

**Dağtaş, Erdal**, Anadolu University, Turkey; **Özer, Ömer**, Anadolu University, Turkey

### **Inferences With Respect To The Place Of The Frankfurt School Particular To Culture Industry Approach Against Communication Approaches**

Adorno and Horkheimer had preferred the culture industry concept instead of some other concepts. Culture provides a repertoire of humanizing values in contrast to industry. Culture industry as a social control device is a culture that is imposed and governed by the authority. Today culture makes everything resemble to each other. Cinema, radio and magazines constitute a system. Each field adapts with the fields in it and inter-fields. In this study, the Frankfurt School in the example of Adorno and Horkheimer's "culture industry" approach is going to be compared by means of liberal pluralist and critical communication approaches; where it stands in the field of communication is going to be determined and its importance in understanding the present is going to be tried to be presented.