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A Culturalist Approach to the Dissection of the Gangster Image in the Turkish Facebook Application *Çete Savaşları*

With the rapid development of new media, the structural interconnectedness between cultures and the use of digital environments becomes more and more overt. In this line of logic, the purpose of that paper is to show the manifestation of cultural symbols and levels of meaning related to the concept of "mafia" in the Turkish Facebook game application *Çete Savaşları* (*Guerrilla Wars*). It uses a cultural approach to conceptual analysis to reveal the socially idealized image of the gangster in relation to and underlying the individual needs in the context of the Turkish culture reflected in this specific online game application. It explores the relationship between the high expectations of the society for material success, its resolving in fault lines of thinking and dangerous lifestyles, and the projection of this whole process in an online game/community. This paper is structured around Salen and Zimmerman's digital game core concepts in relation to a cultural context.