

## **Abstract**

This thesis investigates the motivation, engagement and experiences of men as they interact with the selected television shows, which are presented or conceived as shows for women. The purpose of this thesis is to examine, identify and evaluate the motivation of men as a perceived non-target audience for watching the shows. Using gender theories and the audience in media theories as the background of this thesis, it then presents full-scale research on the TV shows “Sex and the City”, “Desperate Housewives”, “2 Broke Girls” through fifteen in-depth interviews, discovering narrators’ viewing experience and reactions. The empirical analysis of this thesis is conducted in light of perceived and reported demographic groups, keeping in mind the sociocultural context of each series. This thesis examines both socio-economic and gender topics, which are represented in the shows by product placement on the first hand, and emancipatory themes on the other.