

# CONTENTS

	Page
Acknowledgement	d
Abstract in Thai	e
Abstract in English	g
List of Figures	k
Glossary	m
Chapter 1 Introduction	1
1.1 Rationale	1
1.2 Purposes of the Study	8
1.3 Main Research Question	8
1.4 Sub Research Question	8
1.5 Education/Application Advantages	8
Chapter 2 Theories and Literature Review	9
2.1 Theoretical Frameworks	9
2.1.1 Consumerism and Homosexuality	9
2.1.2 Homosexuality in Thai society	10
2.1.3 Homosexual Rights Movement in Thailand	11
2.1.4 Discourses of Homosexuality in Thai Mass Media	12
2.1.5 Discourse Analysis Perspectives	12
2.1.6 Queer Theory	14
2.1.7 Hegemonic Masculinity	15
2.1.8 Analysis of Semiotics in Visual Media	16
2.2 Previous Studies	20
Chapter 3 Methodology	27

## CONTENTS (CONTINUED)

	Page
Chapter 4 Data Analysis	29
4.1 The Original Implication as Defined and Used in the West	31
4.2 The Implication as Used in a Thai Context	35
4.2.1 The Introduction of a Borrowed Term into Thai Mass Media	35
4.2.2 The Positive Connotation for Marketing Purposes	40
1) The Visual and Verbal Construction of Metrosexuals as Straight Men	41
2) The Visual and Verbal Construction of Metrosexuals as Gay Men	52
4.2.3 The Negative Connotation as through Social Criticism	57
Chapter 5 Conclusion	87
References	90
Appendix	94
Curriculum Vitae	139

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved

## LIST OF FIGURES

	Page
Figure 1 Print advertisements of Calvin Klein	33
Figure 2 Print advertisement of Davidoff	34
Figure 3 David Beckham	35
Figure 4 A man using mascara	40
Figure 5 David Beckham	46
Figure 6 Politicians and an actor as metrosexuals	47
Figure 7 Garnier Men print advertisement	49
Figure 8 “ <i>Fighting</i> ” Garnier Men TV advertisement	49
Figure 9 “ <i>Bluff</i> ” Nevia Men TV advertisement	50
Figure 10 A man powdering his face and pie charts	55
Figure 11 Pankorn Boonyachinda	61
Figure 12 Criticism of Metrosexual ‘Pankorn’, a leader of gayness	61
Figure 13 Criticism of Metrosexual ‘Pankorn’, a leader of gayness	62
Figure 14 Chep (Mak..Mak) Music Video	64
Figure 15 Chep (Mak..Mak) Music Video	64
Figure 16 Metrosexual Poster	66
Figure 17 Metrosexual Poster	67
Figure 18 <i>Metrosexual</i>	68
Figure 19 <i>Metrosexual</i>	69
Figure 20 <i>Metrosexual</i>	69
Figure 21 <i>Metrosexual</i>	70
Figure 22 <i>Metrosexual</i>	70
Figure 23 <i>Metrosexual</i>	71
Figure 24 <i>Metrosexual</i>	71
Figure 25 <i>Metrosexual</i>	71
Figure 26 <i>Metrosexual</i>	72

## LIST OF FIGURES (CONTINUED)

	Page
Figure 27 <i>Metrosexual</i>	73
Figure 28 <i>Metrosexual</i>	73
Figure 29 <i>Metrosexual</i>	73
Figure 30 <i>Metrosexual</i>	73
Figure 31 <i>Metrosexual</i>	75
Figure 32 <i>Metrosexual</i>	75
Figure 33 <i>Metrosexual</i>	75
Figure 34.1 KTC-I am- TV ad	77
Figure 34.2 KTC-I am- TV ad	77
Figure 34.3 KTC-I am- TV ad	78
Figure 34.4 KTC-I am- TV ad	78
Figure 34.5 KTC-I am- TV ad	78
Figure 34.6 KTC-I am- TV ad	79
Figure 34.7 KTC-I am- TV ad	79
Figure 34.8 KTC-I am- TV ad	79
Figure 34.9 KTC-I am- TV ad	80
Figure 34.10 KTC-I am- TV ad	80
Figure 34.11 KTC-I am- TV ad	80
Figure 34.12 KTC-I am- TV ad	81
Figure 35 Jo Kwan, a <i>Metrosexual</i>	84

## GLOSSARY

In Thailand, there are terms and slang terms used to describe or specify sexual identities of Thai homosexual men. Although some of the following terms are drawn from English sources, they have been reformulated within the Thai linguistic and sex/gender systems to express differentiations of male gender and sexuality. To be comprehensible, the frequent used terms in this study are defined as follows.

- Homosexual* refers to all forms of same-sex desire and eroticism
- Gay* is used for universal understanding referring to ‘homosexual’ or sometimes used in Thai context referring to ‘masculine-identified homosexual.’”
- Kathoey* is used for its local sense referring to “feminine-identified homosexual”. The nearest English term is “drag queen”. In a Thai context, it is understood as all varieties of homosexual identity.
- Ape-jit* is used as a slang term to call a closeted gay man. It literally means “hidden mind.”
- E-ape* is used as a slang term to call a closeted gay man with an offensive sense. It literally means “Miss hidden.”

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright© by Chiang Mai University  
All rights reserved