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BETWEEN POPULAR CULTURE AND TELEVISION

**SUMMARY**

In this study we are going to examine the relationship between popular culture that is one of the current topic of discussions and television which is one of the important instrument of mass media. Popular culture is one of the most common aspects of social life and it consist of the leisure time. In this study we have focused on the relationship between television that is one of the most effective means of communication and the popular culture.

The study consists of five chapters. In the first section we have dealt with the question of methodology.

In the second section, the concept of popular culture and related concepts have been defined; their basic features have been pointed out. Popular culture is the culture of daily life. It generally involves the activities of resting times and it is intended for entertaining the people. Popular culture is originated by technology. Constituents and products of popular culture are generated and diffused by means of firstly television and the other mass communication means. It is a culture of “use” and consumption”; at the same time, it supplies preliminary requirements of reproduction of a particular life style ideologically.

In the third section, basic approaches to popular culture have been taken up. Positive and negative viewpoints of the phenomenon, popular culture, have been emphasized and studied in a wide perspective.

In the fourth section, we have investigated the relationship between popular culture and the mass media. We have defined the mass media and the functions of it. And we have focused on the relationship between mass media, especially the television and popular culture. While doing this, we have examined some of current and important events that took place in various television programs. The television that can be viewed as the transmitter and completing component of the popular culture can also be seen as the most important source of information. The television is a medium that transmits the popular culture and transforms the communities into mass society. For this reason we can say that the products of the popular culture can be seen all aspects of social life.

In the last section, general evaluation of the work, results and suggestions have been given.

In conclusion, we can say that popular culture is the culture of daily life and the television is an effective medium that is quite influential on the daily life itself. It can be said that the television is the main instrument of transmit and dissemination of the popular culture. For this reason, the quality of the products of the popular culture must be questioned and in order to achieve more stable cultural environment necessary policies must be developed immediately.