

## Abstract

This research aims to compare the society's attitudes and expectations from males and females in Japanese and Thai society by using proverbs. Japanese data was collected from a proverbs dictionary named "Kojizokushin kotowaza daijiten(1998) ". Thai data was collected from 27 different books containing Thai proverbs. Data were sorted out in five categories: 1-characteristics, 2-appearance, 3-family relations, 4-males/females relations and 5-social valuation or social status. The data was then classified in positive, negative and neutral by its meaning and based on its social norms.

The result of the study found that in Japanese and Thai proverbs reveal attitudes and expectations about males and females in similar manner that females were projected in a more negative attitude and expected than males in either society. However, the research found that the base concept towards males and females in Japanese proverbs are rooted in Confucianism—while, Thai proverbs did not show the same affect of religion.

According to this research, it could be thought that society's attitudes and expectations tend to be different from those revealed in Japanese and Thai proverbs. For example, examine the accepted age women are to be married, in both Japanese and Thai society, then contrast this with trends that indicate women are marrying later or are remaining single. This illustrates the conflict between the expectations of society and the personal attitudes of the society's people.