

A Comparative Study of Television Audiences and Satellite Network Programs among Domestic Audiences through 2002 to 2010

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Abstract: *Today's world has been the world of media. Today can hardly find a place that people are far and separated from the media and media effects. Practices, knowledge, tastes, and many teachings of daily life of every human, somehow directly or indirectly will be affected by what the media has covered. This article attempts to focus on national media audience on one hand and satellite television networks on the other hand according to the educational level of these two media audiences by the study of documents in the Centre of Islamic Republic of Iran Broadcasting, as well as explores in other writings and considers a historical approach in studying the desired phenomenon Comprehensively and sociologically. Findings of this article suggest that 79.4 percent of Audience in the age group of illiterate and uneducated are very high and high satisfied from TV programs, 15.6 percent have averages satisfaction And 7 percent have very little or no satisfaction. Among group of audiences that are in high school, 74 percent of respondents have too much or much satisfaction from the TV programs, 20 percent have an average satisfaction, And about 6 percent are little or no satisfied. However, among the audiences who have diploma, 66.6 percent of respondents have too much or a lot satisfaction from TV, 24.3 percent have an average satisfaction and 9.1 percentage of them have very low or no satisfaction. Eventually in the audiences group that are highly educated these results were obtained; 59.2 percent have very high and high satisfaction, 28.5 have an average satisfaction and 12.2 percent have little or no satisfaction. Thus these findings indicate that the more the audiences are educated, the less they are satisfied from the TV programs of Iran. Other findings on the other hand (are located in Table 2 in this article) in all years of survey and study indicate that the more the level of education of audiences has increased, the more the satisfaction of them from satellite network programs has grown.*

Keywords: *Satellite, national media, culture, social change, social elite.*

Introduction

Culture like other social phenomena has a life and over time has been grown, developed, declined and even changed in shape and form and converted to the new elements due to relation between each other and ease of absorption or elimination of other elements. Cultures are not fixed and unchanged. Although they maintain their principles, they are also effective in changing the nominal or showing their components. Because of this a culture can retain its entirety in different social and historical conditions and remain as a historical fact with regard to Conditions and developments. Therefore, it would certainly be baseless to say that: a culture remains without change over the years. Although culture acts in order to maintain its principles, it has the power of absorption and excretion of desirable and undesirable cultural elements by relying on "cultural flexibility" principle and continues its life (Armaky, 1997: 2).

Many scholars believe that social science and communication science, mass communications media have raised newer function in recent years, that is, the creation of culture. According to them, the media in new societies help people in interpreting organized data by creating the experimental framework and general cultural attitudes, and create the way that people would be able to interpret social life. We should seek appropriate way to preserve the cultural values of society in the media and information age and in circumstances that no force can control the data transmission resources on one hand and the message recipients on the other hand.

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In the early 90s and by entering satellite to the Iran, satellite networks with extensive efforts began to attract the more audience in competition with the national media. Today, the prevalence of widening and growing the phenomenon (satellite) can be interpreted as a relative success they have achieved in this field. Such matter in the perspective of many scholars seems something that could be worrying, because according to the growth and development of satellite TV programs, manufacturers and the manufacturer country of these programs Will be able to manipulate Cultural carriers of our country, and thus make the basic and fundamental changes in national culture and religion of people of our country. Clothing and makeup, national and religious beliefs, nutrition, internal and external architectural style in making homes and other places, internal decoration of houses, language and speaking style and even matters such as marriage and children naming standards and ... all can be carriers of a culture that seems to be attacked so hard by these networks.

In today's world that one of its features is the speed in transferring information and ease of using data, audiences will face with Variety of informative resources. Because of this diversity of information, audiences will face with a wide field of information and Variation in selection. Here the author has no intention to criticize the diversity of information and their sources, but he believes it will be always possible that many media powerful leaders exploit resources for their own benefit. By the presence of foreign Medias on the country for about two decades and with observing and identifying their goals and intentions, we could see many points of differentiation in what this media emphasize on one hand and what the national media have highlighted on the other hand. The author believes that this semantic differentiation is able to enter respondent to the area that he called it "perceptual gap". since the person feels apparent heterogeneity between what he knows as value during his life and what he observe in society and social relationships among the people in community and On the other hand this heterogeneity of the satellite programs are also tangible in compared with national media programs. However, he will be suffered from intense conflict between his observations and knowledge and this will lead him to deny or reject his previous knowledge.

Research Goals

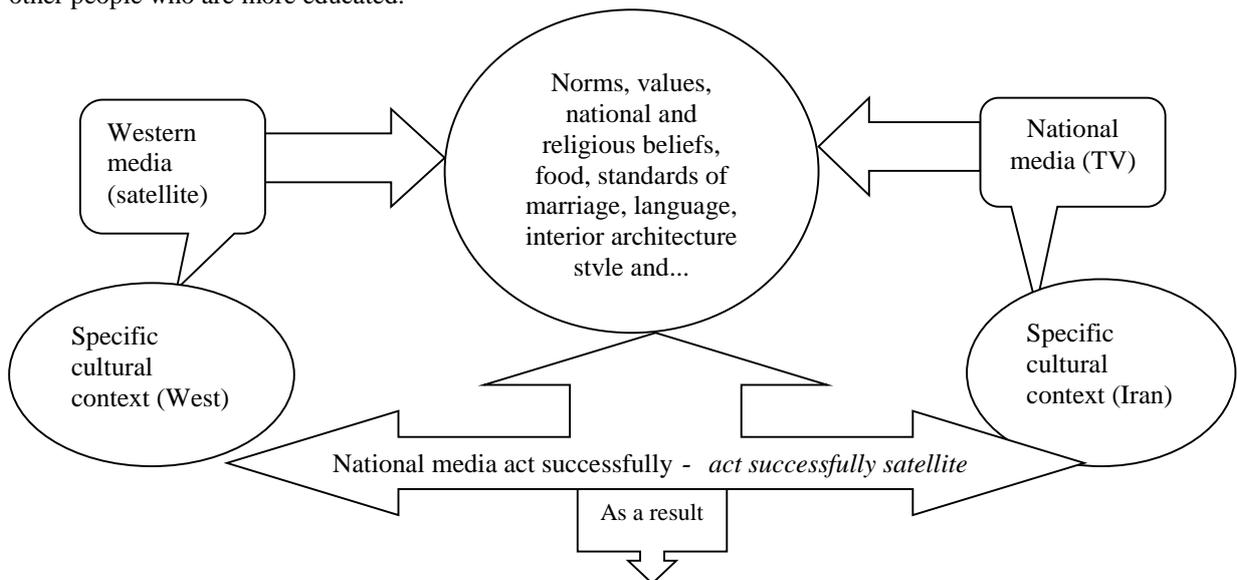
1. Study and Review of the Iranian audience satisfaction from Islamic Republic of Iran TV programs and on the other hand satellite programs between the years 2002 to 2010
2. Historical Study and compare of the audience satisfaction of TV and satellite networks programs between the years 2002 to 2010 according to the education
3. Provide strategic and practical solutions and suggestions in regard to structure and content of social and cultural programs of Iran Broadcasting.

Theoretical Framework

At first it is necessary to define the fundamental concepts of this paper to determine the mental orientation of author towards the desired concepts and make the readers become familiar with them. Concepts like culture, social change and the elite are considered as the most important concepts. The word " culture" has many implications, this has caused a number of definitions but the most important and best definition of culture is the definition of "Taylor" in his book, Primitive societies: "Culture is a complex set that includes education, beliefs, arts, crafts, techniques, ethics, laws, traditions and habits and finally all the rules of human behavior that man learns from the community, and has obligations towards the community." (Ruholamini, 2009: 147) another basic concept in the present discussion is the concept of "social change" that we can mention fine definition of the "Roche" for it: "Visible change over time which is not temporary or weak and will affect the construction and task of the social organization of a society and change its history". (Roche, 2005: 30) The third concept is the concept of "elite" that it will not be easy to define it because various thinkers have offered different definitions depending on the situation and approach. Even in sociology, people like, Pareto, Mosca, Mills, Weber, etc. have presented definition according to their approach. The definition of elite is presented Here and the writer has considered is the definition that "Roche" has provided in his famous book, Social Change: "Elite are individuals and groups that are effective in a historical action of society in result of the power they gain and the impact they leave Or by decision or ideas, feelings or emotions they have." (Roche, 2005: 121) Antonio Gramsci, the Italian sociologist, believes that Presence and influence of elite on the masses is Major factor in creating social and cultural change. He believes: "the intellectuals make thought, then extended it to the masses, and thereby implement these ideas by them. The masses cannot make up such thoughts but can only fulfill it with their own faith after creating. The masses cannot achieve awareness by their own efforts; they need the help of the social elite. " (Ritzr, 2006: 198)

What mentioned above emphasize the fact that today in this world people cannot be aware of their own social-cultural situation in the country and internationally because of great complexity and more specialized activities. The author, like Gramsci, believes that the knowledge is transferred from the social elite to community members.

On the other hand for better penetration of information to the body of any society, it is needed to identify the groups that have the most influence on the future of society and try to disseminate information by this group. Undoubtedly the adolescents, youth and educated people of any society are groups that have essential role in the future of any country. On the other hand in Iran (like many other countries) mothers are responsible for children's education and training; so the influence of mothers in the education of children is obviously more than fathers. The author believes that these three groups, that is, women, adolescents and young adults and people with more education have the greatest impact than other groups. Therefore, the target group for creating social and cultural influences and changes in the country are somehow these groups. Accordingly, the main focus of this paper is to find the appropriate information and statistics about the educational components. It should be noted that today the media has managed itself as one of the elite, in better words, the media (here, the emphasis is on audio-visual media, especially television) could be a provider and performer of intellectual, cultural, economic and political pattern and ideas that created by the social elite. Media give shape and form to look and attitude of the audience by providing the interpretation about the true or false subjects and Conventional and non-conventional issues in society and the media can somehow create a general thinking in the same society. but in the media space of our society, there is the national media on one hand which try to promotes the human, religious and national values and the aggressive media on the other hand that are also seeking their own goals, and in other words they try to attract the thinking and attitude of the audience towards the thought of program makers of this networks. In such circumstances, Iranian audiences encountered the two different ideologies; one of them is the value and the counter value system of the national media and local television networks which will be presented to the audience, and the other is the variant Programming of some common value systems that are common in national and religious culture of Iran and presented by the satellite networks. The results of such encounters cause the audience to see their opinions against what presented by this Medias. As mentioned above, there are certain groups of society that more investment and focus on them is more effective and beneficial. The specific groups can be youth, women and the other people who are more educated.



There are three possibilities

<p>First: The national media could fully take the possession of the media space of the country; the result will be the growing influence of Iranian culture and national media on each other which will increase social cohesion.</p>	<p>Second: national media and satellite networks neither could be able to remove each other fully and quickly; the result of this is the gradual decay of social beliefs and the incidence of social injuries and divisions between community members...; riots and chaos and social disorder, conflict between parties and ... can be the consequences of this situation.</p>	<p>Third: Satellite networks can attract the audience fully; the result of this would be create a solidarity that people can quickly change their attitudes due to it; the revolution could be one of the consequences of this situation.</p>
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The author believes that the first and third possibility don't happen since we cannot expect all domestic audiences to be attracted to TV programs or vice versa. Among these three Probabilities that mentioned above, a second chance will be consider, actually the disruption in the values and beliefs of these groups in any society is able to make the community vulnerable. This knowledge will not have the same weight and way and be similar because they are given from a different perspective, so the audience are inevitably in relation with two outlets that each pull the respondent's attitude to one side and each arose from a theoretical approach and a certain value and they will learn the values lie in the heart of this program by interacting with this media; these knowledge form the worldview of the person. As a result, member's community especially the mentioned groups that are more effective will receive different perceptions in gaining cultural information and types of misunderstandings; so the result of this is the difference in the socialization of individuals and consequently the discontinuity in social relationships and lack of social cohesion would create the social rupture. Thus community participation decreases because individuals know themselves stranger with other community members (in other words alienated others with themselves), in such society social cohesion is reduced and the community will be rotten and decomposed.

Research Methodology

Each type of questions is asked about television and could still be asked. In answering these questions, a variety of views are explained from different perspectives and by using different theoretical and research methods. Furthermore, TV has entered in some of the public and special discourses. These discourses tries to define the TV in different ways. (Dalgrn 1385: 45) The subject in this paper have historical dimension in addition to its special and sensitive features. Since the author believes that for studying a social phenomenon, it is required to study this phenomenon during the time. The matter investigated in this paper can be done in a way apart from other historical studies. Therefore, we have been trying to present the situation of audience of these two media during the years 2002 to 2010 and finally to analyze the data with a sociological approach by using documents and the use of global navigation.

Results

In this paper we will try to survey the existing situation due to the attitudes that the national broadcasting audience have on the one hand and the satellites audience have on the other. Education variable is the main subject of this paper, so the findings are based on these variables. Then he states that the functions that two competing media have through analyzing this information and also attracting the audience to which of these two media is more. Next, the author will re-analysis information with regard to three variables of sex, age and education to appear the more detailed and more illustrative view of the phenomenon.

Chart (1): The level of TV audience satisfaction in terms of education during the years 2002 to 2010

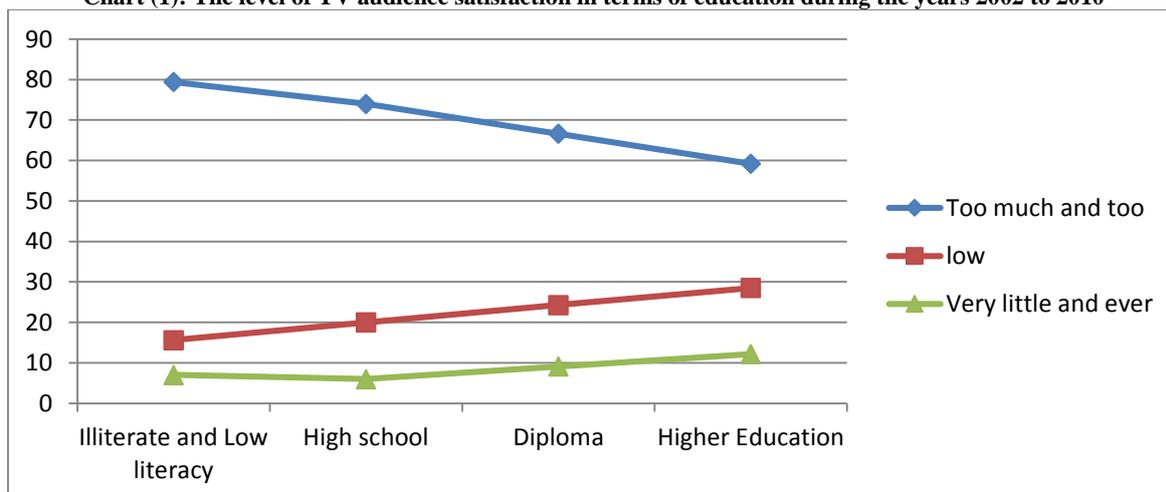
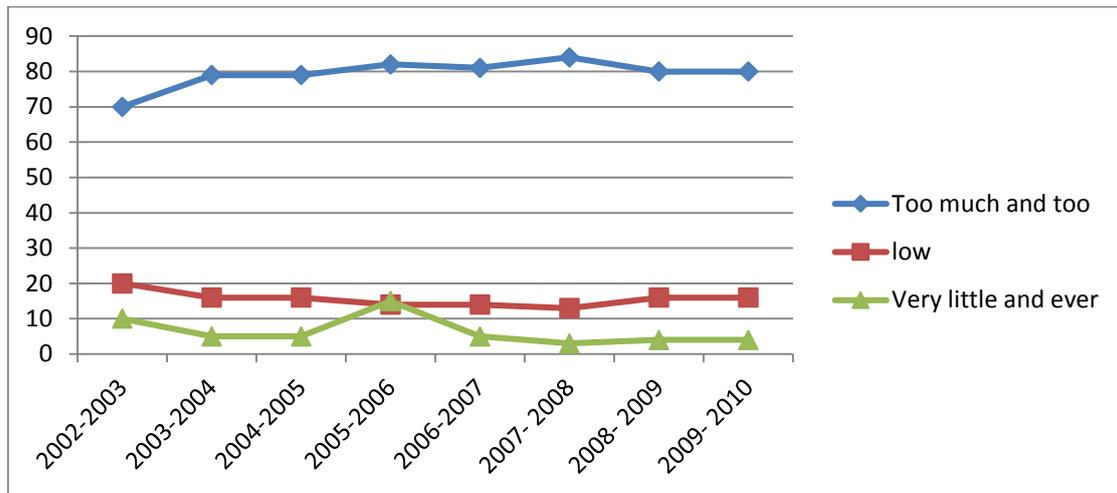
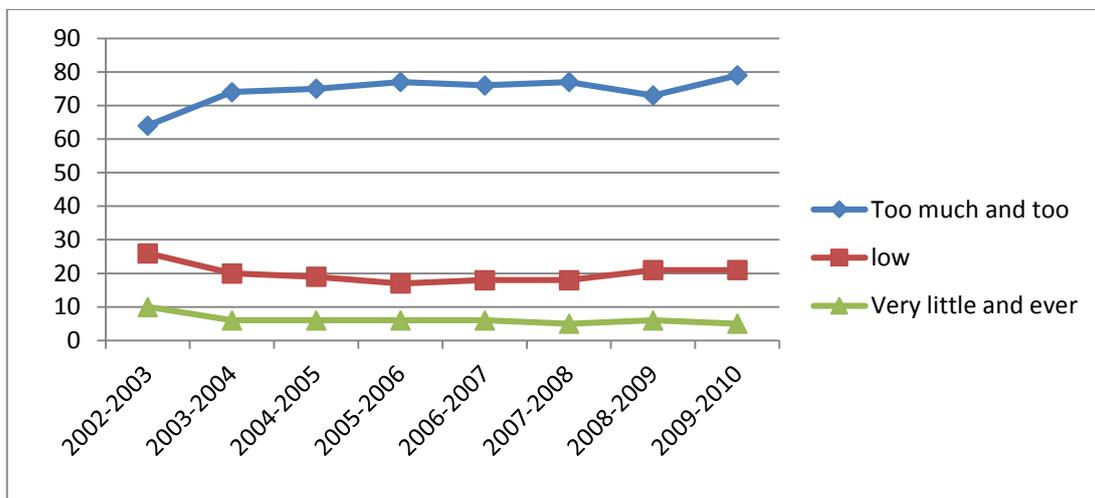


Chart (2): Related to the level of Low literacy and Illiterate audience's satisfaction to Iranian television programs¹



The above chart clearly shows that Low literacy and Illiterate audiences are very satisfied from the national media of television. Another thing that can be realized with respect to the graph is the deep break between the two curves of too much and much satisfaction on one hand and low, very little and little satisfaction on the other hand. In other words, in this group the percentage of people who are not satisfied with the TV is very low.

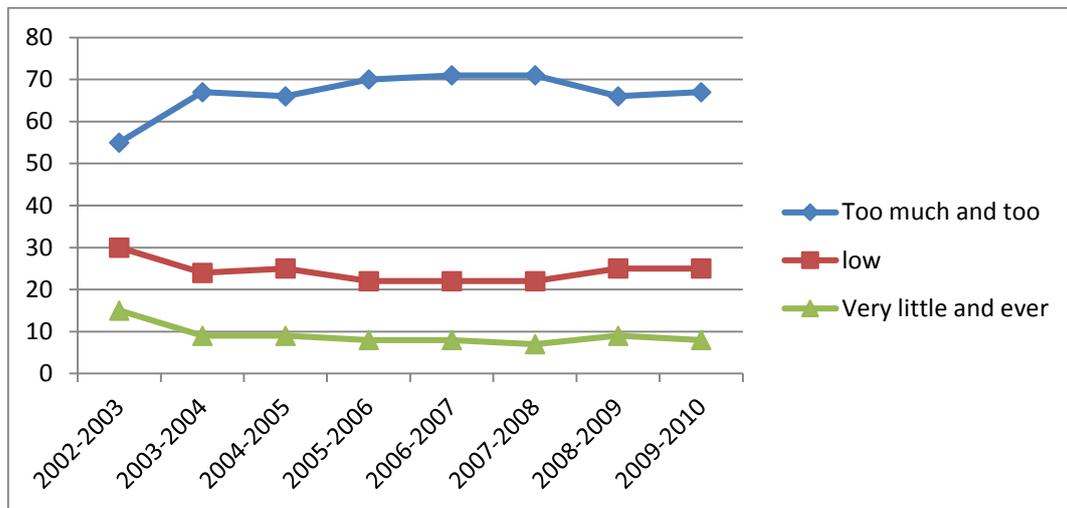
Chart (3): Related to the Satisfaction of high school audiences to Iranian television programs



The above chart (like the previous graph) clearly shows the very high level satisfaction of audiences with high school education to the national TV media. Also we could see the mentioned break in audiences' opinion which is between the too much and much satisfaction level chart and low, very little and little level. According to this chart, there are very low percentage of people who are not satisfied with TV. But it is noteworthy to mention that the severity of the break have been reduced among the audience with high school education in compared with the illiterate and uneducated audience.

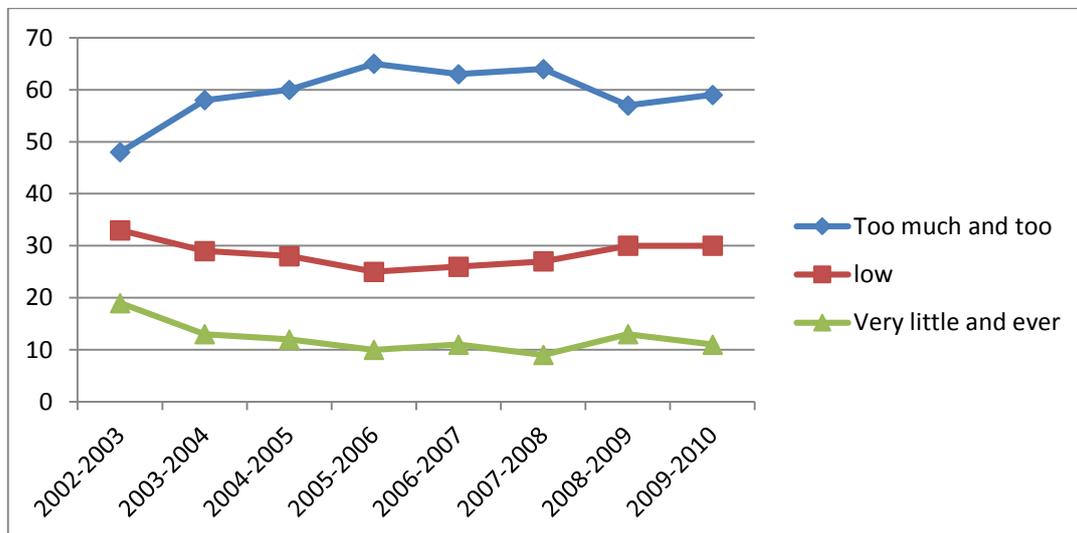
¹ All statistics and graphs are calculated from the research center of Iran broadcasting.

Chart (4): related to the Satisfaction of audience with Diploma education to Iranian television programs



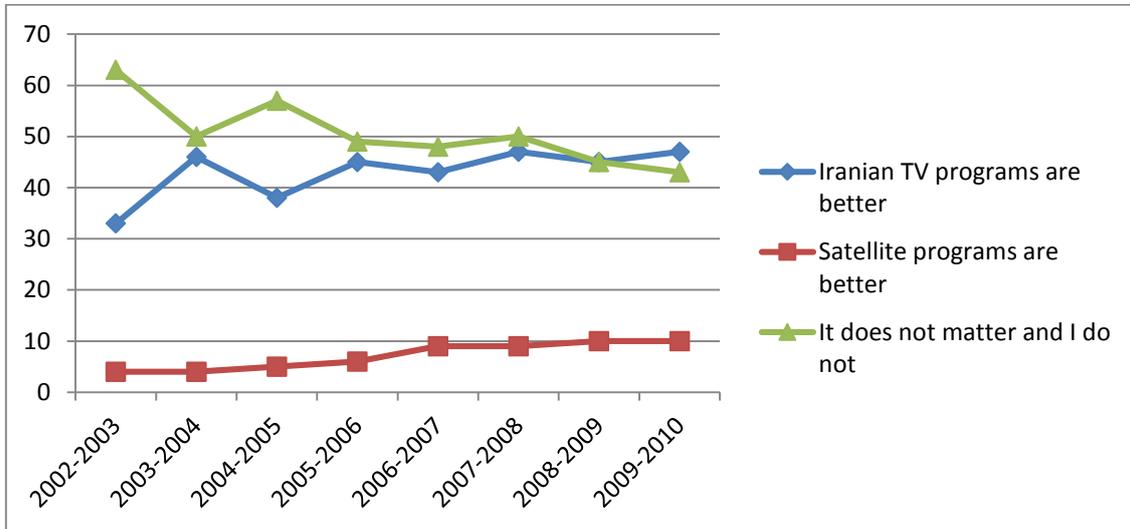
The above chart (like the previous graph) clearly shows the high level of satisfaction of audience with Diploma education to the national TV media. At the same time we could see the mentioned break between the audiences' opinion in too much and much level of satisfaction curve and low, very little and little one. In other words, there are very low percentage of people who are not satisfied with TV. But it is important to say that the severity of the break in the audiences with diploma education have been reduced in compared with the high school audiences, or uneducated and illiterate one.

Chart (5): related to the Satisfaction of high educated audiences to Iranian television programs



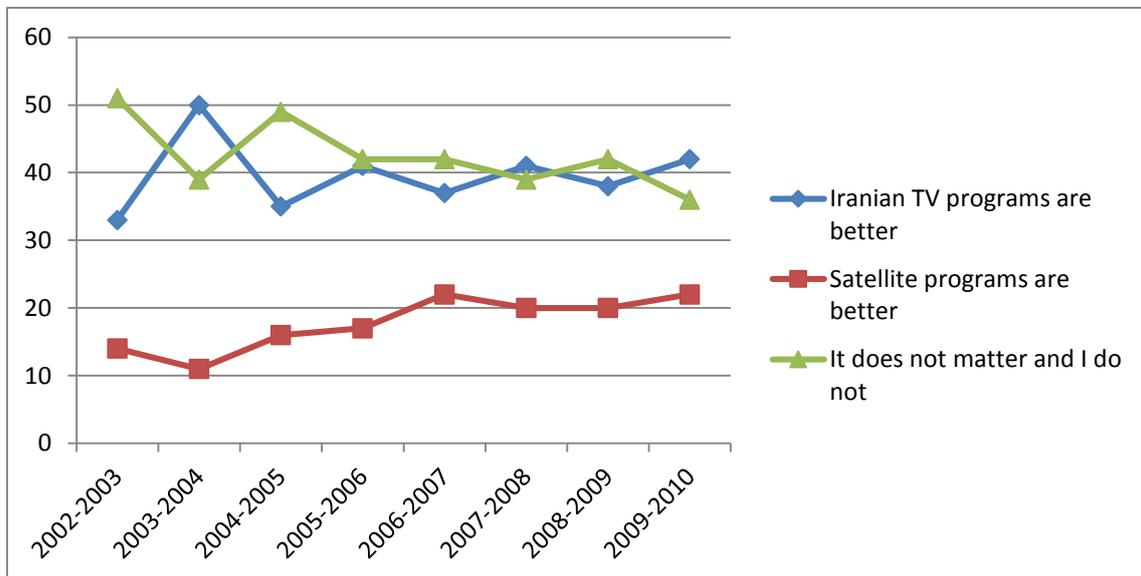
The chart 5 (like the previous graph) clearly shows the satisfaction of audience with high education to the national TV media is a very high than other people (which their satisfaction from TV programs is low or not at all satisfied). But the interesting point in this graph is that the mentioned break has disappeared in large extent. In other words, there are high percentages of people who are not satisfied with TV or have a low satisfaction.

Chart (6): related to the Satisfaction of Low literacy and Illiterate audience to Iranian television programs and Satellite program



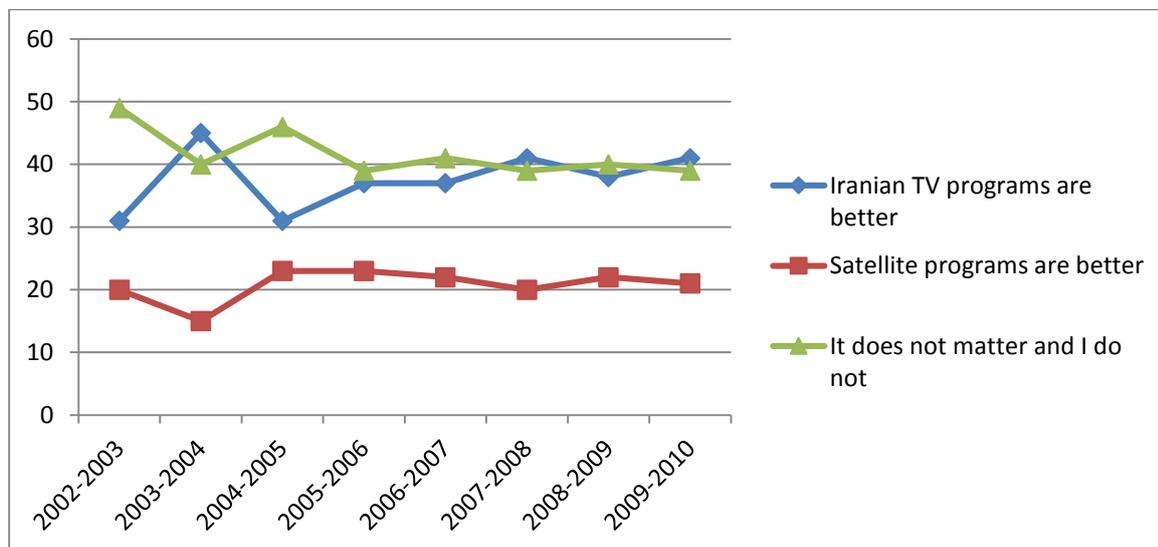
The above chart clearly shows that the satisfaction of Low literacy and Illiterate audience to the national TV media is very higher than other people. The important point in the figure is that the high percentages of respondent don't provide clear answers. As noted earlier, using satellite in Iran have legal restrictions, by Regarding this point, we can partly can find the reason why the large amount of people do not answer clearly. (It should be noted that a significant percentage of people do not watch the satellite programs).

Chart (7): Related to the comparison between the Satisfaction of high school audiences to Iranian television and satellite programs



By observing chart 7, we can find that the satisfaction of audience with high school education to the national TV media is very high. It is necessary to point out that the there is a reduction in the percentage of the population, compared with the previous chart and the satisfaction of satellite programs in this group (the audience with high school education) compared to illiterate and uneducated people, shows a marked increase.

Chart (8): related to the satisfaction of audience with diploma education to Iranian television programs and satellite programs



We could see in chart 8 that the high percentages of the audience with diploma education have more satisfaction to the national TV media. It should be noted; however, that the percentage of this group reduces in comparison with the previous chart and on the other hand the satisfaction from the satellite programs in this group (the audiences have diploma education) shows a marked increase in compared with the audiences in high school level.

Chart (9): the comparison between the satisfaction of Higher Educated audience to Iranian television and satellite programs

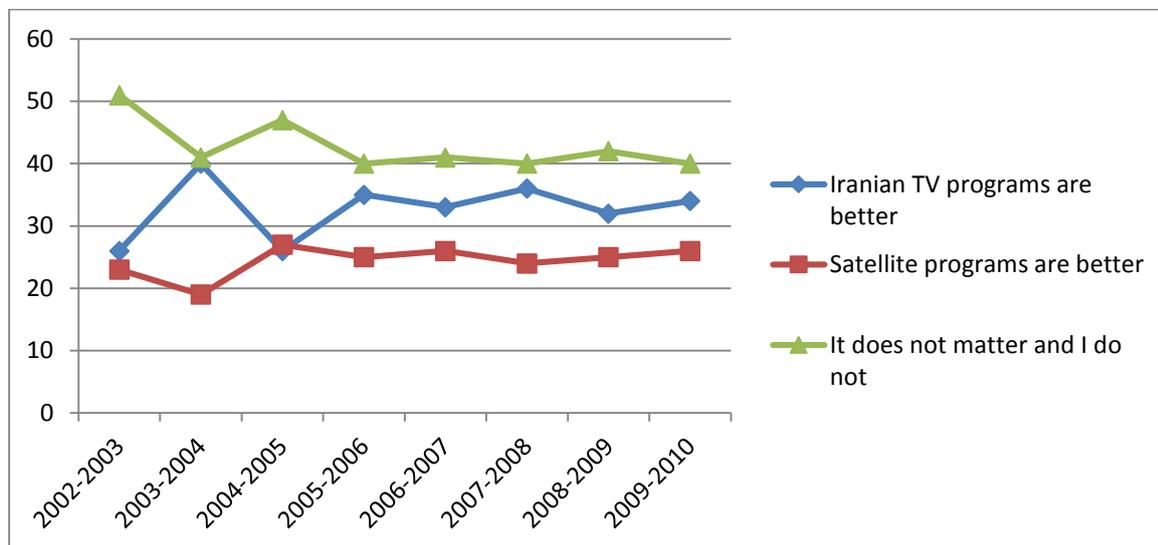


Chart 9 clearly shows that the satisfaction of audience with Higher Education to the national TV media is in very high level. It is necessary to point out that the percentage of this group in compared with the previous chart has reduced and the satisfaction of satellite programs in this group (the audience have a Higher Education) compared to audience with diploma education, shows a marked increase.

Another important point is that we could see by comparing the 4 previous charts that the gap between the graphs has disappeared; that is, the graph related to the TV programs will move from the upper part of the diagram to the bottom of it according to the increase of the level of education and the graphs which are related to the level of satisfaction from satellite programs will ascend according to the increase in level of education.

Conclusion

I should mention here that there has been generally done Limited Research in the field of media studies, especially the television, in our country. On the other hand, it seems that the few theories and books published about it and the investigation of its functions and roles is particularly along with critical ideology and the ideology of the theorist like Adorno and Horkkheimer. In this view such as the West's, the functions of the national media are studied and surveyed based on the functions of the Western media. However, the national media Claims that as a pure media can expand the Islamic and human values and led the audience to divine evolution and interaction. Hence, it can be stated that there is the lack of a national theory and thought that consistent with values and local and national culture. The theories presented so far are more negative than affirmative according to their nature. In other words, the existing theories emphasis on what they should not (almost all the functions of the TV is in the restricted field) and do not express what they should be. Thus, there is needed a theory and new thinking about the national media and television in order to answer the existing questions in addition to present the solutions to counter the offensive situations that threat world's media. Also the ideas for better and more effective action to expand the Islamic and human values can be considered.

Table (1): The level of TV audience satisfaction in terms of education during the years 2002 to 2010

year education		2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	Mean
Illiterate and Low literacy	Too much and much	70	79	79	82	81	84	80	80	79.4
	low	20	16	16	14	14	13	16	16	15.6
	Very little and none	10	5	5	15	5	3	4	4	7
High school	Too much and much	64	74	75	77	76	77	73	79	74
	low	26	20	19	17	18	18	21	21	20
	Very little and none	10	6	6	6	6	5	6	5	6
Diploma	Too much and much	55	67	66	70	71	71	66	67	66.6
	low	30	24	25	22	22	22	25	25	24.3
	Very little and none	15	9	9	8	8	7	9	8	9.1
Higher Education	Too much and much	48	58	60	65	63	64	57	59	59.2
	low	33	29	28	25	26	27	30	30	28.5
	Very little and none	19	13	12	10	11	9	13	11	12.2

The overall achievements of this paper that can be referred as the result of the survey about the Satisfaction of the audience of TV in compared with satellite programs is that the TV programs slowly lose their attraction during the years 2002 to 2010 and despite the fluctuations in the discussed topic, we can see the slow descending route of audiences' satisfaction from satellite programs. We should concern about this point that the satisfaction of audience about satellite program as shown in the four charts is ascending during these years and it is generally in ascending route over the years 2002 to 2010. The responses such as "doesn't matter" and "Do not know" that the respondents have said about the desirability of TV programs and satellite is one of the interesting points, because a large percentage of the audiences have chosen these options. As mentioned previously, the parliament in 1994 approved the use of satellite equipment is a crime and illegal so having satellite is a crime, therefore it is clear that because of this matter the respondents don't choose the answers that show they use this equipment. As stated at the beginning of this section, the chart 1 shows the overview of the route of desirability changing during the years 2002 to 2010. As all the provided charts illustrate descending process of the desirability of TV programs is along with the increase in levels of education, and On the other hand, with increasing levels of education the satisfaction of satellite programs is ascending. The important point in chart 1 is that the less the audiences are educated, the more they are satisfied with TV programs and more significantly is that people who have higher education, they watch satellite more. This can be seen here that the educated people in compare with other educational groups show more desirability of satellite programs. It is notable that in all study groups, the level of satisfaction of Iran

TV is more than the satellite programs but it is concerning when by increasing the level of education they are becoming closer to each other. Overall, these findings indicate that the more educated people watch the satellite programs more, on the other hand we should consider that in more countries the educated people have more impact on society. Because these group manage the institutions, organizations and agencies of country and make decisions. On the other hand, the educated people and elite are as the reference of Consultation and pattern in informal relationships. Now its importance become clear, as we stated the more people educated, the more they tend to watch satellite and the less they desire the TV programs. Analyzing these achievements reveal the danger because the teenagers and youth on one hand and the educated people on the other hand are the groups (which the authors called them educated "social effective groups") which have more impact on the future of the country (Compared to older and less educated or illiterate), however, the charts and assessments that have been done show that these social effective groups are attracted to the satellite programs with rapidly increasing speed and dissented from the Iranian TV program.

Table (2): The comparison of the audiences of TV programs versus satellite network programs in the country between the years 2002 to 2010 (due to education level)

year	Audience response	Low literacy and Illiterate	High school	Diploma	Higher Education	Average
2002-2003	Iranian TV programs are better	33	35	31	26	33
	Satellite programs are better	4	14	20	23	15
	It does not matter and I do not know	63	51	49	51	53
2003-2004	Iranian TV programs are better	46	50	45	40	46
	Satellite programs are better	4	11	15	19	12
	It does not matter and I do not know	50	39	40	41	42
2004-2005	Iranian TV programs are better	38	35	31	26	33
	Satellite programs are better	5	16	23	27	18
	It does not matter and I do not know	57	49	46	47	49
2005-2006	Iranian TV programs are better	45	41	37	35	40
	Satellite programs are better	6	17	23	25	18
	It does not matter and I do not know	49	42	39	40	42
2006-2007	Iranian TV programs are better	43	37	37	33	38
	Satellite programs are better	9	22	22	26	18
	It does not matter and I do not know	48	42	41	41	44
2007-2008	Iranian TV programs are better	47	41	41	36	42.4
	Satellite programs are better	9	20	20	24	16.3
	It does not matter and I do not know	50	39	39	40	41.1
2008-2009	Iranian TV programs are better	45	38	38	32	39
	Satellite programs are better	10	20	22	25	18

	It does not matter and I do not know	45	41	40	43	43
2009-2010	Iranian TV programs are better	47	42	41	34	42
	Satellite programs are better	10	22	21	26	18
	It does not matter and I do not know	43	36	39	40	40

Guidelines and Recommendations

In author’s opinion, because there have not been applied no violence in media war, its occurrence is impalpable so it does not apply in the case of general mobilization; as a result we can call the media war as the “elite battle”. Because these are the social and cultural elite who discover the importance of this matter earlier than the rest of the society and are the alarm for society. Undoubtedly basis and the ultimate goal of "battle" elite is to make social and cultural change in the community and eventually reach the desired cultural foundation and the main axes of the society, since by reaching the same foundation and manipulating and modifying it in any direction, we can align the culture with no force and violence and can reach desired goals.

Media and especially television are part of Medias that nowadays could focus the significant hours of people’s life to itself. Review the existing data suggest that the respondents during the specified years spend about 4 hours and 20 minutes of their time watching TV! In the view of author, media is an important way that according to the large proportion that has in human life is able to provide the different information required in personal and social life. From this perspective, other government and non-governmental agencies require the successful participation of the media in shaping the character of the audience and it is for this reason that they also must obligate themselves to assist national media; as explained the success of the national media in "elite battle" is regard as a success.

It should be noted that the national media in comparison with the aggressive one is considered as a pure media in regard to its emphasis on human values and religious. Nevertheless, the national media is intended to promote human values for audiences, has been in a hard battle with aggressive media that flow the wave of its programs inside the country and in other words into people's houses and are trying to impose some sort of control over the minds of the Iranian audience by establishing dozens of networks. The national media with limited resources is in one side and on the other side is the Western media with mass resources. Certainly the national media needs help from other governmental and non-governmental organizations for attending to this campaign and in other words needed to create a national commitment. The author believes this competition must win because if they do not win it, they should witness the formation of hostility within its borders and its people, and therefore should reviewed honestly, concluded faithfully, and finally act wisely.

Here we will mention three main strategies that appear to be considered more in the national media's attitude:

- First is to accept the fact that the convention satellite networks have been able to attract significant numbers of viewers. On the other hand we must accept that many viewers don’t have the tendency to watch their national programs. However, the national media as comes from its name belong to all people and should be such that it can meet the demands of its consumers. The results of the poll during the years 2002 to 2010 shows that about 11 percent of the audience have been removed the national media from their lives and didn’t watch it. Therefore, the author believe that the first solution is in excluding this attitude which aims to show the presence of the satellite unimportant. As a result, you must first accept the satellite's success in attracting audiences and then find the reasons for this success and then try to fight with in the third step. This battle called the soft Battle is the media battle.
- Second, it is recommended that the priorities for a national media should be an internal attitude and approach for attracting the audience. As became clear in the results of the survey, the national media has lost its audience between 2002 and 2010 and here the reasons need to be reviewed carefully and should consider the plans and discussion procedure that provide the demands of the audiences. In other words, as the national media is faced with the decline of the audience within the boundaries of the country, it can set up a film dedicated networks for their internal clients instead of excessive attention to Arab and foreign audiences. It should be established such a network for internal audiences instead of establishing the I FILM network for non-Iranian audiences and non-Persian languages.
- The third suggestion is as an effective solution for confronting and competing with satellite networks. It is offered to policy makers and program makers of television programs to pay attention to the mass-production and explosion of entertainment programs, particularly drama and Comedy programs. Because

the most effective way to penetrate the satellite network between people, is mass production and distribution of this Products. Expert witness that programs, especially movies of these networks have no advantage and cannot compete with his similar Iranian and national programs. Therefore, it seems that for penetrating to these networks, it should be the mass production for the most audiences that are in middle-class. This class looks for a fun program after one day working and fatigue. Clearly, the audience tends to a network which has the highest production and distribution for them to spend their leisure time the best; this is Key to success of satellite networks.

Satellite programs fill all the leisure time of the audience and don't give opportunity to think to him (aside from the fact that the audience is not primarily following these thoughts and no chance of this). In this case the satellite networks, without saying so explicitly, provide their values to the audience and pursue their macroeconomic policies archly. The values and norms intended for mass production is lost in its mass production and the audience unintentionally invite the desired values and norms in among the mass of information given to him while this production is subdued without knowing or desire.

Hence, as the third approach it can be recommended to the national media to model the mass production. Ironically, experience has shown that broadcasting the series every night have been leading people from the street and take them in front of the TV. In other words, nowadays many audiences are looking for fun and don't pay attention to the purpose and intent of the media, Aside from the fact that in long-term they accept the values and culture. So knowing and identification of this weapon and using it by the national media can be an effective way to deal with satellite channels. It is clear without saying that this requires a mutual support of the various elements of government and parliamentary system to provide the hardware and financial requirements and also the software needs like the idea of making a film or a part of the cultural community.

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