

Thesis title	Feminine Myth and Erotic Images in Thai Magazines
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Abstract

The Study of Feminine Myth and Erotic Images in Thai Magazines is a qualitative research using textual analysis as a research tool. The objective of this thesis is to analyze the roles of myth in communication procedures of erotic images in Thai magazines. Concepts of pornographic and erotic media, structuralism, semiology, myth and image analysis are applied as studying means.

According to the analysis of erotic images in Thai magazines with a focus group interview of 8 magazine customers, there are 4 elements of erotic images: 1) models are good-looking women who have big breasts and hips with fair or white skins, 2) sets and props are varied, but most of them refers to relaxing, mysterious, tempting and exciting emotions, 3) costumes are different between renowned and not-renowned models as the latter is more indecent and revealing, and 4) photographic techniques including distances, angles and lenses create realistic looks of models.

Synthesis of the 4 elements, erotic images in Thai magazines imply 5 meanings through 2 variable codes. "Gender Code" indicates that 1) women are natural, 2) women are public, 3) women are seductive, and 4) women are sexual objects, while "Class Code" indicates that 5) women have no class equivalence. The meanings of women are presented through erotic images and become ordinary to society. They create the myth that erotic images are "images of women for men's pleasure". At the same time, these images still imply the 5 original meanings.

The findings of the thesis are:

1) Meanings of Thai women through erotic media from the past to the present have both constant and changing factors. The constant factors are good-looking models, emphasis of feminine bodies, and costumes that identify upper and lower classes of women, whereas the changing factors are photographic techniques and some meanings/values of women.

2) Erotic images of women respond men's sexual fantasies through various tactics such as extraordinary models, empowerment of men through women's bodies, women's seductive roles, dehumanization of women as sexual objects, and realistic creation from photographic techniques.

3) Renown and social status of models are other important variables because they are factors indicating how models are treated. Less renowned models have more extraordinary poses, sets and props imply more sexual meanings, costumes are more revealing, and photographic techniques create realistic looks.

In conclusion, erotic images in Thai magazines indicate that women are lower than men and the idea becomes ordinary. Denotative meaning of erotic images is "images of women for men's pleasure", while connotative meaning comprises of the mentioned 5 original meanings. The meanings of erotic images are not concealed or dissembled, but they are discovered and become ordinary to receivers. This is one of the characteristics of "feminine myth" in Thai society.