

## Abstract

Erotic art magazines have been long published and prevalently consumed in Thailand. There are two market levels i.e. low-end and high-end. For the low-end market, these magazines are on newsprint paper with thin cover and relatively high price, having lower-class men as a main target; though, it does not imply that readers are all in the lower-class group. For the high-end market, they are on gloss art paper, which are almost entirely printed in four-color process, with thick cover and relatively high price, making them in style and prominent on a book stand and these qualities tacitly get the attention of middle-class men. The most important magazines of this type “MAN” and “NUMSAO”

This study aims at analyzing representation of the middle-class men between 1973 and 1984. in these magazines The investigator opted to use “Man” and “NUMSAO” as the exclusive sources of references. what are the techniques of representing the images of men in these magazines ? The representation of “masculinity” is based on the selection of certain significant and dominating qualities (not every single aspect) in men. The qualities selected for masculine representation are called “SEME” which will be foregrounded as special features and they are determined by historical and social context. All in all, it can be said any quality indicating “masculinity” is not fixed but it constantly shifts from one period to another along the current trends.