

Research Article

THE IMPACT OF MEDIA ON SOCIETY IN TERMS OF SECURITY AND IDEOLOGY

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ABSTRACT

Nowadays media has a deep penetration in human societies, as current era is called the era of communication dominancy, which now has the world's largest duty of informing. Mass media including all communication tools which are available for those majority who widely disseminate news, information, beliefs and opinions. There is no doubt in the impact of mass media and its special place in the evolution and the development of human society. Thus the press plays a special role in sociability process, training and learning cultural, social, and political norms, and therefore, as a mean for controlling and monitoring. In addition, it is the carrier of cultural, political, social and economic values of a society which transfers legal and value aspects from one generation to another so as to help the survival of system, prevention of generation interruption and covering sociability process. In recent years, crimes, deviations and social vulnerabilities have been increased and social pathologists warning mass media every day that the age of criminals is decreasing and the vector of age group is developing towards youths and teenagers. Mass media is an important mean of communication that experts and pathologists focused on it, which it can decrease criminalities, deviations and social vulnerabilities. Media is like a double-edged sword which it should be considered delicately and accurately as it can be either positive or negative.

Keywords: Mass Media, Ideology, Security, Society

INTRODUCTION

Nowadays, mass media has enormous impact on our life. As current era is called the era of communication dominancy. Undoubtedly, for all issues of the world, the responsibility of informing is attributed to the mass media. Today's by opening geographical, cultural and political borders, contemporary human identity have been impressed, as the human identity can be considered as an identity of media. But it should not be forgotten that mass media includes all communication tools and equipment which are available for majority of people (Sarokhani, 1367). And it widely disseminates news, information, beliefs and opinions. Its instances are: television, cinema, press, radio, periodicals and computer networking. There is no doubt in the impact of mass media and its special place in the evolution and the development of human society. It plays an important role in transferring and exchanging of knowledge, cultures, thoughts and different customs of nations. These capabilities is related to the special features of mass media in informing, countless audiences, the speed of disseminating news and information, continuity in informing different issues and information (Sarokhani, 1383). From the aspect of its positive function, media is a very powerful tool for sensitizing population and informing different issues sufficiently, which can affect human life in communicating. This is because of media's power. Media can be the best way for clearing minds and combining thoughts and beliefs. Not only the media could be effective in shaping and controlling crimes but also it can play an important role in establishing necessary legal changes and obligating some manners of order maintenance (Asiaei, 1392). The family is considered as the smallest social unit and also the greatest influential upbringing unit in societies, since it can be the source of individual and social changes and growth of human values among its members. Family is an important entity which a person is brought up in. So investment and paying more attention to

Research Article

it, has been considered by wise teachers and prophets and religious leaders in particular. And today humans have reached to a point where they consider this approach as a requirement, and also government has paid special attention to the growth and development of family quality, and also trying to enhance life quality by granting concessions, offering welfare, and training and consultation facilities and generally by improving hygiene and family health. As this will have a direct impact on the upbringing of future generations. Family is a place for raising human, which can offer a healthy and well behaved child to the society in case of mental and psychological health. If the first step for marriage is taken logically in a way that choosing wife be based on faith and moral values, the family will be in the progress of becoming good and desirable. These families however, by using natural and welfare enjoyments, have found their essence based upon high moral indices and made such a place for their members, despite of being refreshing and delightful for parents it is a secure shelter for children. This family would be the center of proper nurturing of next generation and a place for transferring correct values and cultures, and in addition, causes children to consider themselves with no identity and don't let them fall apart from their past so cultural rift cannot occur in this society. The family as a social club has an increasing impact on social vulnerabilities and media also as a powerful tool affects thoughts and ideas. However, media can have a direct impact on all sections of society, but its important impact could be on family clubs. Media contains different tools for programming and can convey meaning to audiences in different attractive ways. Nowadays families are faced with big changes, reducing the number of children, changing the roles of couples and changing women's role in society along with other social factors, have changed the structure of family. These changes have occurred under the influence of several factors which media could be the most effective one.

The consequences of these influences can be observed in two frameworks of either positive such as increasing awareness of family members in different fields of physical and mental issues and modifying social and individual behavior or negative such as increasing family violence, divorce and social crimes. Media can be effective in issues such as upbringing of children and challenges within the family. Considering the consequences of each case can demonstrate a clear vision of the situation and demonstrate its performance. Media influences the family members and their relationships in different ways. Different programs of radio and television can provide behavioral patterns through movies, series and radio shows. These patterns become the inner part of a child and create images of family relationship, thoughts, cultures and beliefs.

MATERIALS AND METHODS

Research Method

This article is descriptive and the method is based on library documents and a review of previous articles. It is tried to study and consider the number of books and scientific articles related to this subject.

RESULTS AND DISCUSSION

Results

Normative theories, highlighting the of media performance.

Beside these do's and don'ts which arose from social and cultural system of a society, we can also mention written laws of media, some of ideologies and implicit assumptions in society. Normative view of media is a result of set of do's and don'ts in various institutions which interact with media. The relation of media with each of these institutions, conditions and positions of media, intellectual and philosophical principles of its founders, roots of media and values formation, principles and religious doctrines, all are bases for forming normative theories in mass media.

There is no doubt that mass media has an impact and a special place in the development, evolution and progress of human society.

Increased insecurity due to media instructions and fear of crime are effective factors on generation of security based approaches. The fact is that the media became more interested in covering crime news from 1970 onwards. For instance, the amount of crime news in media was 4 percent from 1939 to 1967.

Research Article

But in early 1980s, it reached to 6.5 percent and later to 13 percent and it reached up to 28 percent in 1990 (Pratt, 2008).

The attractiveness of criminal news for audiences was the main factor of this approach shift. So that, the crime issue gradually went beyond the scope of those who were experts in this field and journalists and reporters became most important sources of information. So from 1970 onwards media processing crime changed both qualitatively and quantitatively. So media, in particular, publishes reports which are abnormal and different to some extent and influence most of people. Therefore violence and drug news are covered more broadly (Reiner, 2007).

However, crime news such as simple robbery committed without violence is less likely to be reported in media. This shift of qualitative processing of media coincided by increased reference of people to media for information. In recent decades, by reducing organic social life, people are less likely to connect to each other and they don't rely on others for gaining information as usual, but they turn to other sources such as media for this purpose. Thus the media plays an important role in socialization and education process, in learning cultural, social, political norms and as a tool for controlling, monitoring and carrier of cultural, political and socio-economy of a society, which transfers the aspects of rules and values from one generation to another so as to help the survival systems, preventing generation from separation and passing socialization process. The media also plays an important role in forming common values and trends and in educating desirable and undesirable social behaviors in a society. By the expansion of mass media's role in recent decades, the role of family and school in educating children has decreased and they pass this responsibility to the media (Gahan, 1382). Therefore mass media can transfer hatred and obscenity to the audiences and waver their beliefs, national and religious values by both using advertising techniques and artistic creativity.

Accordingly, one of the functions of media is giving information; breaking information on the one hand about crime events, social deviances, distortions and norm breaking, on the other hand inciting hatred of crimes and deviances along with social crimes (Golshani and Colleagues, 1391).

Statistics show that in recent years, crimes, deviations and social vulnerabilities have increased, and social pathologists warning mass media every day that the criminals' age is decreasing and the vector of age group is developing towards youths and teenagers. Concerns caused various organizations to increase their planning and research activities for controlling and preventing social deviances.

Discussion

Today nowhere in this world we can find a society that is free from social vulnerabilities. Technological developments and social, economic and cultural rapid changes and their wanted or unwanted consequences paved the way for outbreak and expansion of social vulnerabilities all over the world. Unemployment, addiction, disparate crimes, child labor, street children, runaway girls and thousands of other problems are social vulnerabilities which exist in all developed and developing societies. Also, in our country there exists such dramatic growth of vulnerabilities; due to unique features of very young population we have rapid social changes and outbreak of revolution along with imposed war and cultural invasion. One of the important tools for decreasing the rate of crimes and social deviances which social pathologists and experts focus and emphasis on is using mass media such as: television and radio. Television and radio can help audiences to avoid crimes and social deviances through changing their attitudes and increasing awareness. But it should be considered that the complex and yet diversified nature of media can be a controlling and preventing factor on the one hand and cause of social vulnerabilities in the society on the other.

In fact the status and the nature of media is like a double-edged sword that it should be observed precisely and delicately. Therefore, it is necessary to recognize the positive and negative functions of mass media especially television and radio, their negative and positive influences in social vulnerabilities should be realistically recognized and taken into account for controlling and preventing these vulnerabilities.

The important point which is very significant in considering the impact of media related to the emerging of security-based approach is how crimes are represented in media. In sight of criminology, some theories related to the fear of crime emphasized the impact of mass media on increasing the fear of crime. It is

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believed that the role of the media in increasing the fear of crime is complex and the duty of media is to aware people of crimes, but also it could have negative and positive consequences. In reports of media about violence crimes, the assumption is on crimes being drastically growing.

In recent years, in spite of the role of informing and educating, media has taken on another duty of searching and investigating. It means that the media breaks the silence of the authorities and officials by informing the public, putting the government under pressure to avoid softness in response to sever violation of crime and react appropriately.

The media, especially the visual one, by producing criminal programs causes youths and teenagers to feel empathy with criminal heroes. Such a feeling leads them to create a unique identity. In light of this intellectual movement, adolescents choose these heroes as their patterns and sources in considering their crimes as positive values. One of the areas which media follows with great interest and reports as it likes, is the matter of crimes especially those with destructive effects. Terrorist acts, kidnappings, tragic murders and other cases of this kind reflected in the media can made in a way to make citizens fearful of their future and make them believe that they are living in conditions of insecurity, so they will always be fearful of crimes and insecurities.

Conclusion

Today's world, in which man lives in it, is the world of message and the rise of modern media. An extensive change made in the process of conveying message in such a way that man can see himself in the control of media more than the past. Many scholars believe that in the circle of media humans find themselves reborn, becoming other one and learning new habits, thoughts and values. Here the media has a privileged position and its role in educating; orienting and forming public opinion is unavoidable in the society.

In the area of social vulnerabilities, the media has many positive and negative impacts and functions. Mass media, including newspapers, magazines, radio and television plays an important role in preventing and controlling deviances, by notifying and informing the public about crime and social deviances and also by introducing dimensions and the ways people show tendency toward the deviances and norm-breaking. Mass media by advertising techniques, artistic creations and by providing correct behavior patterns can internalize the ethical norms in the society and educate audiences the concepts of hatred, obscenity, hesitation in beliefs and national and religious values. Mass media can lead the behaviors toward the paths defined by the community norms through establishing rules and regulations, and also by promoting the spirit of legalism and providing benefits and sources of law. It shows that they are not acting as a notice-oriented ideology for powers and rulers but they consider legal notices as a basis for social orders.

Media can be effective in reducing the crimes by presenting the punishments of infringement and violation of the law intended for offenders. In addition, by showing the consequences of deviances, it can draw the obscenity and crimes in the mind of audiences which cause people to take lessons. Mass media as custodial of society health plays an important role in educating life skills to the individuals and empower them. Life skills are functional and useful as one of the strategies for mental health promotion and also as a tool for the prevention of mental and social vulnerabilities such as: addiction, domestic, social violence, child abuse, suicide and similar cases.

Jan Kaznv writes about the positive role of the media: this thought has become common that the power of mass media is beyond the imagination and it can lead all behaviors. It emphasizes on the mechanisms such as: Tele-Kinssess, robotism, ingestion effect and especially on conditional reflections. It is believed that internalizing the norms forces the man to reconcile with the demands of society. In this case a man finds himself as a factor for protecting heritage, norms and rules of society; therefore, mass media is a fast, powerful and effective tool in achieving this purpose. But in spite of positive performances in informing, crime prevention and public awareness, mass media has negative effect too.

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Research Article

crimes as positive values. Mentioning the details of criminal behaviors and the way they use for committing crime is a kind of teaching them the trick and skills for committing crimes. Continuous display of crime and violence in visual media causes human indifference. Pornography and vulgar pictures and also immoral writings offered by mass media are in contrast with public morals and leads to the crime growth especially sexual. When a norm does seem ugly and irrational to society members, the crime rate and going out of social norms will decrease. But continues reflection of deviances in media decreases the hatred of crimes, and disorders become ordinary in the society. Since, individual finds those social deviances which couldn't be violated before, are breakable now. Hence, the motivation of the person for committing the offense enhances. Mentioning different sort of deviations and their growth by media leads to the suspension of people to other society members, undermining social trust and this in turn result in lots of problem in social interaction. In fact by wide commercial advertising, media intensifies the prodigality, tendency toward goods and avarice and somehow causes loss of human mental balance. Regarding to the above functions and differences in theories about the relationship between the media and crimes, this fact becomes apparent that depending on attitude the effect of media on social deviances can be conceptualized negatively and positively. In conclusion mass media is not vulnerable in itself but like other technologies, it has positive and negative effects. Its effects can be dependent on how it is being used. The media can be used in different fields and we can make a huge university out of it so as to provide cultural promotions and awareness in light of improving human life. Although, media can inform, teach, reveal, motivate, inspire and arouse emotions, it can also be harmful and misleading.

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