

Studying the Role of Mass Media in Bandar Lengeh Public Culture and Customs

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ABSTRACT: This study examines the role of mass media in Bandar Lengeh public culture and customs. Data was collected by library research (textbooks, and articles, and ...) by two validated questionnaires. One was used for the role of mass media and another for Bandar Lengeh public customs. Study sample consisted of all Bandar Lengeh population (n=30,000). Sample size was calculated as 379 people by Morgan Table. Multistage clustering was used for sampling. Hypothesis testing was done by Pearson correlation coefficient. Regression coefficient was used for prediction. Based on data analysis by SPSS, mass media plays a significant role in Bandar Lengeh public culture and customs.

KEY WORDS: Medium, Mass Media, Culture, Customs, Bandar Lengeh

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INTRODUCTION

Today, mass media play a critical role in different areas including political, economic, social, and cultural. The importance of mass media is to the extent that scholars have included it in classifying human being civilization stages. Alvin Toffler divides human being civilization into three stages including agricultural stage, industrial stage, and supra-industrial stage or communication and information era. In supra-industrial era, people who have dominated communication and information networks are powerful [1].

Today, mass media play a critical role in the advancement of human being culture and civilization by transferring new information and knowledge and communicating public opinions and ideas. Namely, many scholars have designated the present era as "communication era". Population frequency, concentration of extensive human groups in megalopolises, special conditions of industrial civilization and complexity of collective life, national and international dependencies and interdependencies, insecurities and crises, political and social systems evolution, cultural principles transformation, leaving old traditions and particularly social conscience awakening are all among factors increasingly intensify human's need to become aware of all incidences and events happening in living environment. This has been to the extent that the advance of mass media and economic and social development as well as strengthening democracy tenets and international understanding are part and parcel. In present societies, humans make attempt to always be aware of all social affairs and issues to be able to directly or indirectly play their specific role in collective life. The mutual relationship of culture and medium originates from the history of human being life. Namely, it can be said that culture and medium are two human twins and of human's social life requirements. In history, human has applied media to communicate his message. He has developed his culture using medium. He applies language – a complicated communication device – to communicate with other humans. Language and communication device (medium) are embodied in the context of culture. On the other hand, this is culture that provides the main context for communication. Culture and medium construct a composition called social human in a close mutual and dialectic relationship. This agent, then, will have communicative action with others [2].

In communication ear, many countries have become neighbor and close. For the first time in the history of human being, a society is blooming beyond time and place. During his life, human being has always been limited to time and place. Yet, the world of medium has relieved him. Now, he can send his message to the farthest area of the world. Medium culture promises human relief of time and place [3, 4, 5].

As said, medium and culture have mutual relationship. Yet, since the advent of modernity and beginning of modern societies which require the creation of different media at extensive level, everything has changed. With the advent of modern media and during their development, the effect of medium on culture and consequently on public life has become more clear than before. In this era, the era of economy, policy, culture and communication globalization, this fact cannot be hidden that modern capitalism makes attempt to direct thoughts, wills, aspirations, attitudes, and basically culture of other societies using advanced communication technologies.

MATERIALS AND METHODS

A) Method: This applied study was carried out by descriptive-correlative approach .

b) Participants: All Bandar Lengeh population (n=30,000) and clients of this office participated in this research .

c) Sample Size and Sampling Method: Using Morgan Table, 379 individuals were randomly selected by multistage clustering .

d) Data Collection Tools and Questionnaires: Data was collected by field study and library research using questionnaire. To measure research indices, questions were designed based on research objectives and the nature of research subject in form of close-five-option items at ranking levels .

- Mass Media Role Questionnaire: This questionnaire is validated. Its questions are positively structured. Likert scale including 30 questions was used in this questionnaire .

-Bandar Lengeh Public Customs Questionnaire: This questionnaire consists of 25 5-option items. It measures Bandar Lengeh public culture and customs based on Likert scale.

Questionnaire Validity and Reliability:

In this study, Cronbach's alpha was used for questionnaire reliability. To measure questionnaire reliability, first, 30 questionnaires were prepared and filled out. Then, based on SPSS, Cronbach's alpha was obtained 0.87 and 0.89 for the role of mass media and Bandar Lengeh public culture and customs variables, respectively. Minimum alpha for statements must be 0.7 so that a questionnaire be reliable.

RESULTS

In this section, variables analysis results based on descriptive statistics are given. Inferential statistics results regarding the generalization of findings from sample to participants and analysis are also provided.

Table 1. Results of Pearson correlation coefficient regarding customs components

customs	statistic	use of mass media
youth wedding ceremony changes	correlation coefficient	0.547
	Sig. level	0
youth mourning ceremony changes	correlation coefficient	0.687
	Sig. level	0.000
local and national festival changes	correlation coefficient	0.357
	Sig. level	0
reduction of respecting old customs	correlation coefficient	0.354
	Sig. level	0

Based on Table 1 and the significance level of test error for confidence level 0.95, it can be said that there is significant relationship between all customs variables and the use of mass media.

H1: There is significant relationship between using mass media and changes in youth wedding ceremony (Case Study: Bandar Lengeh).

Table 2. Single variable regression analysis using mass media and youth wedding ceremony changes

model	ss	df	ms	F	P			
regression	24444.45	1	24444.45	171.61	0			
residue	28202.42	377	142.43					
total	52646.88	379						
predictor	R	R ²	ARS	Non-standard coefficients		Standard coefficients	T	P
				B	SE	BETA		
constant	-	-	-	19.02	3.48	-	5.45	0
youth wedding ceremony changes	0.681	0.464	0.462	0.731	0.056	0.681	13.10	0

As seen in Table 2, F-value is significant and regression model can be used. Again, level of significance has regression error<0.05 for confidence coefficient 0.95. Accordingly, it can be said that H1 is approved. That is, using mass media predicts changes in youth wedding ceremony. Finally, Beta=0.681 showed that mass media use variable predicts 0.68 changes in youth wedding ceremony.

H2: There is significant relationship between using mass media on changes on youth mourning ceremony (Case Study: Bandar Lengeh).

Table 3. Single variable regression analysis using mass media and youth mourning ceremony changes

model	ss	df	ms	F	P			
regression	16962.48	1	16962.48	94.11	0.000			
residue	35684.36	377	180.224					
total	52646.88	379						
predictor	R	R ²	ARS	Non-standard coefficients		Standard coefficients	T	P
				B	SE	BETA		
constant	-	-	-	35.74	2.99	-	11.91	0.000
Using mass media	0.568	0.322	0.319	2.36	0.224	0.568	9.70	0.000

As seen in Table 3, F-value is significant and regression model can be used. Again, level of significance has regression error < 0.05 for confidence coefficient 0.95. Accordingly, it can be said that H2 is approved. That is, using mass media predicts changes in youth mourning ceremony. Finally, Beta=0.568 showed that mass media use variable predicts 0.56 changes in youth mourning ceremony.

H3: There is significant relationship between using mass media and administering local and national festivals (Case Study: Bandar Lengeh)

Table 4. Single variable regression analysis using mass media and administering local and national festivals

model	ss	df	ms	F	P			
regression	13888.63	1	13888.63	70.95	0.000			
residue	38758.24	377	195.74					
total	52646.88	379						
predictor	R	R ²	ARS	Non-standard coefficients		Standard coefficients	T	P
				B	SE	BETA		
constant	-	-	-	37.35	3.24	-	11.52	0.000
philanthropy	0.514	0.264	0.260	2.18	0.259	0.514	8.42	0.000

As seen in Table 4, F-value is significant and regression model can be used. Again, level of significance has regression error < 0.05 for confidence coefficient 0.95. Accordingly, it can be said that H3 is approved. That is, using mass media predicts changes in administering local and national festivals. Finally, Beta=0.514 showed that mass media use variable predicts 0.51 changes in administering local and national festivals.

H4: There is significant relationship between using mass media and respecting old customs (Case Study: Bandar Lengeh)

Table 5. Single variable regression analysis using mass media and respecting old customs

model	ss	df	ms	F	P			
regression	19370.76	1	19370.76	115.26	0			
residue	33276.11	377	168.06					
total	52646.88	379						
predictor	R	R ²	ARS	Non-standard coefficients		Standard coefficients	T	P
				B	SE	BETA		
constant	-	-	-	37.11	2.60	-	14.22	0
civil virtue	0.607	0.368	0.365	2.75	0.256	0.607	10.73	0

As seen in Table 5, F-value is significant and regression model can be used. Again, level of significance has regression error < 0.05 for confidence coefficient 0.95. Accordingly, it can be said that H4 is approved. That is, using mass media predicts changes in administering local and national festivals. Finally, Beta=0.607 showed that mass media use variable predicts 0.60 changes in respecting old customs. Mass media variable predicts 0.60 changes in respecting old customs.

DISCUSSION

Results showed that, regarding H1, there is significant relationship between using mass media and changes in youth wedding ceremony (Case Study: Bandar Lengeh). As seen in Table 2, F-value is significant and regression model can be used. Again, level of significance has regression error < 0.05 for confidence coefficient 0.95. Accordingly, it can be said that H1 is approved. That is, using mass media predicts changes in youth wedding ceremony. Finally, Beta=0.681 showed that mass media use variable predicts 0.68 changes in youth wedding ceremony. The second hypothesis regarding the effect of using mass media on changes on youth mourning ceremony showed that the significance level of regression error is < 0.05 for confidence coefficient 0.95. Accordingly, it can be said that H2 is approved. That is, using mass media predicts changes in youth mourning ceremony. Finally, Beta=0.568 showed that mass media use variable predicts 0.56 changes in youth mourning ceremony. The third hypothesis regarding the effect of using mass media on changes on local and national festivals showed that the significance level of regression error is < 0.05 for confidence coefficient 0.95. Accordingly, it can be

said that H3 is approved. That is, using mass media predicts changes in local and national festivals. Finally, Beta=0.514 showed that philanthropy variable predicts 0.514 changes in local and national festivals. Regarding the fourth hypothesis, there is significant relationship between using mass media and respecting old customs (Case Study: Bandar Lengeh). As seen in Table 5, F-value is significant and regression model can be used. Again, level of significance has regression error<0.05 for confidence coefficient 0.95. Accordingly, it can be said that H4 is approved. That is, using mass media predicts respecting old customs. Finally, Beta=0.607 showed that mass media use variable predicts 0.60 respecting old customs.

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