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### Abstract

What is known as porn well spread by media deserves a reflection from its visual prominence and its ways of involvement. Unlike the common discussion about the diversity of ratings, contents and products related to pornography, the porn is addressed as a category beyond its limits of representation, which establishes guidelines for the study of sexual practices and discourses. While pornography is also visual token and demonstration of the image's function, is pertinent to ask how it affects this particular use of images and how to determine the valuation of the media and its role in society. Around the consumption of sexual imagery it is distinguished not only the visual pair pornography/eroticism, but also the reproduction of practices and discourses about the socialized and publicized notion of the private. Thus, the aesthetic function subject/reality is introduced throughout the relationship between media -as promoters of image consumption- and spectator -as sentient subject-. Fantasy conveys this function being the field for the development of the representation of desire. Fantasies are creative psychic activities and disturbances for the construction of personal and common thresholds.

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