**Field 6: Studies in Mass Communication, Ideology and Culture**

§         Please discuss the "dominant ideology thesis" with specific reference to major theorists/arguments pro and con.

§         Do you subscribe to the view that "encoding" shapes "decoding"? If not, how can you conceptualise the reception of mass-mediated products in relation to the production process?

§         Please discuss the structure of the field of cultural production in Turkey with reference to the theoretical framework you presented in Question 1 and/or 2.

§         It is asserted that the media industries (including TV broadcasting) are currently undergoing major changes which are having a significant impact on the nature of media products and the modes of their production and diffusion. Please write an essay to explain and critically discuss these recent trends in the media industries.

§         Can the media play a role in the formation of a ‘public sphere’ at a time when public service broadcasting is virtually eliminated and the press targets the market with an output of celebrity gossip and sensational reporting?

§         Please write a short essay to elaborate on the effects of media globalization (rise of the global media).

§         One might argue that there are basically two approaches to mass media; one privileges the production process and the other consumption. Explain the basic claims and representatives of these approaches. Discuss whether they are necessarily mutually exclusive.

§         Discuss the following statement: *There are no masses, only ways of seeing people as masses.*

§         Discuss the effects of media globalization on the public sphere.

§         Please compare and contrast the ways in which major cultural theorists and critiques conceptualize the significance of modes of reception and appropriation of popular cultural products with regard to ideological effects of popular culture.

§         Do you think that the “”dominant ideology thesis” is powerful and plausible? Please refer, in your answer, to “false consciousness”, “culture industries”, “ideological state apparatuses” and “society of spectacle”.

§         It is argued that the process of modernisation involves the “invention of tradition”. Discuss the argument with specific reference to the role and significance of “the people” and popular culture in the cultural politics of (classical) Kemalism.

§         "The commercialization of mass communication progressively destroyed its character as a medium of the public sphere". Please write an essay to explain and discuss the above statement.

§         To what extent can one speak of the dominance of binary hierarchical relations ("high culture" vs. "popular culture") in Turkish cultural history? And what are the continuities and discontinuities between the Ottoman Empire and modern Turkey in that respect?

§         It is argued that the main reason for the abandonment of the notion of "ideology" is that it embraces everything so that there is left no extra-ideological ground supposed to provide the standard for measuring ideological distortion. Discuss.

§         Discuss the role of television in the formation of "public sphere" in Turkey.