

Investigating the Role of Media Diplomacy of Generated News in TV Satellite Channels on Beliefs and Social Values (Case Study: British Broadcasting Company)

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Abstract

In the current era can said one of the purposes of media diplomacy is creating transnational emotional stresses, resentment and hostility toward the targeted country, apply political, military, cultural pressure other countries against the our country. Creating interest in audience in the targeted country to media programs of server country, legitimizes, and justifies the acts and psychological warfare or media diplomacy, agencies. To access these objectives, each media according to targets can have performance properties. In explaining the type of media, in the media diplomacy must be the first stage of psychological operations targets outlined. The need for information seeking and active recreation also can be a human need today has great importance so that one of the concerns of the country is occupy the leisure time of society. Today, based on the principle of competition between institutions, television has close relationship with the educational system and family and the media has an important role in guiding and control people especially teenagers and young adults. Today, satellites are as one of the main means of transmission of the social and cultural values, in the behavior of young people. Especially students and change their social behavior plays an important role in this respect, increasing satellites, the spread of freedom and the emergence of widespread corruption in society and the decline of pulling off some of the new generation. In the political sphere, Western media using the soft war tactics with the utmost professionalism has launched a broad onslaught against the Islamic Republic and by offering different programs tried quite accurate to change the attitude of the public especially the young generation to induce desired goals. In this study it tried to evaluate the performance of the leading media on this front, such as BBC Persian and the other purposes described them analyzed and evaluated.

Keywords: Media diplomacy, religious and social damage, psychological operations, cultural pressures, societal values, satellites, training role of youth

Introduction

In present time, most thinkers and social reformers with different names such as age of communication techniques, global village and remote leadership have called. Of course, remote leadership about not only satellites and spacecraft is true, but the distance driven by mass media also applies to humans. Until the twentieth century, guidance and leadership of the human was based on the relationship, if the current era will be one-way and remote communication. Therefore, there is relatively large gap between the listener and the speaker, or rather between influencing and influenced. Some believe that the media has a power that can bring a new generation in human history, a generation that is very different from previous generations.

Since the satellite entered the homes of Iranians, a wide range of satellite channels by the audience was concerned. Initially, due to limited Persian-language network, foreign network's viewers satellite programs but after a while with the expansion of Persian language and reduce the hardening of the use of satellites, this phenomenon is widely spread in Iranian homes. Now it is estimated that a significant number of receivers and satellite dishes exist in the country. The number of satellite networks in the world, 17 thousand and 666 channels of which about three thousand network inside Iran with the same dishes and typical dishes are available. Approximately 74 channels related to advertising for fashion clothing and cosmetics. Considering the young population of the country, in addition to the impact of satellite channels on the attitude of young people to politics, we are seeing a change in the cultural patterns of the country's youth than many issues including dress style and makeup as well. Note on changing youth attitudes towards dress and their makeup are that the collective patterns in society are severely weakened and individualism and self-care is growing (IRNA: 18/09/2010).

Beautification and youth appearance is popular today, so different from collective patterns that draws traditional culture of for him. Due to the improvement in economic conditions of the people in the community, self-expression among young people is growing rapidly as a social value. One of the reasons highlighted this issue in addition to economic prosperity, increasing the use of satellites in families. It should not ignore the fact that our society is a society in transition and in the midst of a wave, that affects the upper and middle class, the lower classes of society are affected.

Background studies

Most scientists write on the opinions: "new mass media tool is very potent tool that can be used in the way of good and evil with a phenomenal impact benefited and if there is no proper control, take advantage of these devices in the way of evil more than good (Sotoudeh, 1994, p. 203). Social values are the most basic elements of a social system that through the control and guidance of the community brought to the deterioration or transcendence (Rafipour, 1999: 267).

Social values also are one of the important values in any society, should be manifested in all societies, not to a specific shape as its effects on different people, and when can vary according to circumstances. According to a sacrament seems to be there all the time. Religion concept that can be defined for different aspects. Some social scientists of religion or religious affiliation have at least two dimensions "Implementation of religious" and "religious beliefs" is known. Implementation of statutes such as prayer, fasting, prayer and various rituals by empirical observation will be revealed. Religious beliefs will be revealed through answers to conscience questions (Talebian research profile: 122).

The final report of the results of the national consultation projects with young people, National Youth Organization 2001

Young attitude to their friends has a positive effect on their religious identity. We can say friends; the Young adults have a positive impact on their community's religious identity. Young people have a positive attitude to work, or find it, their religious identity is under threaten.

Believability assessment of the youth

The results showed that the index for religious use, not only religious and religious affiliation in youth sample, but a critical and deplorable absolute majority of them are highly qualified religious affiliation.

It seems that the feeling of unhappiness and concern of many cultural and religious authorities of the state of Tehran faith, apart from the unrealistic expectations of young religious and tailored to the adult world, more on some practices contrary to the values and norms of social and religious behavior by young people.

Although young people still abnormal conduct is certainly not a substitute for measures directly beliefs and religious affiliations. Reduction of religiosity merely a series of specific behavioral standards and appeared indeed restricting religion in the narrow format and appearance (Talebian research profile: 129 128)

Theoretical framework

Media Diplomacy

Media diplomacy in general means using the media to complement and promote foreign policy (Rama Yerasad). American researcher as the role of the media in the country's diplomatic activities are defined (Ardestani, 1999).

Media diplomacy in foreign policy of any country in the form of realization grows

A) Diplomat for the management of state agencies

B) Spontaneously and on major policies countries

In the first approach, the government has established a special media that diplomacy or that existing media to carry out their foreign policy measures are required. Establishment of BBC radio and television channels is first. The mass media in their diplomatic role can placed in range situations (positive and negative).

Psychological operations targets in media diplomacy

Country of Origin and public opinion

Governance tools (Internet, transnational media, border radios, transnational news agencies)

Government and regional public opinion

The purpose of these symptoms (convince world public opinion, justify the behavior of the media, operating pressure on the target country, pressure on international organizations)

These symptoms can be divided into two categories:

A) Citizens public opinion

B) Rule

Media war

War without bloodshed, calm, considered to be hygienic and clean. War on the pages of newspapers and on the radio microphone is underway. The most basic definition of the media war aimed at using the media to weaken the country and taking advantage of the power and the media (including newspapers, news agencies, and radio, television, Internet and advertising principles) in order to defend national resources. The media war is the only war that has continued even in conditions of peace unofficially. War veterans advertising specialist media, advertising strategists and media practitioners are international. There is the opinion that if the public opinion or something to that side convinced or certain handmade, of course, the government is also under pressure from public opinion will be dragged in that direction. The media war is against the military conflict between two or more countries with a country as a waste flow can be a groups of countries with distinct features flow. West media war is against third world countries, two examples of issues that can interpret it to media World War.

Advertising Techniques

Label

The media tried to label the positive and negative epithets, picked up against us to influence the substance of the matter. Some of the labels are positive (sustainability, defended, healthy economy, firm leadership of President powerful defense) and some as negative (Islamic terrorists, suspicious conspiracy theorists, Axis of Evil, etc.)

Molding or arrow up

More effective advertising instead of falsehood and targeted news and events are dependent on direction. This means using the tool express purpose, without denying the fact that it can be shaped to your advantage.

Documentation

Support or rejection of the policy, program or special character is included. According to statistics, figures and documents, which, in practice, there is no possibility to verify including ways that America's psychological warfare, unit will benefited from it.

Overall weaving

The actual content of many of the concepts that are issued by the Western media and will be released to the public, is not explored. Western media production in both domestic and foreign policy, with values and concepts such as globalization, liberal, open economy, national security, pluralism, new world order, human rights, democracy, terrorism and.....

The second camera techniques

The program strives to look Los Angeles singers from second camera. At the second camera, it is as a compassionate friend, housemate and intimate companion to the hidden corners of media and artistic life of road. He sleeps with laughs and is in the heart.

Business techniques to fame

BBC Persian TV is a nascent language media to facilitate the flow of communication with the audience and shorten the time to gain credibility among the Persian-speaking media to fame and the popularity of some faces scratch so that ways your audience home and sit in targets their minds open.

Modeling techniques

Cook program based on this technique, singer of Los Angeles like (Forohar) (Ebi) and (Mansour) introduces representative of real concerns of the youth, happiness and different

View crowded techniques

After the new entry Iranian popular pop singers some Los Angeles singers go to the margins and more popularity among young people inside Iran at least not much, the BBC is working on techniques that singers look busy at this time of transition effects and thicker than they actually are shown.

Start the BBC's activities in Iran

BBC Persian service of 8 January 1931 began its activities; this radio that the fire was set at the time of the Second World War and Iran's fuel its strategic location at the center of the was special. Crises and divisions within as well as clutter relations with neighbors were also contribute to these special circumstances. BBC specific policy unlike many other colonial world media, following further capacity in the intellectual structure of the target population makes behavioral fast approaches. In the throes of BBC Radio Advertising on radio to compete and deal with Nazi Germany in Iran and while the media did not exist in Iran and while there were no Iranian, media and public opinion in proportion to foreign radio activities go hand in hand. However, the BBC underlie the reign of Reza Shah's son, instead of Reza Shah in Iran. The performance review will be noticeable BBC radio in September 1942 events. Unlike many other specific policy BBC media colonial world, based linear address the techniques and direct in providing news and analysis efforts to attract the audience is simultaneously specific and general.

The policy further seeks to build capacity in the thought structure in target population to make rapid behavioral approaches, from this perspective, BBC although could have been much earlier Persian-language television, set up, but preferred to end their TVs known as Los Angeles and then start your work. BBC wants disillusioned with audiences from the literature vulgar and undignified as well as radical and subversive strategy these channels to take advantage of its long-term strategy.

BBC News website in 2000 in the first years of the pandemic Internet in Iran was launched. However, the time chosen for the launch of BBC Persian TV paused. The launch of BBC Persian can point to the end of the bankrupt network and Los Angeles without audience and the beginning of a targeted and design is new to influence Iranian public opinion into account that rather than short-term gains, in search of long-term objectives but is more effective Mehr News Agency (10.24.2008)

With starting the BBC Persian TV in last three years, new polarization in the geography of the Persian-language media with no doubt and at first glance, this new polarization to local media provides both opportunities and challenges. From this perspective, the new arrangement Persian-language media outlets need some clever makeup of the country in the field of border management within the public opinion and development in the field of cross-border influence of the other. Experience has shown that media policy

in Great Britain, specific expertise in targeted selection strategy and especially "since the launch of Media".

They rush to the "first" not being early returns instead of "long-term impact" on their signs. In the meantime, though media like the BBC do not like told openly ties with British government policy, but deep bond media and governance in the country. British Broadcasting Corporation Directors tentacles through political and diplomatic intelligence than possible with the help of government and the rule target countries, by identifying historical and political junctures, priorities and identify your target audience and their needs, and then to launch media Mehr News Agency (10.24.138).

The task of the media and spark and guide public opinion in Iran overthrows the democratically elected government. The same trend during the coup of August 28 was followed with the exception at the time of the coup, calling for the concentration of power in the hands of the dice in their original expensive. However, this time aimed at further undermining the Iranian regime so, creating widespread insecurity in the country, promoting civil strife, and ultimately moving towards the disintegration of Iran. The goals that the media war of the West against the Islamic Republic of Iran has much broader consequences and is more dangerous than the previous program (Mohammadi, M., 2010, p. 2)

Tools BBC Persian influence on the Iranian youth

• Hiring local reporters to influence

Persian BBC manager's policy and makers in hiring local journalists mainly in the country and at managerial levels and news channel had different goals. Impact on different segments of the audience follow are mostly young people have a religious base or attributed to prominent individuals such as;

Pone Ghodousi - the nephew of the Shahid altar Ayatollah Ali Ghodousi;

Alternatively, college educated strata of the country, such as Nima Akbarpoor, who graduated from Islamic Azad University Branch Lahijan. Or the young people in some branches of art such as Farzad Bolor host arts programs and covering underground music in Iran is the network news production, use each according to their area of interest to the youth in the country at least one of these network programs.

In this regard, in connection with Pone Ghodousi- one of the presenters of the TV, it must be said that he born in Iran was from a religious - the nephew of the Shahid altar Ayatollah Ali Ghodousi.

Because such a person is hired to host TV programs without a doubt with the aim of maximizing the effectiveness of each type of audience and create the impression that working with such media is not bad. In the BBC Persian Siavash Ardalan and Settare Saeedi, is one of the program anchors "Your Turn" Massoud Mohammadi, 2010, 29).

In assessing the election of the speaker and young presenter on the news channel is to say, BBC management network, apart from aiming to attract many contacts with religious tendencies, especially young people tries to instill this concept to the audience that the network while maintaining political neutrality in events. The whole network for all religious and belief groups and contacts within the network in other words:

Religious youth, secular youth with different Islamic tendencies, are secular youth.

Farnaz Ghazizadeh, another employee of the TV, in Iran in several newspapers in the name of Neshat, Yas No, and weekly Woman worked. He in 2000 as presenter of Iranian television in a science program

was also present. In 2003, he with his family immigrated to the Netherlands, where the activities on the site Rooz Online, a site of anti-revolutionary and anti-Iranian, were employed.

In 2003 as a reporter on BBC Radio was appointed and produces programs such as the seventh day and day voice. Sima Alinejad, the son of Siros Alinejad (senior journalist from Iran) in BBC TV working against Iran, Journalism career in 1990 with activities in several newspapers and magazines in Iran started.

In 1993 as a reporter and presenter on BBC Persian Radio worked as well as editor and creator of documentaries on BBC Radio joined as well as an editor and producer of documentaries on BBC Radio worked. He also assumed responsibility Persian Site editor. In 2002, Ali Nejad by the BBC goes to Afghanistan to train Afghan journalists and returned to London after two years. Siavash Ardalan, a journalist at the BBC Persian worked. He has long worked with Radio Farda, but then in the BBC Persian worked. He with Pone Ghodousi and Settare Saeedi is one of presenters of the program "Your Turn".

BBC Persian TV program packages as part of audience are young people

• Click program

Its obvious objectives: To introduce young audiences to the science and technology of the day, transfer of information on new technologies and on top of computer, all kinds of software, the Internet and its applications, mobile applications, etc.

Hidden objectives: training methods and the exchange of information transfer by new technologies, training and upgrading of skills in the operation of mobile and imaging amateur and transfer them to the desired destination, filter-breaking skills on the Internet and enter blocked sites, training to obtain movies, music and other audio to be promoted in the West (Mojtaba Masoudi, 2010, 11)

• Your Turn program

Clear: conveying a feeling of value and character to the audience, the audience deep induction circuit, Induction of media objectivity, realistic review of various social and cultural events, induction of superiority and power of your media and ...

Hidden objectives: discharge information and identify the quality and social attitudes, induction and transfer them into immediate goals and objectives to the younger audience, design questions and topics that are not on the mind of many a young audience, privacy violation and disrespect

• Today's program

Clear objectives: transferring information to the youth of the world, promoting vitality in the young, modern life and modern education to the youth, instill a sense of dignity and value to young people value individual freedom and...

Hidden Targets: Change the culture and beliefs of young, development, corruption and promiscuity off and under the skin, stimulating the youth cultural rebellion and violating the customs and traditions of the native

• Programs in other words

Clear objectives: Favorite those in the Islamic Republic of Iran to allow or do not have a chance to speak, addressing the reality behind the regime with a focus on the historical context, public perceptions of the past and regret and citations and persuasion to specific goals and...

Hidden objectives: reinvented forgotten figures, cultural history, political, and audiences, especially the youth and the present generation, especially those thoughts readout of the fugitives, enemies, sectarianism and decadent

• Schedule Page 2

Clear objectives: free discussion and talk about various topics, creating an understanding of social processes freely, political, cultural, audiences benefit from information and uncensored day...

Hidden objectives: satisfy the audience of the goals and beliefs of pre-designed, inducing atmosphere of censorship and restrictions in the country and paying attention to the intended purpose, believes a large part of the group of intellectuals led to goals.

Conclusion

According to the findings in relation to the means of influence media channels of BBC Persian on their audiences. Especially the youth in the country should be said that this media according to the definition of the scope of their duties in line with the policies of the West against our country in different ways as well as used from the various spheres of influence for young people.

News of educated youth in the field of internal affairs personnel to broadcast news and programs with a sports content, artistic, underground music and create and broadcasts daily and constant dialogue as "your turn" influence the thoughts and attitudes of youth whole variety of different uses the media having the tools and support other media such as BBC Persian. Its news site in the political and cultural spheres as well as trying to influence the various segments of the youth, especially students this is especially critical in recent elections, often by the media, and in inviting the students to chaos and anarchy and civil disobedience takes place.

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