
COMPARATIVE ANALYSIS OF THE IMPACT OF THE STATE TV AND SATELLITE NETWORKS ON CREATION OF YOUNG PEOPLES' SOCIAL IMAGES IN COTEMPORARY IRAN

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Introduction

To reflect of young people's problems in movies as a social subject we need to attract young people or characters in movies. Preliminary study shows that both Iran's TV and satellite networks show movies about young people problems. In this respect it seems that Iran's TV and satellite networks underline young people's problems in different aspects and levels.

To control people minds, mass media such as phone, TV, satellite, mobile, internet, and etc have numerous applications in worldwide. Nowadays one of the most important communication and informational infrastructures in the world is satellite networks, and satellite networks provide different programs such as movies¹. It is obvious that the states should equip themselves with new technology and inevitable for state to avoid the new technology. But despite this some states have forbidden receiving satellite programs. In this respect some believe that satellite can basically be a new reality and can impose new values to different levels such as social, political, cultural and economic to rulers with. And some other claim that satellite transforms knowledge and information. Some other has the view that even different businesses can have benefit of satellite in their enterprises². Thus on the one side, it is observed that the satellite can be considered as a serious threat, and on the other side it can be as a opportunity to obtain advantages in social, economy, military fields, and interchanging of cultural issues and etc.

So on one side using satellite is frustrating and threatening and on the other side it is promising and exciting. Nowadays the satellite waves would not be only considered as a merely simple and normal electronic connection in our world, but it helps us to create our futures for ideas.

So the question that this research wants to respond is what is the different in Persian movies content in Iran's TV and satellite networks movies about solving youth problems?

This study is about sociology area of TV, and its importance is that it will determine that young people's problems in Persian movies through Iran's TV and satellite networks.

¹ **Hadjimitsis, D.G. Themistocleous, K. and Ioannidis M.** (2005) "The Use of Satellite Remote Sensing for the Management of Cultural Heritage Sites in Cyprus", CIPA 2005 XX International Symposium, 26 September – 01 October, 2005, Torino, Italy.

² **Mohsenian Rad M.** (2008). "Satellites, Yonder Our World", Hamshahri Newspaper:

Methodology

This study uses content analysis and tool of reverse questionnaires and also the technique of category have been used. About content analysis, Berelson believes that content analysis describes, systematizes and quantifies messages content³. Holisti claims that content analysis could determine systematic conclusion and objectivity text or image. Also Lasswell believes that content analysis is a good way to know individuals who apply mass media like TV in order to create new habits. He believes that new habits will direct process of telekinesis and controlling from distance⁴. Saroukhani claims that content analysis is for recognition of text, message and image as well as their characters⁵. Pool shows in his study that values such as; equality, democracy, communism, and etc could be analyzed by contents analysis⁶. So in this study, Content analysis responds to the question that was propounded above. To determine recognition of Persian movies through satellite networks and Iran's TV. It is necessary to measure categories of young players in two mentioned mass media, and then compare them in relation to each other to determine which of two mentioned mass media a pattern is for other.

In this study five movies were selected as pre-test by simple random sampling. Then, based on them, a number of categories of young characters were gathered. In the next step, 36 movies were selected randomly and watched. The research categories were extracted from them. According to Nachmias in content analysis, both construct validity and content unit must be done. So he believes that researchers must distinguish between measurement instrument and general theoretical framework⁷. So I used Categories Validity through "construct validity", and chose "content unit" such as minute as physical unit, occupational situation as symbolic unit, individual skills in player's characters as sampling unit, and characters interests to mass media as text unit. Finally, I used the software of SPSS to analyze data and information.

Statistical Population and Sample Size

In this study, the statistical population consists of all Persian movies that had been broadcasted through Iran's TV and satellite networks from 1992 to 2009. The sample size of this study included 36 Persian movies that 18 movies of them belonged to Iran's TV and another 18 were related to satellite networks. They were selected randomly in month of October in each year from 1992 to 2009.

³ **Berelson, B.** (1954) "Content analysis" in Handbook of Social Psychology, VOL 1.G.Lindzey, Ed. p.488.

⁴ **Lasswell, H. D.** (1956) et al: "Detection: Propaganda Detection and the court", in the Language of the Politics: studies in Quantitative semantics, Cambridge, Mass, MIT-press, P.12

⁵ Saroukhani, Bagher. (1995), "Research Methodology on Social Sciences", Tehran, Cultural Researches and Studies Institution, Vol.1, pp 291-292.

⁶ **Pool, I.** (1952), "Symbols of democracy", Stanford, Calif. Stanford university, new York, Free press, P. 22.

⁷ **Nachmias, D. Nachmias, C.** (1972), "Research Methods" in the social sciences, London, Arnold, p. 62.

Research Domain

New methods of research show that the domain of each research is limited in terms of three dimensions such as location, time and subject. According to the above thoughts, the research domain of this research is as follows:

This research in terms of location is conducted in Iran; and in terms of time it is trying to study Persian movies that were broadcasted through Iran's TV and satellite Networks from 1922 to 2009; and in terms of subject this study is trying to analyze characters categories of the young.

Positive and Negative points of Satellite

Satellites cover all the analysis of environmental and earth resources from aerial photographs. This technology applies in different fields of sciences to get, give and analyzing data or information about an object from distance⁸. They are increasingly replacing surface and airborne data gathering techniques. Multiple Satellites day or night help us to manage and solve the problems of our human and physical environments. They take data or information as images⁹. The images which are accurate, timely and cost-effective and they offer a number of advantages¹⁰ as follow:

- Provide synoptic coverage and therefore give an extensive view of vast areas at the same time.
- Images can be acquired for the same area at a high rate of repetition, thus permitting selection of the most appropriate seasonal data.
- Satellite images are recorded in various wavelengths, visible and non-visible, which provide accurate information on ground conditions.
- They can be obtained for any part of the world without encountering administrative restrictions.

So satellite offers many useful and sometimes essential data for the mapping, monitoring and management of world cultural heritage sites, either natural sites such as parks or cultural sites such as archaeological sites and monuments¹¹. Also satellites can assist the achievement of the following:¹²

- Create up-to-date digital maps
- Assist in the identification and precise location of sites in the world that have certain characteristics so that they could become World Heritage sites if the associated country so desires.
- Help to delimitate management zones for conservation purposes
- Monitor land cover changes
- Assess damages caused by natural and/or human hazard.
- Assist the development of stereoscopic views so as to permit and obtain a digital elevation model of the landscape or some three-dimensional

⁸ Lillesand, T. and Kiefer, R., (1994). "Remote Sensing and Image Interpretation", 3rd edition, New York: John Wiley & Sons, Inc.

⁹ Hadjimitsis et. Al, (2005).

¹⁰ Hadjimitsis D.G, Retalis A., Clayton C.R.I. Perdikou P, Toullos Land Hadjimitsi C., (2003).

¹¹ Arnaud A., (1993). "Impact of GIS on a southern European country: the cases of Portugal". In.

¹² European Journal of Social Sciences. (2010), Volume 17, Number 3, p.473.

measurements of monuments through the use of satellite images and ground control points.

In some areas in which an absence of recent maps of World Heritage sites exists and where such areas are often not easily accessible, recent satellite image coverage can be useful to produce new GIS layers providing the required information for a beneficial protection management of the site¹³.

Persian-Language Satellite Networks

The importance of new communication equipment is in their extraordinary ability to transfer messages¹⁴. Satellite television is now considering the extent of their influence in different communities and also their abilities to benefit from influencing tools such a pictures medium, symbols and signs. Signs are the most important communication options, as they apply all six elements of message storage¹⁵ such as written, pictures, motion, sound, speech and music.

Currently over 90 satellites are working in the world and cover more than seven thousand television networks and approximately 30 to 35 satellites cover the sky of Iran and more than three thousand of the network can be downloaded¹⁶.

It is important to note that due to official interdict of the use of satellite dishes in Iran, accurate measurement can hardly be reached through surveys to find the influence of satellite networks. However, some existing research conducted among different groups in society has revealed some trends in these communications to some extent and are partially generalizeable. Satellite networks in Iran have had much reflection in the recent two decades.

Research Findings

The first and second of characters in Persian movies in Iran's TV and satellite networks were analyzed in three aspects such as Social status, Social categories, and Behavioral patterns. The findings are as follow:

First aspect is social status of Young characters in movies. Movies were analyzed in 6 indicators such as characters backgrounds¹⁷, "place of recording movies", financial situation, Occupational skills, Educational situation, and genus situation.

In general the study shows that according table 1 characters images of young consisted of averagely 62% both mentioned mass media.

In general there were 1703 minutes movies images, in which 28% of them were Iran's TV images, and other 72% were images of satellite networks.

In Iran movies 45% movies were images young characters, and 55% were other characters images. But in satellite networks 62% of movies were related to young characters, and 38% were related to other characters images.

¹³ **Hadjimitsis ET.** al., 2005 **Arnaud A.**, 1993. Impact of GIS on a southern European country: the cases of Portugal. In.

¹⁴ **Mohsenian Rad M.** 1992, Process and Social Impact; Allame Tabataei University, Tehran.

¹⁵ **Motamednejad K.** 1992, Collective Communication Tools, Allame Tabataei University, Tehran.

¹⁶ Source: www.flysat.com, to identify and address satellites.

¹⁷ It means a character that had connection with their past relatives.

Table 1

**presence time of young characters
In Persian movies in Iran's TV and satellite networks**

Indicators Kind of media	Scenes number	Percentage %	Size of images of	
			young characters	Other characters
Iran's TV	477	28%	45%	55%
Satellite networks	1226	72%	62%	38%
total	1703	100		

Table 2 show that there were 25 scenes about "characters backgrounds" first and second characters in movies, in which 60% of them were related to movies of Iran's TV, and other 40%, were related to satellite networks.

In movies of Iran's TV, young characters defined into two categories such as good or bad, but in movies of satellite networks people are divided into three categories such as good, bad and freedom-loving people.

Other indicator of Social status was "place of recording movies" in this respect there were 39 scenes, in which 46% scenes were related to Iran's TV, and 54% were belonged to satellite networks.

"place of recording movies" in Iran's TV were in two places such as cities or villages, but "place of recording movies" in satellite networks were implemented in three places such as cities, villages, and outside of Iran.

The study about "Financial situation" as third indicator show that there were 53 samples, in which 34% of them were related to Iran's TV, and 66% were concerned with satellite networks.

In both of mentioned mass media "Financial situation" of young characters were either rich, or poor, and not only rich or poor.

Table 2

**Social status Of first and second characters In Persian Movies from
1992 to 2009**

Indicators Kind of media	characters backgrounds		place of recording movies		Financial situation	
	number	percentage	number	percentage	number	percentage
Iran's TV	15	60%	18	46%	18	34%
Satellite networks	10	40%	21	54%	35	66%
total	25	100	39	100	53	100

Fourth indicator of social status was "occupational skills" of first and second characters of young. In this respect there were 38 scenes about "occupational skills",

in which 66.66 % of them were related to Iran's TV, and 33.33% concerned with Satellite networks.

Occupational skills characters in Iran's TV were clerk, business, jobless, labor, student, teacher, but in satellite networks were artist, engineer, physician, driving, clerk, business, labor, university assistant, and lawyer, police.

The study shows that between two mentioned mass media about "occupational skills" there was a main different, and it was significant statistically (Chi-square= 11. 599 Sig. = 0. 001).

Fifth indicator was education. In education characters were divided into two groups of literacy and illiteracy, in which 46.6% of them were belonged to Iran's TV and 53.4% of those, were related to satellite networks.

Characters in Iran's TV are mostly more Illiteracy, low educated, but in satellite networks mostly there are high educated.

Sixth indicator of social status was "genus characters. In this respect table 3 shows that in 36 Persian movies in both of mentioned mass media there were 36 characters, in which 13 actors were as first characters, 7 actor were as second characters, 7 actress were as first characters, and 9 actress were as second characters.

Table 3

**Genus characters of in Persian Movies
Of Iran's TV and satellite networks from 1992 to 2009**

Indicators Kind of media	Actor characters		Actress characters		total
	First character	Second character	First character	Second character	
Iran's TV	6	5	3	4	18
Satellite networks	7	2	4	5	18
total	13	7	7	9	36

Findings about social status show that young characters in movies of two mentioned mass media would like to do a kind of social–mobility, in which 60% of characters in Iran's TV tried to have vertical social–mobility, and 40% of them would like to do horizontal social–mobility. But in of satellite networks movies 78% would like to try to have vertical social-mobility, and 22% had horizontal social–mobility.

It seems that there were a different between social-mobility in characters in both of mentioned mass media, and this different was significant statistically (Chi-Square= 9. 329 Sig. = 0. 02).

Second aspect was Social categories. In this respect, social categories were common features in characters, which were seen in movies, and were appeared as common problems such as wearing of fashionable clothes, marriage, having house, job, freedom speech, entertainment, education.

We can see two kinds of wearing clothes in movies. Movies in Iran's TV tried to promote simple model of the cloths for all ages both for men and for women.

So 46.6% characters' clothes in Iran's TV were fashionable, and 53.4% of them were simple clothes, but in satellite networks movies 73.9% of characters' clothes were fashionable clothes, and 26.1% of them were simple clothes.

Also clothes of actress were 76% simple like veil, scarf, and 24% of them were fashionable clothes, but in satellite networks movies 82% were fashionable clothes and 18% were sample clothes.

In movies of Iran's TV 68% of boys didn't have any money to marry, and 32% of young couple had money to marry but their parents didn't agree with their marriages, but in satellite networks movies 75% of boys and girls who wanted to marry run away from their homes. (Because their parents didn't agree with them), and 25% of couple married successfully.

Other problems were like above issues.

Third aspect was Behavioral patterns. In Behavioral patterns in order to create social unity and social consensus, TV should send similar messages to different groups. In a society different groups have common values for the sake of social unity.

But in this research was observed that two mentioned mass media were against each other. So Contents of movies showed that both Iran's TV and satellite networks tried to ignore main problems of young. On one side movies in Iran's TV emphasized on more religious subjects, on the other side movies in satellite emphasized on more national symbols. Here young's problems and their values were seen less than in two mentioned mass media.

The study showed that 83% of movies in Iran's TV emphasized on religious subjects, and other 17% emphasized on young's problems, Also in movies of satellite networks 75% of them were emphasized on national symbols, and other 25% emphasized on young's problems.

In this respect we found that two mentioned mass media had their approaches against each other than social problems. So table 4 shows that there were 36 scenes about using of mass media such as newspaper, book, radio, TV, computer, internet, and satellite, in which 33.33% of them were seen in movies of Iran's TV, and 66.66% of those were observed in satellite networks.

Table 4

**Usage of mass media
By young characters in movies from 1992 to 2009**

Indicators	Scene Number	Percentage %
Kind of media		
Iran's TV	12	33.33%
Satellite networks	24	66.66%
total	36	100

Movies showed that characters are using them to get information such as privet data, finding job, entertainment, and etc.

In Iran's TV 58.31% of scenes were about watching TV or listening to radio, 25% of them were about reading newspaper, magazine and book, and 16.69% of them were about working with computer, but in satellite networks movies 45.18% of them were about reading newspaper, magazine and book, 54.82% of those were about internet and satellite. Persian movies in satellite networks showed that young characters never liked Iran's TV and radio.

In this respect it seemed that there was a difference between usage of mass media in Persian movies of Iran's TV and satellite networks, and this difference was significant statistically (Chi-Square= 18. 210 Sig. = 0. 033).

Also it was seen that there were other differences among individual skills between two mentioned mass media in Persian movies. That is, there were 30 scenes about using young characters of individual skills, in which 26.66% of them were related to Iran's TV, and 73.33% were concerned with satellite networks.

Individual skills in movies in Iran's TV were such as driving, using computer, cooking, weaving, Tailoring, and etc.

Also individual skills in movies in satellite networks were such as driving, hunting, playing music instruments, sporting, computer, singing, photography, filming, and English language. So the study showed that there was a difference in individual skills between two mentioned mass media, and it was significant statistically. (Chi-Square= 14. 110 Sig. = 0. 023).

Conclusion:

The study shows that there were lots of differences between Persian movies in Iran's TV and satellite networks about young people's problems and their interests.

Firstly social status shows that young characters in movies of two mentioned mass media would like to do horizontal and vertical social-mobility. Movies young characters in Iran's TV tried to have more social-mobility of horizontal than vertical. So that movies in Iran's TV showed that there were inequality in characters' backgrounds, financial situation, occupational skills, Educational situation, and Genus situation. Thus young characters would like to move to points of more favorite in horizontal route of society as in family, administration or office.

But in movies of satellite networks, young characters tried to have more social-mobility vertical than horizontal, so in movies in satellite networks had been seen different in society, and would like to change that as inequality from up to down.

Secondly Social categories showed that movies in both of mentioned mass media there were common subjects in young characters, which played in them. Both of two mentioned mass media tried to show common problems and common interests of young but it wasn't so in reality.

Thirdly in behavioral patterns both mentioned mass media were against each other. To create social unity and social consensus, both of two mentioned mass media should send similar messages to groups that had same benefit in society, in order to have stable and unity society. So Contents of movies showed that both mentioned mass media would like to try to ignore each other and forget main problems of young. On the basis of this, movies in Iran's TV emphasized on more religious subjects, and movies in satellite emphasized on more national symbols, and both of them ignored young's problems and their values.

So the conclusion of this study is that in despite of content of Persian movies in Iran's TV and satellite networks, they both have various approaches to their young audiences, but anyway they both tried to improve young characters and their problems.

ՄԱՅՍՈՒԴ ԽԱԼԻԼԻ – Ժամանակակից Իրանում երիտասարդության սոցիալական կերպարների ձևավորման վրա պետական հեռուստատեսության և արբանյակային ցանցերի ազդեցության համեմատական վերլուծություն – Հոդվածը վերաբերում է արդի Իրանում հեռուստատեսային հաղորդումների և հատկապես ֆիլմերի ազդեցությանը երիտասարդների լսարանի վրա՝ երիտասարդներին պատկերելու, իրենց վարքային մոդելները ցուցադրելու և երիտասարդների շրջանում սոցիալական կողմնորոշումներ ստեղծելու հիմնախնդիրներին: Հետազոտության ընթացքում ուսումնասիրվել և համեմատվել են Իրանի պետական հեռուստալիքների և արբանյակային հեռուստացանցերի կողմից ցուցադրվող կինոնկարները, դրանցում երիտասարդների կերպարների մատուցման առանձնահատկությունները:

Համաձայն ստացված տվյալների՝ պարզվում է, որ արբանյակային հեռուստալիքների կողմից մատուցվող երիտասարդների կերպարներն ավելի բազմազան են, վարքային առանձնահատկություններն ու կողմնորոշումները՝ բևեռացված, մինչդեռ պետական հեռուստալիքությունների կողմից ներկայացվող հաղորդումներում երիտասարդները պատկերված են հիմնականում ստանդարտացված կերպարներով:

МАХМУД ХАЛИЛИ – Сравнительный анализ воздействия государственных телеканалов и спутниковых сетей на создание образов молодежи в современном Иране. – В статье сравниваются образы современной молодежи в медиа-продукции государственных телеканалов Ирана и спутниковых сетей. Проанализированы телефильмы, демонстрируемые на государственных и спутниковых телеканалах, и сопоставлены действующие в них молодые люди, их внешний облик и поведенческие модели. В частности, выявлено большее разнообразие образов и поведенческих моделей молодежи на спутниковых каналах в сравнении с государственными, которые отдают предпочтение стандартным представлениям о молодом человеке.