Handbook of Research on Consumption, Media, and Popular Culture in the Global Age

Ozlen Ozgen
Atilim University, Turkey

A volume in the Advances in Media, Entertainment, and the Arts (AMEA) Book Series
# Table of Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Foreword</td>
<td>xvi</td>
</tr>
<tr>
<td></td>
<td>Preface</td>
<td>xxi</td>
</tr>
<tr>
<td></td>
<td>Acknowledgment</td>
<td>xxv</td>
</tr>
<tr>
<td>1</td>
<td>Popular Culture and Media Intellectuals: Relationship Between Popular Culture and Capitalism – The Characteristics of the Media Intellectuals</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Emel Arik, Akdeniz Üniversitesi, Turkey</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Popular Culture and Peer Effects in Consumption: Survey of Economic Consequences</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Unay Tamgac Tezcan, TOBB University of Economics and Technology, Turkey</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Popular Culture and Communication Ethics: An Assessment on Umberto Eco’s Numero Zero</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Ozlen Ozgen, Attilim University, Turkey</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emir Turkoglu, Ankara Haci Bayram Veli University, Turkey</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Big Brothers Are Seducing You: Consumerism, Surveillance, and the Agency of Consumers</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Ikbal Maulana, Indonesian Institute of Sciences (LIPI), Indonesia</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The Effect of Popular Culture on TV Program Genres Within Globalization Process</td>
<td>76</td>
</tr>
<tr>
<td></td>
<td>Nimet Ersin, Yeni Yüzyıl University, Turkey</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>How Do Cartoon Movies Construct Children’s Consumption Habits for “Special Days”?</td>
<td>94</td>
</tr>
<tr>
<td></td>
<td>Elif Esiyok, Attilim University, Turkey</td>
<td></td>
</tr>
</tbody>
</table>
Chapter 7
TV Soaps Influence on the Attitudes of Kazakhstani Women Towards the Represented Turkish Way of Life ................................................................................................................................. 105
Aizhan Rymbayeva, KIMEP University, Kazakhstan

Chapter 8
The Redefinition of Arabism Through Satellite Channels ................................................................. 123
Duygu Dersan Orhan, Atilim University, Turkey

Chapter 9
“The Modern Daily Life” in Turkey in the 1950s in Popular Play Scripts of the State Theater ........ 137
Basak Akar, Ankara University, Turkey

Chapter 10
The Reflection of Popular Culture on Calendar Photos ........................................................................ 162
Zaliha Inci Karabacak, TOBB University of Economics and Technology, Turkey

Chapter 11
Popular Culture and Iconology: Reading Today’s Icons as Works of Art ........................................ 174
Pinar Aslan, Bursa Technical University, Turkey

Chapter 12
The Popular Culture of 3D Printing: When the Digital Gets Physical .................................................. 188
James I. Novak, Deakin University, Australia
Paul Bardini, Griffith University, Australia

Chapter 13
A Film Analysis Related to Globalization and Capitalist Consumer Culture and Its Reflections on Advertising Industry .................................................................................................................................. 212
Ozlen Ozgen, Atilim University, Turkey
Kamile Elmasoglu, Ankara Haci Bayram Veli University, Turkey

Chapter 14
Multiculturalism in Cinema in the Context of Popular Culture: Where Exactly Ferzan Özpetek Stands? ........................................................................................................................................... 230
Eda Arisoy, Atilim University, Turkey

Chapter 15
The Colorful Leak of Postmodernism in the Turkish Cinema Onur Ünlü Narratives: The Reflection of the Concept of Postmodernism in Cinema .................................................................................... 246
Bereste Gülçin Özdemir, Istanbul University, Turkey

Chapter 16
Consumption in the Digital Age: A Research on Social Media Influencers ........................................... 266
Eda Turanci, Ankara Haci Bayram Veli University, Turkey
Chapter 17
Black Lives Matter vs. All Lives Matter in the Generation of “Hashtivism”: Constructing the Paradigms of Cyber-Race .......................................................... 287
Danella May Campbell, Manchester Metropolitan University, UK

Chapter 18
The Diffusion of Mobile Telephony in Popular Culture.......................................................... 311
Janet Aver Adikpo, Eastern Mediterranean University, Cyprus

Chapter 19
Popular Culture Discourse and Representation of the Organizations’ Dark Side.......................... 328
Sule Erdem Tuzlukaya, Atilim University, Turkey

Chapter 20
Art and Brand Contamination: How Brands Have Blurred the Distinction Between Low Culture and High Culture.......................................................... 339
Marta Massi, Università Cattolica del Sacro Cuore, Italy
Chiara Piancatelli, SDA Bocconi School of Management, Italy
Sonia Pancheri, IULM University, Italy

Chapter 21
Self-Laundering for Marketing: Maintaining Sustainability ...................................................... 355
Pelin Ozgen, Atilim University, Turkey

Chapter 22
The Concept of Power in the Nigerian Religious Discourse: A Study of Advertising Copies by Pentecostal and Charismatic Churches ...................................................... 371
Floribert Patrick C. Endong, University of Calabar, Nigeria
Eugenie Grace Essoh, University of Calabar, Nigeria

Compilation of References .................................................................................................. 397

About the Contributors ........................................................................................................ 446

Index.................................................................................................................................... 451