

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

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

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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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