

*Sinema İzleyicisi Arařtırmalarında Etnografik Yaklařımlar: Jackie Stacey ve Lakshmi Srinivas'ın alıřmaları **

aęla Karabaę Sarı **

Öz

Bu makalede sinema izleyicisi arařtırmalarındaki etnografik yaklařımlar, Jackie Stacey'nin *Star Gazing: Hollywood Cinema and Female Spectatorship* (1994) isimli kitabı ile Lakshmi Srinivas'ın "Active viewing: an ethnography of the Indian film audience" (1998) ve "The active audience: spectatorship, social relations and the experience of cinema in India" (2002) bařlıklı makaleleri aracılıęıyla ele alınacaktır. alıřmayla hem film izleyicisi arařtırmalarına iliřkin Trke literatre katkı saęlamak hem de benzer arařtırmalarda kaynak olarak kullanılabilen teorik ve metodolojik rnekler sunmak amalanmıřtır.

Anahtar Szkler: Sinema izleyicisi, izleyici arařtırmaları, etnografik yaklařımlar, Jackie Stacey, Lakshmi Srinivas

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** Hacettepe niversitesi, İletiřim Fakltesi, Radyo, Televizyon ve Sinema Blm
caglakarabag@gmail.com

*Ethnographic Approaches to Film Audience Studies: Works of Jackie Stacey and Lakshmi Srinivas**

Çağla Karabağ Sarı **

Abstract

In this paper ethnographic approaches to the film audience studies will be discussed in the case of Jackie Stacey's book, *Star Gazing: Hollywood Cinema and Female Spectatorship* (1994) and Lakshmi Srinivas's articles, "Active viewing: an ethnography of the Indian film audience" (1998), and "The active audience: spectatorship, social relations and the experience of cinema in India" (2002). This study aims to contribute to the Turkish literature on film audience research and to offer theoretical and methodological models that could be used for further research.

Keywords: Film Audience, audience studies, ethnographic approaches, Jackie Stacey, Lakshmi Srinivas

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** Hacettepe University, Faculty of Communication, Radio, Television and Cinema Department
caglakarabag@gmail.com