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KEY WORD : SEXUAL FANTASIES/THAI MASS MEDIA

KITTI GUNPAI : SEXUAL FANTASIES IN THAI MASS MEDIA. THESIS ADVISOR:

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The objective of this research is to understand sexual fantasies appearing in the Thai mass media through application of the functionalism approach, the dependency model of mass media effects, catharsis theory, Freudian theory of psychoanalysis, and other psychological approaches, including semiology in order to reveal sexual fantasies and the methods for generating visible sexual fantasies used by the producers of sexually explicit materials.

The scope of this study encompasses two types of media-print and video. These two categories of media are each targetted at two principal audience groups: male and female heterosexuals and male homosexuals.

The researcher compiled data by purchasing all available subject material distributed during the month of October, 1991 for analysis. In addition, information was obtained through interviews with informed experts and those involved in the mass media.

The results of the analysis indicate that sexual fantasies in the Thai mass media are, to a certain extent, similar to the pattern of typical human sexual fantasies. In addition, a variety of other, non-conventional fantasies are also apparent.

Visible fantasies, which appeared in the mass media and were analysed, were disseminated by producers to the audience through various processes of generating meaning, including fixed plot structure, the use of metaphors and metonymies, and especially by presentational codes. The utility of these sexual fantasies lay in their ability to allow the audience to fantasize in order to escape sexual pressures in their daily lives, fulfill their dependency need for dependency, relieve stress and provide entertainment.