

Contents

List of Illustrations	7
Tables.....	7
Figures.....	7
List of Acronyms	9
1. Introduction.....	11
2. Theoretical Framework.....	21
2.1 Euroscepticism	21
2.1.1 Literature Review.....	21
2.1.2 Origins, Definitions and Types of Euroscepticism.....	24
2.1.3 Explaining Euroscepticism.....	28
2.1.4 Euroscepticism in Turkey	32
2.2 Occidentalism: The Construction and Use of the West.....	49
2.2.1 Origins and Definitions of Occidentalism	50
2.2.2 Occidentalism in Turkey: A Dual Meaning of the West	54
2.3 Civil Society	58
2.3.1 The Gramscian Approach to Civil Society	62
2.3.2 Civil Society in the Turkish EU Accession Process and Gramsci	64
2.3.3 Categories of CSOs and Case Selection	72
2.4 Towards a Theoretical Framework.....	76
3. Research Design and Methodology	79
3.1 Process of Data Collection and Case Selection.....	79
3.2 Data analysis process	86
3.2.1 Mayring's Qualitative Content Analysis	87

3.2.2	Critical Discourse Analysis	88
3.2.3	Research Tradition of the Study.....	93
4.	Empirical Analysis.....	95
4.1	Referential, Nomination and Predication Strategies	95
4.2	Argumentation Strategies	102
4.2.1	Occidentalism: Dual Perceptions of the West and Europe	102
4.2.2	Strategic Use of the EU Accession Process and Euro scepticism Through Domestic Lenses	128
4.2.3	Euro cynicism: Scepticism and Overconfidence	164
4.2.4	The EU as a Neoliberal Project	190
5.	Classification of the Discourses.....	203
6.	Conclusion	209
	Appendix A. List of Interviews.....	229
	Appendix B. Topic Guide	231
	Appendix C. Questionnaire	239
	Bibliography.....	245