question, ‘Should women feel bad about watching porn?’ is harking back to a society that saw female desire as a danger to marriage”.

The article conveys what it hopes to achieve, which is trying to convince women that pornography is not a taboo for women, by using a range of rhetorical strategies (Potter and Wetherell, 1995). The article uses Corroboration and Consensus to convey a sense that the writer knows exactly how women feel about watching porn and that she expresses sympathy for these feelings in an attempt to get the reader on her particular viewpoint, “I know this because hundreds of you have written to me about your fears, insecurities, and shame – and that’s what really bothers me” and by using cited evidence, “According to a recent survey, a third of all women between 18 and 24 regularly look for internet porn”. She also paints a Vivid Description of how pornography has changed the way women behave sexually in graphical detail; “Your expectations have changed, and so have his. Even as little as five years ago, anal sex, threesomes and ‘pearl necklaces’ weren’t on the basic daily menu as they are now”.

**Reflection**

Carrying out qualitative analysis is challenging as the methods in such analysis lack the reliability of quantitative methods. This is because the ‘findings’ are generated through the researcher rather than from the results themselves and therefore is more open to interpretation or bias. Also, in validity may be in question due to the fact can it only compares words and language is often ambiguous. Both have advantages, however. Thematic Analysis allows flexibility for researchers by enabling multiple theories to be applied to a variety of epistemologies and a researcher to expand the range of a study beyond what quantitative methods. However, these types of analysis can be problematic since they cannot be applied cross-culturally in the same way since each culture and tradition has each its epistemological stance and understanding. This became evident when trying to analysis the data critically as it was easy to make assumptions (Morgan, 2010).

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**Works Cited**


