

## The Role of the Broadcasting Media in Preserving National Identity

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### Abstract

This study examined the role of radio and television media to protect the national identity of the people is done. In this research, quantitative research method (survey) with a correlation-descriptive approach and using a standard questionnaire has been used to collect information. The statistical population in this study was people aged 18 and over living in Shiraz, of which 372 people were selected for the study sample or statistical volume. The inferential results of the hypotheses are as follows: in the first to third hypotheses, the media variable (the level of benefit, interest and trust in the programs of the provincial network of radio and television) and news as an independent variable and preservation of national identity in four dimensions As a dependent variable, each hypothesis was confirmed at a significance level above 90% confidence. Therefore, according to the above inferential results, it can be said that by emphasizing the role of the radio and television media among the people, the national identity among them becomes stronger, and vice versa, it is also true.

**Key words;** role, media, visual, auditory, identity, national

### Introduction

**Statement of Problem:** National identity is the highest level of collective identity within the country and the co-founder of the nation in its modern meaning (Çora, & Çora, 2022). National identity is a sense of belonging and commitment to the national community (Eremeeva, et al., 2021). National identity is a set of individualizing and unifying tendencies and attitudes in the country as a political unit. Individuals in societies feel a common origin through national identity. National identity is a set of material, biological, cultural, and psychological indicators including a set of traditions, customs, laws, beliefs, ideas, values, symbols, technologies, objects, and tools that cause societies to be internally correlated and differentiated from It becomes other societies and defines and determines the relations of natural and legal persons with each other and their rights and duties (Ghorbanzadeh Savar et al., 2016; Bashir, 2021).

National identity is represented as cultural structures by various methods of narration, reproduction, reinterpretation and representation. One of the most important tools for its creation and representation are the mass media, which play an important role in creating national perceptions and worldviews due to their pervasive nature at the national level (Saei, 2010:114 )

Today, mass media, as a source of information for countries and their role in the culture and various dimensions of national and human identity, has been considered by experts and researchers in the social humanities. In this regard, different theoretical views and approaches have been presented. The theory of bullet communication has emphasized the formation of identity based on the media. In

contrast, some experts have pointed to the power of information analysis and the culture of media productivity (Niazi et al., 2012). Meanwhile, the role of television in articulating and narrating the components of national identity is very important, because by using symbols and words, it gives its own content and meaning to phenomena and has a profound effect on the audience by transmitting this meaning (Tajik, 1387: 69). The communication model in the media is sending a message and the process of transmitting the message from the sender to the receiver and exchanging views through conversation is meaningful. Media is a means of conveying a message and influencing the message transmission process. Media refers to the means used by members of society to convey messages, thoughts, and concepts. TV in the lives of today's media, with the use of various techniques and subtleties contributed in the development, reproduction and representation of national identity as a cultural construct plays. Such a role is taken seriously in diverse cultural societies, such as Iran, where the issue of stability, coexistence, and shared identity is important (Karimi, undated). According to the national identity issues above, the provincial media of the Radio and Television is one of the communication and electronic media that can affect the national identity of individuals in society. Thus, this media can strengthen and reconstruct the national identity of individuals. Therefore, the performance of the audio-visual provincial media in identifying or identifying the crisis of their audiences and their role in the field of national identity is highlighted. What is Fars like on national identity?

**Importance and necessity of research:** The media has an undeniable role to play in today's world. Alvin Toffler considers the means of communication in the process of psychological operations and future battlefield more deadly than the bullets of war weapons (Shokarkhah, 2003: 85). People usually use mass media in their spare time and have various roles and functions in this interaction. The media shows the ability to understand the direction of society to individuals and individuals in society. The media contributes to social harmony by reducing the complexity of the process of people's communication with officials and the people with each other. Luhmann believes that creating social harmony requires limiting diversity and reducing complexity (Lazar, 2001: 37). Therefore, according to the above, the relationship between media and national identity has a special elegance. The purpose of this study is to investigate the role of provincial radio and television media in the components of identity and national unity in the conceptual and theoretical framework of two independent variables (radio and television media) and dependent (national identity). Given the importance of the media in various aspects of domestic and foreign policy of countries, research in this field from a theoretical and practical point of view in explaining micro and macro strategies and decisions is necessary for researchers and policy makers; Because the heavy shadow of the media on the national identity of societies, in the age of communication and information technology, especially the digital age, is undeniable and neglecting this important or lack of proper knowledge of it will cost a lot for national identity.

**Research backgrounds:** Hosseinzadeh et al. (2013) in a study entitled The study of the effect of the amount and type of satellite use on social, religious and national identity; Among the third grade high school students in Ahvaz, it was concluded that only three variables of socio-economic status and the level of interest in the type of satellite programs and the amount of satellite use were significant. Niazi et al. (2011) in their study entitled The study of the impact of mass media on the tendency to national identity among the citizens of Kashan to a significant and positive relationship between the use of television and the tendency to national identity and also a significant and negative relationship They have found a national identity between the use of satellite and the Internet with the tendency. In the summer of 2016, Ghorban Ali Ghorbanzadeh Savar and others published an article in the Media and

Culture Quarterly, the findings of which indicate that the media has a tremendous impact by influencing three identity indicators, namely its elements, foundations, and place in national identity. Positive or negative. Rahbar Ghazi et al. (2017) have conducted a study entitled "Investigating the effects of virtual social networks on students' national identity". They had no meaning on national identity. Masoudnia et al. (2014) in their study entitled The study of the relationship between national and ethnic identity among students of the University of Tehran shows that contrary to popular belief among some theories, there is no inverse relationship between national and ethnic identity and a positive and synergistic relationship is established. Also, the analysis of the effect of contextual variables on national and ethnic identity shows that gender, type of field of study, level of education are the most predictors of national identity, type of religion is the most variance of students' ethnic identity. Shahram Nia et al. (2014), a research entitled; The effect of social networks on the national identity of Isfahan University students has been done. The findings of this study show the relationship between extracurricular networks and the four dimensions of national identity; That is, cultural, social, historical, political and territorial identity is significant and strong, and the mentioned networks are based on socio-cultural identity; Political identity; Historical identity and territorial identity have had the greatest impact. Also, despite the effect of intra-group social networks on political and socio-cultural identity, the total value obtained did not confirm the relationship between students' national identity and intra-group networks.

**Research purposes:** General purpose of the research: Investigating the role of the provincial media of the Radio and Television and the national identity of people aged 18 and over living in Shiraz.

**Sub-objectives of the research:** A- Investigating the significant relationship between the level of benefit, interest and trust in the programs of the provincial radio and television network and the preservation of national identity. B- Investigating the significant relationship between the respondents' background characteristics and preservation of national identity

**Research Hypotheses:**

It seems: a- There is a significant relationship between the level of benefit, interest and trust in the programs of the provincial network of radio and television and the preservation of national identity. B- There is a significant relationship between the background characteristics of the respondents and the preservation of national identity.

**Methodology:** Type of method: This research has been done using a quantitative (survey) method. Survey research is the most common type of social research and data collection method in which certain groups of people are asked to answer a number of specific questions that are usually the same for everyone. Therefore, the survey typically uses questionnaires that contain a list of content designed to obtain the desired information. Of course, various techniques such as questionnaires, observation and interviews are used to collect data in the survey. However, the questionnaire is the most widely used technique. Questionnaire is a very constructive technique for data collection in which each respondent is asked the same set of questions (Davas, 1390: 87).

Statistical population, sampling method and sample size: The statistical population in the survey section, men and women aged 18 years and older have lived in Shiraz and each member of the study population is a statistical person. The sample size in this study, according to the sampling table of the Radio and Television Research Center in 1398, was a total of 300 people. In this study, sampling has been done in a cluster-multi-stage and simple random and quota method. In order to identify the samples through the map (area, constituency and block), face interview was conducted. In multi-stage cluster sampling, obtaining the final sample involves selecting several different samples and is done in such a way that the cost of the final interview is minimized. The main task is to first select a sample

from the regions. Then large areas are sampled and smaller areas are sampled from each large area. Finally, the work ends with selecting a sample of households and using a method to select individuals in selected households. Every big city can be divided into several areas. The list of domains is the framework for sampling domains and using simple random sampling we select a sample of domains (Davas, Naibi translation, 1997: 74).

Research tools and data analysis: The tool used to collect information was a questionnaire that the information obtained from this study was coded by trained people and then processed by SPSS software. The obtained information is arranged in the form of composite, modern causal and intersection tables and is analyzed using descriptive and inferential statistics and according to the level of measurement of variables.

**Findings Report:**

Examining research hypotheses and presenting results:

Hypothesis 1: There is a significant relationship between the use of provincial radio and television programs and the preservation of national identity.

Table 4-2-2:- Pearson correlation coefficient between the level of utilization of radio and television programs and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	Benefit rate
Preservation of identity	The correlation coefficient	1	0/364 **
	Significance	328	0.000
	Number		326
Benefit rate	The correlation coefficient	0/364 **	1
	Significance	0.000	370
	Number	326	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In this section, we examine the relationship between the level of benefit from the programs of the provincial network of radio and television and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.000 > 0.01$ , then at the level of %99 and above the test is significant and this means that statistically between the audience benefit from the provincial media of Fars Central Broadcasting And there is a significant relationship between maintaining national identity. On the other hand, the number related to the correlation coefficient between these two components, which is equal to 0.364 and a number close to one, also confirms the above result. In addition, the number related to the correlation coefficient shows a direct relationship between these two components, and this means that with the increase in the use of Fars Central Broadcasting programs, the preservation of national identity increases and vice versa.

Hypothesis 2: There is a significant relationship between the level of interest in the programs of the provincial radio and television network and the preservation of national identity.

Table 4-2-2-: Pearson correlation coefficient between the level of interest in radio and television programs and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	Interest rate
Preservation of identity	The correlation coefficient	1	0/426 **
	Significance		0.000
	Number	328	326
Benefit rate	The correlation coefficient	0/426 **	1
	Significance	0.000	
	Number	326	370

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In this section, we examine the relationship between the level of interest in the programs of the provincial radio and television network and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.000 > 0.01$ , then at the level of 99% and above, the test is significant and this means that statistically between the respondents' interest in the programs of Fars Central Broadcasting And there is a significant relationship between maintaining national identity. On the other hand, the number related to the correlation coefficient between these two components, which is equal to 0.426 and a number close to one, also confirms the above result. In addition, the number related to the correlation coefficient shows a direct relationship between these two variables, which means that with the increase of interest in the programs of Fars Central Broadcasting, the preservation of national identity increases and vice versa.

Hypothesis 3: There is a significant relationship between the level of trust in the programs of the provincial radio and television network and the preservation of national identity.

Table 4-2-2-: Pearson correlation coefficient between the level of trust in radio and television programs and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	The level of trust
Preservation of identity	The correlation coefficient	1	0/452 **
	Significance		0.000
	Number	328	324
The level of trust	The correlation coefficient	0/452 **	1
	Significance	0.000	
	Number	324	370

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In this section, we examine the relationship between the level of trust in the provincial media of the Radio and Television and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.000 > 0.01$ , then at the level of 99% and above, the test is significant and this means statistically between the level of trust in the programs of Fars Central

Broadcasting and maintaining There is a significant relationship between national identity. The number related to the correlation coefficient between these two components, which is equal to 0.452 and a number close to one, also confirms this result. In addition, the number related to the correlation coefficient shows a direct relationship between these two variables, which means that with increasing the level of trust in the programs of Fars Central Broadcasting, the preservation of national identity increases and vice versa.

Hypothesis 4: There is a significant relationship between respondents' gender and preservation of national identity.

Table No. 4-2-2-: Spearman correlation coefficient between audience gender and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	Audience gender
Preservation of identity	The correlation coefficient	1	-0/009
	Significance		0/872
	Number	328	328
Audience gender	The correlation coefficient	-0/009	1
	Significance	0/872	
	Number	328	372

In this section, we examine the relationship between gender and the preservation of people's national identity. According to the results of the above table, we see that because  $\text{sig} = 0.087 < 0.05$ , then at the level of %95 and above the test is not significant and this means that there is no statistically significant relationship between the gender of the audience and the preservation of national identity. The number related to the correlation coefficient between these two components, which is not equal to - 0.009 and a number close to one, also confirms this result. Therefore, the above hypothesis is rejected.

Hypothesis 5: There is a significant relationship between the age of the audience and the preservation of national identity.

Table 4-2-2-: Spearman correlation coefficient between audience age and national identity preservation

Variable	The correlation coefficient	Preservation of identity	Audience age
Preservation of identity	The correlation coefficient	1	0/347 **
	Significance		0.000
	Number	328	328
Audience age	The correlation coefficient	0/347 **	1
	Significance	0.000	
			372

	Number	328	
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.\*\*Correlation is significant at the 0.01level (2-tailed)

In this section, we examine the relationship between the age of the audience and the preservation of national identity, and according to the results in the table above, we see that since sig = 0.000= 0.01, then at a level above %99, the test is significant and this That is, there is a statistically significant relationship between the age of the audience of Fars Central Broadcasting programs and the preservation of national identity. On the other hand, the number related to the correlation coefficient between these two variables, which is equal to 0.347and a number close to one, also confirms the above result.

Hypothesis 6: There is a significant relationship between the marital status of the audience and the preservation of national identity.

Table No. 4-2-2-: Spearman correlation coefficient between audience marital status and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	audience marital status
Preservation of identity	The correlation coefficient	1	0/275 **
	Significance		0.000
	Number	328	328
audience marital status	The correlation coefficient	0/275 **	1
	Significance	0.000	
	Number	328	372

.\*\*Correlation is significant at the 0.01level (2-tailed)

In this section, we examine the relationship between the marital status of the audience (being single and married) and the preservation of national identity, and according to the results of the table above, we see that since sig = 0.01= sig, then at a level above %99, The test is significant and this means that there is a statistically significant relationship between the marital status of radio and television media audiences and the preservation of national identity. On the other hand, the number related to the correlation coefficient between these two variables, which is equal to 0.275and a number close to one, also confirms the above result.

Hypothesis 7: There is a significant relationship between the type of activity or occupation of the audience and the preservation of national identity.

Table 4-2-2-: Spearman correlation coefficient between audience job and national identity preservation

Variable	The correlation coefficient	Preservation of identity	audience job
Preservation of identity	The correlation coefficient	1	-0/097
	Significance		0/079
	Number	328	328

audience job	The correlation coefficient	-0/097	1
	Significance	0/079	372
	Number	328	

In this section, we examine the relationship between the job of the radio and television media audience and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.872 < 0.05$ , then the test is not significant at the level of 95% and above, and this means that there is no statistically significant relationship between the employment of the audience and the preservation of national identity. Also, the number related to the correlation coefficient between these two components, which is equal to -0.097 and a number not close to one, also confirms this result. Therefore, the above hypothesis is rejected.

Hypothesis 8: There is a significant relationship between audience literacy and preservation of national identity.

Table 4-2-2-: Spearman correlation coefficient between audience literacy and preservation of national identity

Variable	The correlation coefficient	Preservation of identity	audience literacy
Preservation of identity	The correlation coefficient	1	-0/089
	Significance	328	0/106
	Number		327
audience literacy	The correlation coefficient	-0/089	1
	Significance	0/106	372
	Number	327	

In this section, we examine the relationship between the literacy of radio and television media audiences and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.0872 < 0.05$ , then at the level of 95% and above the test is not significant and this means that there is no statistically significant relationship between the literacy of the audience and the preservation of national identity. Also, the number related to the correlation coefficient between these two components, which is equal to -0.089 and a number not close to one, also confirms this result. Therefore, the above hypothesis is rejected.

Hypothesis 9: There is a significant relationship between the ethnicity of the audience and the preservation of national identity.

Table 4-2-2-: Spearman correlation coefficient between audience ethnicity and national identity preservation

Variable	The correlation coefficient	Preservation of identity	ethnicity of the audience
Preservation of identity	The correlation coefficient	1	0/059
	Significance		0/289



	Number	328	328
ethnicity of the audience	The correlation coefficient	0/059	1
	Significance	0/289	372
	Number	328	

In this section, we examine the relationship between the ethnicity of radio and television media audiences and the preservation of the national identity of the people. According to the results of the above table, we see that since  $\text{sig} = 0.872 < 0.05$ , then at the level of 95% and above the test is not significant and this means that there is no statistically significant relationship between ethnicity and national identity. Therefore, the above hypothesis is rejected.

**Discussion and conclusion:** Based on the findings of this study, there is a significant relationship between the independent variables (the level of benefit and the level of interest and the level of trust in radio and television programs) and the dependent variable (preservation of national identity). Also, there is a significant relationship between age and marital variables with the national identity preservation variable at a high level of 99%.in relation to backgrounds, Hosseinzadeh et al. (2013), Hosseini Anjdani et al. (2009), Niazi et al. (2011), Ghorbanzadeh Savar et al. (2015), Rahbar Ghazi et al. (2017), Ghasemi and Ebrahim Abadi (2011) have realized a significant relationship between the role of the media and the preservation of national identity. Therefore, according to the obtained results and the above, the results of the present study are consistent with the results of study backgrounds.

**Suggestions**

Each research is presented to identify and improve the current situation and solve a problem and in line with a specific situation. And information was obtained that can be presented to the audio-visual media of the Radio and Television in order to maintain and integrate the general public, especially the youth and adolescents. Therefore, the suggestions in two groups, one provides practical suggestions from the research and the other offers research suggestions from the research to users and researchers.

- 1- Considering the role of the Radio and Television in integrating and consolidating and preserving the national identity of the people as a general audience, the national and local media of the Radio and Television should be programmed to all sexual groups, age groups and with any level of literacy as well as ethnicity. Paid special and serious attention.
- 2- Considering that most households, in order to be informed about current issues and society, have the most benefit from the national and local audio-visual media of the Radio and Television, it is suggested that this important media in programming and setting the program conductor in Move in line with the needs of the audience, who are the members of the household. In this way, people's interest and trust in the radio and television media will increase, which will strengthen and maintain the national identity in the cultural, religious, personal and informational dimensions among family members.

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