



<b>Thesis Title</b>	The Charm of Thinness: The Process of Body Managing	
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### Abstract

This thesis aims to understand the situation of fear of fat and want to thinness of people who lived in cultural consumerism society. The key informants were peoples from different background of urban city, different meaning of fat, thinness and process are include. This study use Cultural Consumerism, Mythologies, Body and Well-Being concept to understand the situation.

The study shows that under the consumerism society is full of definition of consume. The producer of ideology (Institution of beauty and fashion, Fitness, Mass Communication, Education, and Medical) constructed meaning of thinness is beauty, good looking, take care of yourself, healthy and meaning of fat is opposite. In the middle of that meaning and diversity of definition peoples is not a passive but they are negotiate and produce meaning of fat and thinness from the context of their lived. Body managing for The Charm of Thinness such as beauty, occupation, love, social acceptance and for their well-being, like healthy and/or happiness are important reasons led them to the process of body managing by their meaning. Furthermore peoples choose the process from their and other experience, knowledge, trend, safety and so on, so their process is diversity inclusive of their meaning and definition. And the process of body managing are each in a different person by their context relations.