

# Abstract

This thesis project aims to critically analyse implicit and explicit messages within a sample of popular culture entertainment productions in Turkey through a multi-layered macro and micro data analysis methodology. The conceptual framework used to analyse the qualitative data is dependent on Entertainment Education theory, which is a communication strategy that is utilized to formulate and produce entertainment productions that can influence or alter individual and society-wide behaviours as well as perceptions. Furthermore, Securitization theory is also used as part of the conceptual framework for the qualitative analysis because the primary aim of this thesis project is to detect and analyse the underlying securitization narratives within the sample of local popular culture entertainment productions, in relevance to the government securitization agenda and policies, as well as the effects and consequences of such narratives on society, as well as national and foreign policy. Therefore, the primary aims of this thesis project can be divided into three elements:

1. To detect then analyse the securitization narratives within the sample Turkish popular culture productions.
2. To comparatively analyse these securitization narratives in relevance to the government securitization efforts, agenda, and policies
3. To examine the potential effects of such securitization on society, the political environment, and Turkey's regional relations.

This thesis project will be divided into six chapters; first an introductory chapter that focuses on giving a brief of the topic's analytical relevance and importance as well as the reasoning behind the case study choice. Second, the methodology chapter briefly highlights the qualitative analysis concepts appropriately utilized and the variables used for the qualitative data analysis of the chosen sample of Turkish television productions. Third, the conceptual framework and comparative cases chapter offers both an analytical overview of Entertainment Education and Securitization Theory as the foundational theories utilized, while briefly offering some literature review elements, while the comparative cases section is dedicated to examining two case studies from Mexico and the United States where politicization and securitization have shaped narratives within popular culture productions using Entertainment Education theory. Chapter four focuses on critically analysing the role and relevance of Turkish television production in society, the pre-2016 coup attempt television narratives, and then a thorough analysis of existing narratives from the sample television productions. Chapter five critically analyses the government's intervention into television productions and securitization of narratives to counter political competition and regime instability. Finally, chapter six will offer a crucial analysis of the effects of such securitized narratives on the Turkish society on the short and long term as well as on Turkey's regional integration and conflicts.