KAMJOHN LOUIYAPONG : A CONTENT ANALYSIS OF THE PRESENTATION OF MASCULINITY IN SINGHA BEER COMMERCIALS. THESIS ADVISOR : ASSSOC. PROF. KARNJANA KAWETHAPE, Ph.D. 187 pp. ISBN 974-639-379-4.

This research was aimed to study (1) the image of masculinity appearing in Singha beer commercials and (2) presentation techniques via the commercials. Content analysis of the printed media from 1934-1996 (62 years) and the television media from 1976-1996 (20 years) was conducted within a conceptual framework of masculinity construction in mass media.

Findings indicated that Singha beer commercials present masculinity in three different types, all of which are constantly increasing up to today. They are (1) initial period since 1934: the image of men in the agriculture society; (2) middle period since 1965: the image of men in the capitalistic industrialized society and (3) present period since 1983: the image of men in the new age (new image of male or new male). To understand these images of masculinity, these research saw them through 9 factors-external images, feeling and emotion, self perception, reaction towards men and women, relationship between men and other objects, male activities, context concerning men and techniques of presentation.

Three factors that played important parts in such different images are (1) the development of Thailand from agricultural to capitalistic industrialized society; (2) the modern concepts, such as, a gender equality and an awareness of environmental issues and (3) marketing strategies, such as, a new product line and an inline competition.

However the core concept of masculinity image is the same, they are presented differently. The concept is that man is powerful and manipulative. Besides, the image is presented in positive manner rather than negative side.

ภาควิชา........การสื่อสารมวลชน...................   ลายมือชื่อนิสิต..

สาขาวิชา........การสื่อสารมวลชน...................   ลายมือชื่ออาจารย์ที่ปรึกษา..........................

ปีการศึกษา..........2539...............................   ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....................