

『売春の社会史 下』 香川檀・家本清美・岩倉桂
子訳 筑摩書房 (学芸文庫)
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『論座 98年12月号』 朝日新聞社 pp.72-83

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Aspects of Commercialization of Sex in Compensated Companionship

ABSTRACT

This paper is a my fourth paper sub entitled ‘The sociology of “compensated companionship” (*enzyo-kousai*)’. This paper addresses the question ‘Is compensated companionship one type of commercialization of sex’. This problem is analyzed through interviews with more than 60 women involved with compensated companionship. On the assumption that compensated companionship is not equivalent to ordinary prostitution, the conclusion is that ‘compensated companionship is one type of commercialization of sex’.

In this paper, a new discussion is presented to respond to the question: ‘Is compensated companionship one type of commercialization of sex’. It is sexual approval that he or she is accepted as sexual attractive by anyone. Arguments about commercialization of sex usually have been made the point that women are objectified by men because of asymmetry in gender. But, the argument about sexual approval is that women are given sexual value by men from asymmetry in gender. This argument has not been in analyses about commercialization of sex. This paper tries to constitute a new understanding of commercialization of sex.

Key words: commercialization of sex, asymmetry in gender, sexual approval