INFLUENCE OF SATELLITE PROGRAMS ON CULTURAL DIFFERENCES OF YOUNG PEOPLE AND ADULTS (A CASE STUDY OF BEHSHAHR CITY, IRAN)

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ABSTRACT

In the recent decade, satellite network programs have influenced youth attitudes to cultural issues and the society has seen the changes in cultural patterns in young people and even adults of the country. This study has been done with the purpose of investigating the satellite as cultural phenomena, and identifying their impact on young people and adults in Behshahr city of Iran. This study has been conducted in qualitative method. The statistical population was chosen randomly from 200 pre-university female and male students and 100 teachers of Behshahr. Results show that the impact of satellite programs on youth is more than the impact on adults, and young people have been affected by satellite network in most aspects of life, such as hair style and behavior, words and even the academic progress or failure.

KEYWORDS: Satellite, Youth, Adults, Cultural Differences

One of the global media connection devices are satellites. Satellites have presented as an emerging phenomenon in the international society and have spread around the world and are spreading in our society every day. With the development of this media, an ambiguous era of possibly negative consequences of the modern world and modern communications media are drawn for contemporary man. It seems the mass media threaten social unity on the one hand and they are the antidote to threats on the other hand that this unity is realized from other social forces such as mobility and rapid changes (Mohammadpour, 2010) however, examining the effects and positive or negative consequences of media on worthiness, beliefs, culture and identity can be significantly important in identifying this postmodern phenomenon and understanding the vague and unknown dimensions of it. How to use these new technologies can have consequences and cause changes in culture, social and economy in society.

Therefore, knowing the effect of the internet and satellite programs in the age of communication and information, seems to be necessary because the majority of our population consists of young people and according to the curious and changeable spirit of young people, they are most users of this almost new phenomenon. Knowing the effect that the internet and satellite programs have on our young people and adults helps us to know better and more about young people as future leaders of the society. Thus, the main question of this study is what is the effects of satellite programs on our adults and how do adults as the owner of thoughts and experience see these two matters?

RESEARCH METHOD

In this study, the “Field study” and “Questionnaire” method is used. The information has been gathered form going to the study place and field techniques such as open questionnaires, interview and direct and indirect observation. The population and sample of the study were two hundreds of young female and male college students of Behshahr city and a hundred of the teachers of Behshahr city have been chosen randomly.

The tools used in this study were camera, audio recording device, and the internet. The study started in the summer of 2006 and has continued till December. To analyze the findings, Malinowski’s theory of needs and Functionalist theory and diffusion theory have been used.

RESULTS AND DISCUSSION

Students

According to 64 percent of girls, satellite programs have had no effects on their relationships with their family. 19 percent of girls have said that satellite programs have had negative effects on their relationship with their families. In return 11 percent of girls have said that satellite programs has positive effect on their relationship with their families and has led them to closer and friendlier relationships and have increased sharing of ideas and information among family members.

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According to 45 percent of boys, satellite programs have had no effects on their relationships with their family. 23 percent of boys have said use of satellite programs has caused them to have less time to spend with their family. In return, 7 percent of boys have said using satellite has caused them to have better relationship with their families and the intimacy has increased between family members.

According to 41 percent of girls, using satellite doesn’t have any effects on their quality of their courses. 28 percent of girls know satellite as the reason for the reduction of their grades. In contrast, 26% of girls had this idea that satellite had caused them to study better and receive their information and scholarly work for their courses from satellite.

According to 38 percent of males, use of satellite hasn’t had any effects on their studying quality. 25% of boys know satellite programs as the reason for the reduction of their grades and have said that most of their time goes on watching satellite programs and there is no time for the opportunity to study.

According to 68 percent of girls, using satellite doesn’t have any effects on their nutritional status. In contrast, 31% of girls had said that satellite programs especially the cooking channels had entertained them. 65 percent of boys have said that the satellite has no effect on their nutrition and in contrast 12% have the opposite idea.

84 percent of the girls get their models of formal dresses from the satellites and 15 percent of girls said they did not use satellites to choose their clothing. 78 percent of boys said they choose clothes according to their friend’s opinion and their favorite characters and indirectly satellite affects them. 12 percent of boys said that satellites do not have any effect on the choice of clothes.

90 percent of the girls use satellite for their hair and face make up and use the creams and cosmetics advertised on satellite or the similar ones. 8% of girls had said that using satellite programs had no effect on their hair model or make ups. And get their models from the favorite characters, such as Typhus haircut model. In contrast, 13 percent of boys have said satellites have no effect on their model of hair and face.

67% of girls think satellites are an important factor in changing the customs and traditions. Via satellite they have known the customs of different nations and countries. Such as proposing, dress models, hair and face make up, eyebrows and respecting the elders. 5% of the girls had this opinion that satellite has no effect on the customs and traditions. According to 65% of boys satellite has make them familiar with the customs and traditions of other nations and people and do not pay attention to their own traditions. They assume their own traditions as the opposition to their development and that we should be modern and up to date. 14 percent of boys think that internet and satellite programs do not have any effect on the changing of customs and traditions.

Teachers

According to 2 percent of teachers, satellite programs don’t affect face and hair models of young people. According to 87 percent of teachers, young people and adults get their costumes from satellite programs and according to 3 percent of teachers, satellite programs don’t have any effects on their clothing.

According to 72 percent of teachers, satellite programs have effects on their decoration and 17% of them believe satellite programs have no impact on the decoration of houses. According to 36% of teachers satellite programs have effects on families’ diets. According to 25 percent of teachers Satellite programs have had little effect on eating habits of families and According to 29 percent of teachers, satellite programs have no effects on their eating habits.

According to 72 percent of teachers satellite has effects on changes of young people's attitude towards the customs and traditions. According to 8 percent of teachers Internet and satellite have little effect on changing their attitude towards costumes and traditions and according to 12% of the teachers Satellite doesn’t have effects on changing young people and adults’ attitude towards customs.

According to 69 percent of teachers satellite programs have negative effects on the students’ speech. According to 19 percent of teachers the use of satellites have positive effects on students’ speech and 12 percent of teachers believe that satellite programs don’t have effects on students’ speech.

Conclusions

Based on the results, we can say that the impact of satellite on young people is more than adults. Characteristics of youth are modernization, tending to be
different and looking different. In contrast, adults whose characteristics are maintaining the current status are difficult to change and are less affected by satellites. From Functionalist theory, this issue responds to the needs of young girls and women which are: “according to this theory every social phenomenon has a specific function that somehow it is effective on managing the society.” (Adibi and Ansari, 2004)

About clothing and makeup of women and young girls we used diffusion theory that says “Diffusionism believes that changing is the result of effects of the outside world that within proximity has transformed the source culture to the target culture.” (Fakuhi, 2005)

Many teachers in the study said that some students in the class use statements and expressions that are in the dignity of discussion with teachers and adults and this issue has caused sadness and resentment of teachers and they believe young people’s speech in this way is because of using satellite. Spreading the use of these kinds of expressions is analyzable from the perspective of diffusion theory of Germany and the experts such as “Gerbner”, “koprus”, “Schmit”; because the experts in this field believe that instead of spreading center we should use spreading centers, because the culture of a society is a mix of different cultures that have been obtained from various cultural centers.

Another finding of the research is the use of satellite that has affected the relationship between youth and adults. “Appropriate results: Whenever the results of a social issue are useful for the whole community and help to sustain and stabilize it, the results will be called the appropriate results.” (Adibi and Ansari, 2004)

The vast majority of teachers (70 percent) have speculated that the satellite has had a negative impact on the quality of the students’ performance. From the aspect of Functionalist theory to respond to the needs of young people in this study are used for entertainment and until it is responding the needs and has effects and results, it continues. “Malinowski’s definition of the function says that need is met by an act” (Ruholamini, 1993)

According to teachers, youth perspective to customs has changed and this change can be seen in their behavior, the degree of flexibility is one of the factors involved in the change of culture, that means the more flexible culture is, the greater the degree of cultural change (Asgari Khanghah and Kamali, 2005). Communication media can be used not only to challenge and undermine traditional worthiness and beliefs, but also it can be used to expand and strengthen the traditions.

Ultimately it must be acknowledged that Satellite has been so spreading that could affect most people. Satellite programs amuse many viewers all around the world every day and the variety of satellite programs satisfies and attracts any kind of viewer, the channels range from news to social, cultural, sporting and…

REFERENCES


