

ABSTRACT

Key words: Hegemonic masculinity, vegan, vegetarian, meat and men, masculinity.

Although there have been many different academic studies on veganism/vegetarianism in recent years, there are limited studies specifically addressing vegan/vegetarian men. Considering the studies on this subject in Turkey, it is also seen that there is almost no research focusing on vegan and vegetarian men. This study aims to find the relation between men and meat and the role of this relationship in the experiences of vegan/vegetarian men in Turkey. Using hegemonic masculinity as a theoretical framework, I aim to illustrate if veganism/vegetarianism is popular among men in Turkey, in which environments and areas vegan and vegetarian men are exposed to negative experiences, what kind of reactions do they get in social environments and what institutions are directly or indirectly involved in the experience of vegan and vegetarian men. Additionally, my thesis researches the position of vegetarian and vegan men within Turkey-specific hegemonic masculinity practices. My work also specifically addresses the question of whether vegan and vegetarian men challenge this Turkey-specific hegemonic masculinity, and if so, how does the process take place.