step into the masculine, doer role.

January 12, 2012 - Do This & You'll Know He's Interested

Is it #2: you keep dating the WRONG MEN? (this is bound to happen when you don't know how to find out where a man is at in the first place BEFORE you get close and intimate)

October 3, 2012 - 3 Truths About Men You Wont Believe

Be the woman who "gets" him like no other:
• Talk with him so he'll listen
• Get him to open up and share
• Create a rock-solid bond
Learn More Now

January 7, 2012 - 3 Quick Break-Up Fixes & Remedies

And YES, by you changing the way YOU go about your relationship you can make this change happen in the man you're with, or in the kind of man you attract.

February 10, 2012 - No Valentine? Attract A Great Man Now

I can show you exactly what you need to know about:

-Where to meet a great man
-What to say and do when you meet him
-How to handle the first, second and third dates
-What creates intense and lasting ATTRACTION

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