

Abstract

This research studies the regulation, control and negotiation of women politicians' sexuality through adultery scandals. The research aims to explore their experiences involving adultery scandals; to understand how they prevent themselves from this kind of attacks using scandal as a tool; and to unveil that this group of women in public sphere has their own technique in fighting against the oppressed sexuality. The sampling group in this study consists of 6 female politicians who directly affect from the adultery scandals including the academic personnel in the field of women studies and mass media.

The research results are as followed: 1) The adultery scandals are the most powerful tool to decrease popularity of women politicians while few of them were attacked by the corruption charge. Some of them in this study reflects that both men and women politicians can be destroyed equally by this kind of scandal. On the contrary, another group of them think that women are more seriously affected than men; 2) Each women politicians has negotiating sex scandal differently: some of them chose to be calm while the other counterattack with varying responses such as holding a press interview, prosecution religious remedy, or even self blaming. Though, the politicians regarded as the public personnel, they couldn't stay still and made up their mind to accept such attack. Besides, we considered that there were different level in each way the women politicians chose to manage with their own problems. Sometimes, they had to set up the press announcement and they had to clear themselves with tears or they had to find some evidences to confirm their purity. For the control guideline, women politicians had their own opinion that the best control guideline when confronted with the accusation should begin with their mental control first before the next step of solving problems. Clearly, even most women politicians interviewed never mentioned negotiating sex scandals because of the rumors of any kinds are parts of the political environment in Thailand. As members of the Parliament, some women politicians mentions the issue as a platform for introducing the law or regulation on information and electronic media; and for involving mass media professions in reforming news report;

and. 3) The rumor or sex scandal affects women politicians differently: some were in crisis in terms of their reputation and popularity while some could turn the crisis into opportunity to gain more vote and popularity.

Even the women politicians have different experiences in terms of rumor from adultery scandals. The methods which they preferred to choose, their perspective and effects they received after the attack reflected the different background of lives including families, education, political experiences and the different political area under the social environment as we called "Ethical Pluralism". We can considered the guideline of solving problems of each women politicians were interested both of the guideline and explanation of solving problems. For some guideline management, there was some similar characters of some women politicians and for the specific details, we can fill about the identity of their thinking method and the guideline of different solving problems.

However, to create knowledge from the experience of women politicians in the mentioned case. The researcher's recommendation were including 1) We should set up the political campaign to investigate the justice of sexual behavior for both men and women politicians and to place higher people's understanding for the rumor from adultery scandals towards politicians and the rumor involving women's sexual behavior in the other area. 2) For mass media, as the social institute that in charge of the main agent to investigate public personnel and to present fact to people. The method of politicians' ethical investigation should be changed, not only the news presentation by mass media analysis or to inform the result after the presentation attendance. The refusal of politicians' rumor should be done and inform to general public without continuous follow up and final sexual behavior investigation. Finally, The news presentation of mass media in the field of adultery should be done thoroughly and carefully.