

# # C350258 : MAJOR MASS COMMUNICATION

KEY WORD: CONTENT ANALYSIS/RAPE NEWS

SUWANNEE KALAYANASANT : A CONTENT ANALYSIS OF RAPE NEWS. THESIS

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The objectives of this research are 1) to study the form and substance of the rape news, 2) to study the signification and social construction of reality towards the men (rapists) the women (rape victims) and the rape phenomenon and 3) to study whether the media state any sexual prejudice in patriarchal society.

The analysis shows that rape news is presented in the form of drama having a plot, scenes, characters, style, tone and movement of the story. This kind of presentation technique has made the rape phenomenon be like a frightened or emotional story and like an individual problem between the rapists and the rape victims. The media doesn't submit the unequal relationship between men and women is the cause of the rape, a social problem needed to be solved urgently.

The media constructs the rapists are cruel and evil men having an abnormal sexual behavior and the rape victims are the virginhood and the unfortunate ones.

The analysis finds that the rape phenomenon in the media is the sexual problem. The media constructs either the eccentric behavior of the rapists or the tempting rape victims is the motive of that phenomenon. In addition, the media constructs an atmosphere of darkness and isolation is the location of the rape. This controls women to be restricted in the domestic sphere as mother or wife. Thus, we can say the media is an medium to strengthen the patriarchal ideology.