

Dağtaş, Erdal, Anadolu University, Turkey

Magazine Press Discourse in Turkey: Reproduction of the Dominant Ideology Through Magazine News

Magazine discourse overlaps with the determinant characteristics of mass culture. The basic characteristics of magazine discourse today are as follows: establishing the real world outside of causal relations, dominance of materialism and trade, deconstructing the phenomena, glorifying of making the temporary permanent, conveying the ideology through entertainment.

The analysis of what kind of a discourse is applied in the news of the paid weekend supplements of the newspapers in the Turkish media, which operates in the late capitalism era mentality of our day, constructs the basis of this study. The January and March 2001 issues of *Şamdan*, *Süper Galaxy* and *Starlife* published by three different monopolised media groups of the period are determined as the analysis unit of the study. The mentioned weekly issues are determined in accordance with the conformity sampling technique.