

Abstract

This thesis is an attempt to study promotion girls in the beverage industry. By using Pierre Bourdieu's notion of *habitus* as the main theoretical approach, it examines the process in which the promotion girls enters into this business, their professional practices as well as their relations to customers.

The thesis begins with the procedure of capitalist system and the market competition in the beverage business under the 2003 regulations of alcoholic promotion. This situation compels the beverage business to create a new feature of promotion by using young women as the promotion girls.

Moreover, the thesis reveals the making of promotion girls through its training process, before sending to restaurants. It also explores an individual life of promotion girls in various ways: personal backgrounds, characteristics and attitudes toward the career. This unveils that the promotion girls have a difficult task to deal with customers, professional duties and life-expenses.