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## Investigation of Satellite Impact on the People's Beliefs and Attitudes (A case study: Saghez city)

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### ABSTRACT

This study investigates satellite impact on people's beliefs and attitudes (Saghez city). Mass media and particularly satellite have an important role in as modern communication-cultural channels informing and apprising the people, establishing norms and behavior patterns, etc. as well as the main educational, advertising, culture, forming public beliefs levers and main components to make identity and civilization. On the other hand, it can be used as a tool for west's cultural invasion, bad moral training, destructing beliefs of national, ideological and social values, examples of promiscuity, weakening social trust, normalizing violation, raising consumer and dependent communities as. Therefore this study looks for determination and pathology of the amount of satellite use, relationship between satellite programs and people's interests as well as presenting some strategies to prevent these damages. This study is a survey and the used method is a combination of descriptive and correlational method. Needed information was collected using questionnaire and for the study literature, library references and archival documents were gathered. Analyzing the research theories and principles shows that, increasing people's tendency to satellite programs such as music, series, movie, etc. has affected the people's behavior and culture as well as lack of welcome for internal channels because of the poor quality of the programs.

**Key words:** Communication ages, Satellite, Globalization, Cultural invasion, Saghez city.

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### Introduction

The current age is called communication age due to using mass media which are much broad and have extensive influence range. Mass media has found a modern form and has overshadowed the

development of human society so that, these devices are even better than military forces to preserve and strengthening cultural and political domination for governments. Those are powerful tool for

capturing public thoughts and minds. Group media are effective factors on accepting norms and social values process, strengthening beliefs, participation in politics – social tasks, social cohesion, forming public thoughts, moral patterns, and etc. So, medial impacts on various social, economic, political and cultural areas, is one of the concerns and sensitivities of politicians. Identity, beliefs and values of a community have been affected by various sociability sources including group media such as T.V, internet and especially satellite in recent years. By appearing satellite, globalization as a process which is the product of communication global industry, has become the origin of community variations and has led to cultures transnational up (Thompson, 2000) and changing the concept of publicity in public domain (Habermas, 1989). An issue which has attracted the attention of many scholars, pundits, and politicians around the world is negative or positive effects of satellite programs contents on the status of humans' social life. Some people believe that, using satellite is an opportunity and knowledge for cultural-social communications, political participation, creativity and innovation and etc. and some other emphasize on disadvantages and negative points of the satellite. There are some concerns about cultural invasion to religious and national culture in Iran due to increasing use of satellite equipment and increasing rate of benefiting direct broadcast satellite programs (Larijani et al., 2007). Using cultural lever to eliminate resistance of liberal nations and making them dominated, has a long record in Iran and the world history. West and east governments have used important cultural tools to legitimize their domination since

the beginning of their military attacks against other nations in the colonial period which lasted for several centuries. Used cultural tools not only have been considered at first, but also consist of language and culture and affecting defeated nations beliefs and then, promoting superiority of the west specially the U.S. and Europe in all fields using scientific, technical and industrial advances of the west. They try to justify the west superiority in all economic, social, political and cultural fields using forestall in some certain fields. In order to make this believe as a reality, the colonizers consider themselves as the executer of their dominated and influenced nations and they believe that, nations' development is possible only through cultural similarity with the west culture and under domination and leadership of colonizer countries. In the old colonial stage, cultural movement of the west can be considered as a kind of invasive tool which was faced with the colonized nations but, in the new colonial stage after World War II, the colonies obtained their maturity by achieving political independence. Despite of disappearing colonizer domination, not only there was no resistance against the west cultural influence in the former colonies or the third world countries, but also this culture was demanded severally. In this period, cultural tools are applied with elegance and latency to westernize the entire world in the framework of transnational companies' benefits so that, it is not like an invasive movement and on the other hand, many experts and statesmen believe that, mesmerized global acceptance of the west is necessary to develop their countries and they try acquisition and dissemination of the western culture. Reza Shah and Mohammad Reza Shah Pahlavi and their

graduate advisors are the complete instances of such persons. In the new colonial period, the impact of mass media is so that, in terms of technological it has been highly diverse and complex compared with a century ago. The cultural impact method is done by promoting western goods, tools, knowledge and beliefs in the world countries and usually these promotions are along with a thick cover of being scientific and apolitical, this kind of promotion raises the least resistance particularly that, it relies on meeting the simplest human needs (Razaqi, 1995). Satellite as an effective tool on other nations' culture is nowadays as the most effective tool which has affected different dimensions of the social life. Identity is one of these dimensions which its different aspects consist of social identity, personal identity, religious identity, ethnic identity, occupational identity and family identity that are affected directly and indirectly by satellite. In our age, the communities has been faced with changes and transformation more than every other periods so that, social scientists believe that, the combination and integration, communication technologies and restructuring of capitalism in recent years have caused to open a new stage in human societies history. This stage has been described by some expressions such as post-industrial society, network society, Informational society, postmodern society, virtual society and etc. From the characteristics of this new society can be mentioned to global economy, variable geometry of permitted virtual network, astonishing development of digital technologies, continuous services and compression of time and space (Sharafi, 2002). Entering this new kind of society has affected all aspects of the human life and has caused

profound changes in the societies structures and relationships between the people so that, political, social, economic and cultural fields have been faced with variety of fundamental opportunities and challenges just like the stage of transition from agricultural society to industrial society or migration of rural people to cities. Among mass media, visual media has the highest impact on families and the most aspects of the life are affected by this kind of media. Hence, in this study it has been tried to investigate and analyze some geographic distribution dimensions of the amount of a general satellite channel use in the border city of Saqez in order to present a bright image of dominant and existent situation of communication space of the region for planners and administrators. National identity of Iran is based on Islamic and common national and historical components. Social and cultural transformations in current conditions have given very important and strategic responsibilities to decision makers and cultural and educational organizations to strengthen Islamic and moral norms and worthiness, human dignity, youth fostering consistent with idealistic human pattern and Islam worldview. Therefore, developing of proper opportunities is very important to strengthen these components and to identify the contexts and factors cause threat against religious and national identity. So, it is necessary to investigate the beliefs status, amount, reasons and tendency of families to satellite channels compared with internal channels to proceed planning and measures if there are some deficiencies. This study intends to answer this question to provide background for prospective deeper researches.

## Literature review

Due to lack of field studies and researches directly related to the current study, some short stories along with a number of thesis and surveys indirectly related to this study are introduced. Castells (2001) in his three-volume book titled (Information Age, Economy, Society and Culture) believes that, entire the world has been formed as a huge network which informational and electronic communication system forms its warp and woof. In his opinion, modern capitalism has reached its peak through network system in which capital rules on investors and has caused a new confrontation between the network and person. Finally, Castells emphasizes on wisdom balance distribution and believes that, in the absence of wisdom proper distribution, the risk of Mafia hegemonic increases (Castells, 2001). Bahrapour (2003) believes that, communication media have a dual structure which causes social dualism. In the Informational society, modern media on the one hand amplifies unity and integrity particularly in virtual societies, and on the other hand causes unstable and variable identities also increases fragmentation of the societies by its plurality. (Bahrapour, 2003). Saunders (1382) shows clearly the intense effect of communication devices on psychological state and behavior of the people. It means that, use of internet in correlated with weak social link and there is a significant relationship (Saunders, 2003). Barmaki and Bahar (1998) in a study on the people of Tehran in recent years, have stated the problems of family, person and society in terms of importance and priority in the people' view as below: According to the table above, cultural problem includes a considerable part of the problems with 17% portion after

economic and social problems (Kazemi, 2003). In this section, satellite and internet and global visual media have direct impact on all the problems of Iran society. Because, changes in lifestyle and inducing of consumer-oriented human and spirit of contentment and cultural invasion have had the highest effect on developing and third world countries (Table 1).

## Theory of globalization

Using of satellite programs can be a factor for globalization of the communities in addition to communication and information advantages. Direct broadcast of satellite programs affects a large number of audience in various communities in a moment and simultaneously and so, it can be a factor for alliance of societies culture and the people.

The major advantages of using the satellite programs from the perspective of proponents of globalization are as below:

1. Satellite is an easy exchange and low-cost device of information.
2. The use of satellite in various fields causes to simplify tasks and increase of the effect of social phenomena.
3. Message carrying capacity in satellites is high and their cost is much less than other media.
4. Use of satellite can cause national unity and territorial integrity in the countries.
5. Direct broadcast of various events throughout the world is easily possible in this way.
6. Use of satellite programs is affordable in both terms of investment and purchasing power of consumers. So, filling of leisure time of satellite audiences is more

affordable than other media audiences (Larijani et al., 2007).

### **Theory of cultural invasion**

The advocates of this theory are mostly the people of developing and third world countries and they generally have concerns about protection of national cultural boundaries, cultural and traditional values and mentioned history. They believe that, the contents of mass media (including satellite and internet) which are fed mainly from the western countries, cause cultural destruction of the countries and converting the people to a shapeless and consumer-oriented mass manageable by satellite channels and finally they reach to full dependence on the west culture and economy.

With regard to the perspective of cultural invasion advocates, the most important harms of the media programs (including internet and satellite) are as below:

1. Cultural destruction
2. Poor ethic training, destruction of national and religious beliefs and social values.
3. Passive thoughts making in the third world.
4. Cultural dependence of the third world countries through interference in their affairs.
5. Putting of the world in line with the policy of hegemonic countries by proposing theory of globalization.
6. Negative influence on adolescents and youth and creating the duality of their personalities.
7. Breeding consumer communities
8. Losing the individual identity and

8. Losing the individual identity and forgetting actual human originality and identity (Larijani, 2007).

### **Negative functions of the mass media (satellite)**

**The concept of crime:** The media particularly satellite usually introduce crime as a kind of street crime along with violence, and the public attention has been attracted to this type of crime and other crime have remained hidden.

**The effects of media in extending examples of promiscuity:** Nowadays, with regard to the important role of media in societies and its effect in imparting information and ideas, it should be considered that, media can increase crime and obliquity in the society by the promotion of crime and corruption, depravity and violence. In criminological perspective, a negative impact of media is to extend promiscuity in the society which has increased by global media breadth such as satellite and internet. Some instances of promiscuity including escape from home, illegal sexual relationships and sexual addiction can be mentioned which are resulted from media. These crime and obliquities cause family conflicts, stress, addiction, divorce, disintegration of the family and suicide in the family (Abedi Tehrani, 2011).

**Undermining of social trust:** Trusting of the community members to each other is the main capital of the social interaction which is done to meet the social needs of the society members. Therefore, weakening of this trust will cause various problems in social interactions since, expressing of various obliquities from the media and announcing their excessive growth leads to create suspicion and doubt about other people in the society, and

amplifies probability of these obliquities occurrence by every member of the society, and consequently, social trust and interactions are weakened (Golashani et al, 2012). Also, the parents may become pessimistic about their children and it may cause conflicts in the family (Mohammadi, 2003).

**Stereotyping of negative images of minorities:** A clear case which investigates mental and overall structure created by the media is that how media form moral pattern of the people about the society minorities. In fact, this theory is a combination of the theory of word-meaning and old beliefs about inflexible beliefs about the minorities, and it has been a part of culture of some societies. Actually, such a stereotyping causes that, ruling groups preserve their authority on the minorities (دفلور & Dennis, 2008).

**Expanse of violence and aggression:** Studies have demonstrated that, by advertising various goods and prosperous life, media lead to create new wishes in their audiences that achieving such wishes is impossible considering financial constraints. Therefore, denial feeling is resulted in the people or violence or aggression increase (Mohammadi, 2003).

Also a review of 2500 researches about the effect of TV programs revealed that, watching the programs with violence content by kids, has destructive impacts on manner and personality of the kids as well as expanse of violence and aggression (دفلور & Dennis, 2008).

**Normalization of the norm violations:** Obliquities and disorders are normalized by reflecting the social deviants in the media and their repetition, and the norms can be broken, so, crime commitment is amplified in the person. For instance, a county girl may test escape from home

when hear something about this case from media to get herself free from the problems with her family.

### **Advertisement and public thoughts**

Advertisement means propagating and declaring. Nowadays, the word advertisement mainly means to affect belief in which the purpose is more important than content. This purpose is to affect beliefs, attitudes or activities of others using some symbols such as words, symbols, monuments, music, clothing, hair, logos, designs on coins, postage stamps and so on. The aim of advertisement distinguishes the advertisement from some concepts such as dialogue and free exchange since, advertisement is conducted with aim to affect a number of people, joining an ideology, party, political organization as well as motivating the people to do a specific activity for specific aims. Visual media advertisement particularly satellite affects attitudes and activities of the people in a direction consistent with advertiser. In addition, according to the seductive and advertisers, advertisement should be based on changing the people's beliefs and thoughts.

Behavioral scientists have classified the advertisements to white, black and gray advertisements.

**White advertisement:** The aim of this type of advertisement is to make confidence in the audience in order to invest in prospective intentions of the advertisers. Here, the advertiser presents the events and happenings as these have been occurred since, the information is reliable.

**Black advertisement:** In this type of advertisement, the published information is fundamentally flawed and inaccurate and is conducted only to cheat audiences.

In fact, black advertisement is the great lie in which all cheating methods are used and sometimes is retaliation or is considered as announcing a psychological warfare against the enemies (Pakzad, 2006).

**Gray advertisement:** It is a combination of accurate and inaccurate messages. Here, the news reference is stated accurately but the accuracy of its information is seriously doubted and detection of its accuracy is very difficult.

### **Advertisement methods**

Various studies in the field of advertisement via video, audio and written media show that, psychological mechanisms are different in the fields of commercial, political, religious and public communications since a commodity advertising is easier than advertising an idea or thought as well as the used methods in them.

The main goal of advertisement is to influence the people behavior. In order to obtain such goals, the advertiser should know the factors affecting the people's behavior of the considered society. So, understanding of local factors and familiarity with the audiences' local culture is unavoidable. Totally it can be stated that, social, economic and political conditions of the audiences have important role in acceptance of advertising messages.

Generally, various approaches and measures in commercial, political and ideological fields include:

**Entitling method:** Negative labeling of an idea or opinion and condemning a belief or program such as liberal, conservative, wild liberal and black wilds labels to their opponents is common in political

advertisement generalized methodology or the glitter

**Generalization methodology or the glitter:** In this method it is tried to link a positive trait and another thing and using worthy and attractive words such as miracle shampoo, golden atlas butter, etc.

**Transmission method:** Delegation and transferring of authority and validity of an honorable thing to another thing which is honored by everyone.

**Testimony:** Persuading a popular or unpopular person to comment about accuracy or inaccuracy of an idea, program or person.

**Popular method:** A method through which seductive tries to convince the audiences that, his/her comments and ideas are from ordinary people. This poly is used mostly by politicians.

**Arranging uniform cards method:** is to utilize the components and scattered pieces of a topic or event which is selected from a mass of correct and incorrect information so that have fastening together.

**Pretense of integrity method:** This method uses "following procedure" with recourse to the people tendency since most of people want to be in majority not minority. For instance, the advertiser says: all the people are with us and support us. In this type of advertisement, always the words plural, all, etc. are used.

**The storm to ride wagon method:** in fact it is a kind of competition made between the people. The advertiser tries to convince others to accept his/her programs. Therefore, we also must join them and get the wagon. This advertising technique is used in a variety of commercial advertisements. The

statement "Pepsi generation" on a beverage means that all the current generation is drinking Pepsi.

**Method of hidden and clear aim of the advertisement:** In this method, the advertiser media hides its goal and act indirectly to create background of the advertisement publication.

**Anti-advertisement method:** In this method, the advertiser tries to select some parts of the enemy's remarks and then, negates the opponent argument by a stronger reasoning and logic.

**Repetition method:** Repetition is very useful to form the habit particularly if it is with thoroughness. Habit is not possible without repetition, stabilization and more accurate amplifying. Here, the advertiser influences his/her intentions and goals in the people's mind.

**Indoctrination method:** In terms of lexical, indoctrination is sever political induction and can include complicated speeches or prolonged political debates, forced study and so on. In this method, indoctrination technique is used which is based on psychological concepts. This method tries to build uniform thoughts in the people by direct advertising. In this method, the media particularly satellite channels try to eliminate criticism and thinking about the events accuracy and to make a habit of common people to accept everything from the advertisers without intellection. Such advertisements may convert to a dangerous weapon and tool for integrating common people as well as the biggest deterrent factor for democracy generating since the democracy requirements are visual information and freedom of thought and judgment. This method can be applied only if it is along with creating fear and coercion (Motevalli, 2005).

## **Media revolution**

According to beliefs of some scientists, the world has passed three fundamental revolutions and after each revolution, the world has changed in terms of basis and nature:

Information age is a global phenomenon like agriculture and industrial age which had appeared before. Global communications virtually are instantaneous. Computers and other information age technologies exist more or less in even the undeveloped countries and each country accesses to at least a system linked to the internet.

In Tofflers' opinions, the world is moving toward a social-economic revolution which will cause a universal triple power structure development. This modern strategic environment has created a universal triple power which will be the superseded of dual power of industrial age. In the structure of dual power of industrial age, the governments have developed the economies based on their heavy industries and also, they have utilized their economic, social and military domination on more elementary and agriculture based societies.

Tofflers argue that, in information age, those governments which use the technologies of information age, will placed on the peak of triple power structure which is dominated by knowledge and the tasks intangible related to knowledge. Ability of such governments is superior than those countries which keep their dependence to industrial or agricultural economy. Some governments may want to pass this stage as ejection to achieve the superiors provided by abilities of information age technologies. It means that, they want to achieve informational economy directly from agricultural



economy. But all three types of societies (agricultural society, industrial society and informational society) will have coexistence together, just as agricultural and industrial societies had coexistence together in dual power structure. Most of countries clearly have no consistency with one of the triple power types (Tafler, 1996). The major change in political, social and cultural formation of the societies is generated by this revolution. The revolution results in universal human ascending, decline of traditional culture and the changing nature of policy (Kazemi, 2003).

Nowadays, political-legal borders of dominations have lost their old meaning due to the tremendous development of technical knowledge of informing, computer, satellite and internet, etc.

The governments and nations are continuously challenged from inside and outside. The concepts of national safety, political independence and cultural identity have changed completely. Nowadays, there is a phenomenon named media democracy which has a bilateral communication with its audiences despite traditional media with one-way communication. It is normal that, our today world at the beginning of 21<sup>st</sup> century has substantive difference with even a decade ago. So, media on one hand has helped convergences within the communities (national accord) and among the communities (regionalism) and on the other hand, has led to ethnic, religious,

racial and gender divergence. Hence, apparently we are faced with a huge paradox.

### Mass media

For more understanding and awareness about the subject, mass or public media is defined. Media is the plural word of Medium and means those devices which are considered by a large number of people and have created by new civilizations (Sarokhani, 1997). Media have been created in new civilizations and are used, and their main characteristics are strength and wide-range action. Mass communication determines a kind of communication with aim to communicate with a mass (Alavi, 2007). Mass media means that, information current from a source of public communications can efficiently and rapidly be transferred to millions of people (Denis et al., 2007). Mass media are the impartible part of industrial modern civilization and sociable strong factor. Communications are resulted from modern technology and also, the society particularly the government is much dependent to communications to do its simplest duty. Public communications have caused revolution in the method of information acquisition about the world, and have an important role in political attitudes. Also it can be said that, public communication is the developed form of face to face communication or linear model (Deflor and Denis, 2008).

### The historical evolution of media

**Table 3-1.** The historical evolution of media

Informational and communicational events and innovation	Timeline
hypothetical language course	35000 B.C.
Sumerian writing on clay tablets	4000
Book publishing in China	600A.C.

Bible published by Gutenberg	1453
Completion of the telegraph by Samuel Morse	1853
Formation of the first news agency named Associated Press	1848
Completed telegraph by Marconi	1876
Wireless telegraph Made by Marconi	1895
Patented television camera tube BY Zworykin	1923
The first electronic computer in America	1942
The start of Cable TV	1950
The first color TV	1954
Launching the Sporting satellite of Soviet into the space	1957
Launching America TV satellite called Tele-Star into the space	1962
Publishing the Wall Street Journal via satellite	1957
Providing home computers cheaper than \$ 500	1980

(Khoshnevis, 2011)

## Satellite

The first satellite was put in the orbit in 1980 with 12000 telephone orbit and only two TV channels, and their sixth generation was made and used in 1986 with three times of fifth generation capacity.

TV satellites (DBs) act as a powerful television transmitter in the space. The most important superiority of a TV satellite is that, is able to cover all over the country which are not coverable by terrestrial transmitters (Golshani et al., 2012). Satellites are important devices to form public thoughts about internal and external policy. Obviously, using direct broadcasting satellite reduces the cost and time for TV channels establishment. Outlying areas can easily communicate by mass receivers setting up. Now, the national leaders can improve national development and integrity by establishing visual communication for unavailable areas (Kia, 2006).

## Culture, cultural changes and cultural invasion

Various definitions have been presented. But, culture in its wide meaning includes all human achievements and is close to civilization meaning. In this interpretation, culture consists of customs, traditions, beliefs, values, knowledge, skills, knowledge, art and technique and etc. Each community has its specific culture and reacts based on it and is distinguished from other societies.

Expression of culture has been used in Persian literature with various concepts such as knowledge, profession, science and wisdom. In Arabic language, *alsaffeh* means victory, acuity and skill then, it has been used as the talent of science, industries and literature acquisition (Salehi & Mohammadi, 2010).

In France, *Coltor* has been derived from *Cultora* which means fertilization, work in order to produce and planting. Also in German language it means creatures breeding, planting and tending the land and finally in Russian language it means the human influence on the nature, determination of achievements and

operating forces of these achievements (Jafari, 2000).

The concept of culture has been interpreted variously. Edward Burnett Taylor, English anthropologist of nineteenth century, writes about culture: a complex including knowledge, beliefs, arts, craft, techniques, ethics, laws, traditions and all habits and manners which are learned by human from the society (2005).

Culture also as other matters, is composed of various elements so, stability and change in this combined category naturally depends on the type of culture elements change. The elements of culture are divided to two parts including constant or slow variables or continuation factors and variable elements or fast variables.

In the part of constant elements, some elements such as traditions, beliefs, worthiness system and social, familial, legal, moral, and spiritual norms, and lifestyles can be mentioned in which change is done very slow.

In the part of variable elements, requirements and desires, knowledge and technology, creativity and innovation can be mentioned in which change is so fast (Salehi & Mohammadi, 2010).

It should be considered that, the culture has also a systematic organization and it has been composed of components between which there are interactions.

Cultural structure is composed of cultural element (the smallest definable issue), cultural compound (a number of coordinated and appropriate elements) and cultural field (complex of cultural combinations in region which has a distinguished form and range) (Rooholamini, 2007). Since culture variation makes change in the people's behavior over the time, so, understanding

that how the people's behaviors change, can help us. Four variation levels in the people including: change in knowledge, change in attitude, change in individual manner, and finally change in group behavior (Rezaei, 2004).

The effective factors on the culture enter from three areas of political and economic changes, social conditions and events and requirements. With the arrival of each, substantive change is made in cultural elements. Every type of change in the elements cause change in the norms, values and moral approaches which is called culture variations.

Cultural variations patterns can be classified to three general approaches: evolutionary, dissemination and cultural approach. The main factor of social and cultural changes is human sources (Salehi & Mohammadi, 2010).

Neglecting cultural state or certain cultures of human societies, the public culture as a resultant of all cultural interactions of various nations, may much more advanced than the culture of some nations.

Cultural invasion includes various economic, social, political, military and psychological aspects which totally form various human behaviors to internalize considered values. Therefore, ideas and knowledge which provide the benefits of transnational corporations and industrialized capitalist countries, spread in developing countries through training in video media particularly satellite in various levels (Razzaghi, 1995).

The purpose of cultural invasion is to accept outsider culture and to minimize the resistance against it.

In such conditions, the community

the community emulates the western culture, and also, native culture in extent social layers is gradually abolished. To fulfill this mission, most of theorists emphasize on satellite and internet.

Huxley believes that, configuration of spirit and culture of a nation can be invaded via two methods including:

A) George Orwell method including

imprisonment of culture and constructing prison by the culture

B) Huxley method including presenting of the culture and its mesmerized values as distorted but entertaining display screen, and utilization of huge media facilities which ... the world (Kazemi, 2003).

Rafie (1995) in the book titled *Forward Culture, Generator Culture* mentions that, in the age of misguided waves which is considered as wide, fast and unprecedented communications age, cultural tools and approaches more efficient to hit targeted countries (Rafie, 1995).

### **Research method**

This research is a survey, and used method is a combination of descriptive and correlation method. Firstly, the relevant sources were investigated through documents method to collect topics and issues about network society, identity and satellite. The relevant contents were interpreted with aim to utilize the contents in the research.

In the second stage, survey method was used, also data about the society families were collected via questionnaire. Then, to investigate the type and strength of the relationship between variables, the stated hypotheses were tested during the research.

Since in this research, all families of Saqez city have been considered, according to the estimations of management and planning organization of Kordestan province, the population of Saqez city was estimated about 210000 persons in 2006. There were 107000 men and 103000 women. 63% of total population of Saqez lives in the cities and 37% live in villages. Statistical population was estimated 39912 families.

Sampling method in this study has been conducted based on stratified random sampling. For this purpose, information about studied people was collected base on the population of Saqez city and villages with regard to understanding of the society so that, about 60% of the statistical population were selected from city.

In this research plan Spearman and Kendall rank correlation method in addition to frequency were used indexes to analyze the data resulted from measurement tools.

Hypotheses of the research include:

- There is a relationship between use of satellite and type of the channels or Kurdish or Persian-language channels.
- There is a relationship between use of satellite and interests rate of the Saqez families to the news Kurdish and Persian-language channels.
- There is a relationship between use of satellite and interests rate of the Saqez families to child and adolescence section of Kurdish and Persian channels.
- There is a relationship between use of satellite and interests rate of the Saqez families to movie and series section of Kurdish and Persian-language channels.
- There is a relationship between use of satellite and interests rate of the Saqez

families to political forum section of Kurdish and Persian channels.

## **Research findings**

### **Summary of findings**

After collecting and adjusting the data related to the distributed questionnaires in Saqez city as well as calculation of descriptive and analytical statistics, it was concluded that, satellite, TV, radio and internet have attracted the most attentions of Saqez families respectively so that, 44.5% of the families were more interested in using satellite. Therefore, the first hypothesis proposed by the researcher was proved.

After separation of the people who used or did not use satellite, it was concluded that, about 56% of Saqez families watch various Persian and Kurdish-language channels of the satellite for 3 to 4 hours and maximum 7 hours.

In terms of temporal budget, about 50% of the studied families spend time for the satellite programs after 8 pm. In terms of repetition, 42% of the families watch satellite programs regularly and on time.

Interest of almost 83% of the families to Kurdish-language channels is moderate to high. Here, 25% of them are very much interested in Kurdish-language channels. This result is enough to prove the second hypothesis of the researcher but, this result is not evidence that they are not interested in Persian-language channels.

Percentage of the amount of Saqez citizen's interest to news, child and adolescence program, movie and series and especially political programs and forums of Persian-language channels was less than expected value. This states the proof of the researcher's third hypothesis. The

minimum amount of interest among all programs of Kurdish-language channels has been about political forum and child and adolescence section. This is a notable issue since, variety of similar programs and their broadcasting from national and provincial TV channels has prevented divergence in this age group and it is admirable.

The programs of some Kurdish satellite channels particularly Zagros, 4 and Nowrooz channels were commented as the most popular channels.

Among various sections of satellite Persian-language programs, political forum program and special programs were the least popular and the programs of movie, series and music were the most popular programs. About 50% of the families were much to very much interested in movie and series of Persian-language satellite channels. This result caused to refuse the forth hypothesis.

Among various Persian satellite channels, the programs of Farsi 1, Iran TV, Tapes and PMC have collected the most watchers in Saqez city.

Among Saqez citizens who are listeners of Radio Kurdistan programs, the music section has had the most usage for the citizens with 44%.

In terms of the amount of the families' interests to the video media, satellite was the most popular mass media. Among the programs of various channels, Kurdish-language channels are the most popular. This is because of common language and culture and linguistic biases. This result can be a warning for the planners and directors of the radio and television and provincial TV channels, as well as a guideline to revise local TV programs of Kurdistan.

This issue is also notable about another relevant question of the questionnaire so that, 45% of the studied families mentioned to poor quality of the programs as the reason of not using national and provincial channels.

A considerable portion of studied people have announced poor coverage as the reason of not using television. Probably these people have lived in the villages.

After investigating of using programs of Kurdish-language channels by Saqez citizens, it was concluded that, despite expectation of variety and attractiveness of the satellite Kurdish channels, low variety was mentioned as the reason of not using Kurdish channels and also, being interested in Kurdish language was the reason of using Kurdish channels.

Being interested in music was stated as the major reason of using Persian satellite channels so, the researcher's fifth hypothesis was approved.

It was concluded that, there is a significant correlation between the number of hours of using satellite and interests of the Saqez families to the programs of Kurdish-language satellite channels at confidence level of 99% ( $\alpha=0.01$ ). Therefore, the researcher's sixth hypothesis was also approved.

On the other hand, the families which use satellite less, are also less interested in the news of Kurdish-language channels and this relationship was also significant at the level of  $\alpha=0.1$ . But, the families which use satellite more are also more interested in the music part of Kurdish-language channels and this relationship was also significant with a relatively more severity.

Similarly, by increasing use of the satellite, being interested in political forums and specific programs of both Kurdish and

Persian channels was also higher, and this relationship was significant at the level of  $\alpha=0.1$ . The severity of this correlation is same for the both languages.

The families which had the least use of satellite, were also less interested in the movie and series part of Kurdish-language channels.

Despite mentioned cases, a very weak relationship (about zero) was proved between the amount of using the satellite and interest of Saqez families to the child and adolescence part of Kurdish-language channels.

Although there is a significant relationship between the amount of using the satellite and the amount of interest to Persian and Kurdish news, but severity of the relationship of interest to Persian news of the Persian channels is less.

The families which had the least use of satellite, were also less interested in Kurdish music compared with Persian music.

## **Discussion and conclusion**

Undoubtedly, preserving and strengthening the national intellectual-cultural foundations (beliefs, values, identity, benefits and goals) is possible by national development, excellence in thought, full security specially in intellectual-psychological aspect of the society. With regard to the theory of cultural invasion, and consequences and impact of satellites as a cultural imperialism leverage, increasing development of poor and non-targeted use of the satellites can be effective in weakening of cultural, identity, social, political and normative foundations of the society. Promotion of consumerism, aggression and inattention to religion,

culture and national and original religious beliefs are some other negative consequences of inappropriate use of satellite televisions.

Ultimately it seems that, the only solution against cultural and destructive influence of the modern technology of satellites and aliens is the reengineering of TV programs particularly provincial and national channels and also, providing the conditions of free growth of talents and cultural capabilities in both material, spiritual dimensions. In other words, the distortion trend of technological functions can be prevented as well as the west cultural influence only by creating real attractions in native culture and by trying to adopt this culture with technological imports of other cultures. Attention to the requirements and public tastes of Kurdish-language society and trying in direction of programmed guidance of various parts of provincial channels commensurate with the society demands can also help to protect the original identity and culture and can be effective in strengthening of national integration.

### **Development and presenting of strategies**

Media policies and functions have an important role in the country cultural development. The media simplify and accelerate the country cultural development by different communicative policies. Nowadays, the effect of media is obvious on all dimensions of the social and cultural life of the society. Therefore, a proper identity and cultural policy must be adopted commensurate with current age beside media policy in the cultural-social development plan of the country. Considering the strategic role of media, mass media should emphasize different aspects and dimensions of informing,

normalization, strengthening foundations of religious and national identity, and entertainment more than reflective and passive aspects and also, the subjects which fundamental and strategic importance in the national strengthening, unity and solidarity should be noticed. Now we notice the goals, strategies presentation, and increase of mass media role in amplifying the national identity:

- Mass media should have specific attention to some issues such as increasing artistic products, encouraging of innovation and creativity in various cultural and identity fields, strengthening of cultural integrity, identification of development impasses, repairing and maintenance of subcultures.

- Attention to the role and strength of public guidance by media in critical conditions.

- The media should establish a dynamic interaction between programming system and cultural requirements.

So, with regard to the objectives above which should be placed in cultural and identity field of the media, following strategies can be determined:

**Reflective-directional policy:** With regard to economic jumps in Iran and considering cultural criticism and dichotomy in ideological and political system which is mainly due to compacted social changes, a directional reflective policy in the present and future is the most proper strategy and mass media can conduct their duty about the future of the country. Obviously, radio and television as the most important dissemination center of culture in the country can be guider in the cultural cases.

It means that, radio and television in addition

to leave the cultural field open for tastes growth, innovation and artistic and initiatives, should be able to play the strategic role so that to be consistent with the general cultural policy of the country and can prevent probable deviations but it would be possible if the organization strengthens its expert cultural and artistic staffs at the high levels (Nayebi, 2009).

**Policy-oriented culture:** This policy treats the media as identity maker. Hence, it wants that the media messages to be the overall cultural and identity mirror of the society but since, reflecting of all cultural data of a society is impossible, so, it should be tried to make a miniature of the overall culture of society through presenting of the sample culture.

### **Suggestions**

- Rational and planned use of the media and new technologies and other facilities of current age to provide coexistence conditions between various civilizations, cultures and ethnics.

- Use of mass media for wide cultural cover of the society in order to support the policies and ideologies of the society system and with aim to make context in transferring and publishing the values, beliefs and norms from a generation to another generation or to change this direction toward Islamic and Iranian goals and ideals.

- In the frame of cultural engineering necessities, values, beliefs, norms, customs, beliefs and dos and don'ts should be noticed and give them discipline. We also should be creative as well as conducting required estimations to face with probable damages by an accurate cultural engineering and management. For this purpose, mass media can take an appropriate step in direction of this

change through injecting thoughts, norms and moral pattern to the society.

- The media specially radio and television using of cultural approximations and attempt to broaden the identity-civilizational field and cultural convergence through identifying and introducing of Iranian civilization and highlighting the cultural capacity, intellectual and cultural thinkers, promoting public awareness, expanding cultural- social relations with different nations and ethnics, creating the context and deepening the platforms of dialogue between various assemblies and ethnics.

- Attention to the planning for programs production (movie, animation and drama), etc, specific series to introduce values and norms and to amplify identity and intellectual foundations of the society.

- Integration and coordination of cultural-social institutions and organizations

- Enhancing the quality of television programs especially provincial channels approximate with the region culture and values.

- Creating the proper context to strengthen material and spiritual and spiritual supports of TV program makers in the local regions

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