

Abstract

The case study of "Smoking : pressing expulsion to prohibit condition" is presentation of smoking image in Thai social with in dimension of transition. According to the explanation and analytical answer to two questions that cause of smoking image move from heroism become to wrongdoer, and why does the smoking culture still exist in these pressing and prohibit condition in social.

Smoking transition occurred when social discourse been changed in the observation of health trend, individualism, rights and private-public that are all ideology of middle class in Thai social public. The rote concept of that discourse is cause of smoking image transited to contribute prohibit method, condition, consideration, campaign and many procession pressed the smoking descend to the margin of social buy a little at a time. There is negative attitude of smoking that conceded in social ; by the other way non-smoking is become to new positive image. The comparison of smoking and non-smoking is separated in serious different kind for collapse and eradicate smoking to disappeared in social.

Otherwise, the formations of smoking identity had been changed, smoking loss some of its meaning by other new formations of identity that go along well with modern social. But, it could be only sub-space of smoking image, while some meaning of smoking still strong exist by pressing expulsion process. It's still not have any symbols could absolutely act for the meaning and special property of smoking.

So, the pressing expulsion of smoking process is out come by decreased meaning of smoking in social, some meaning of smoking are disappeared, weaken, couldn't go along with new social. Then, zoning of smoking is limited, time and space of smoking is in controlled same as age of smoking person. There have new signs take place smoking signs. While, partition of smoking signs still exists to serve identity in present, but stay in the condition that changed from the past.