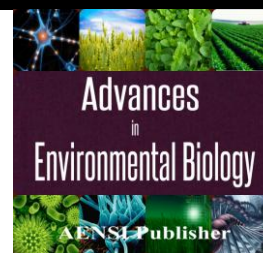




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### Studying the effect of the spiral in commercials (case study companies offering mobile services "Rightel ")

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#### ABSTRACT

This study aimed to determine the effect of the spiral in commercials (case study companies offering mobile services (Rightel)) is performed. The research method in this study is descriptive. The study population consisted of all directors, Master of companies offering mobile services (Rightel) in Tehran in 93 years. Also for the data obtained from the impact of the spiral of silence has been applied for commercials in a researcher made measurement was assessed with Cronbach's alpha coefficient of 0.75 this tool is obtained. Also, the hypothesis of one sample t-test was used. The results show that the spiral of commercials, the knowledge, attitude change, consolidation attitude, attitudes, and modes of behavior modification companies offering mobile customers (Rightel) has been effective.

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#### INTRODUCTION

In the age of global communication networks and the spread of mass media and the educated public, is as a new force of public opinion in the left leg. The new force is the manifestation of the will of the people and asked them, in all world, especially in countries with parliamentary systems and people, have an important role in shaping the events of political, economic, social, and less of it goes unnoticed. [1]

One of the most important tools of communication is in business, advertising. Has proved to be competitive in today's complex market, the success or failure of many organizations and businesses depend on their promotional activities. In such circumstances, the promotion of non-confidence in the effectiveness of your advertising, it costs a lot to spend on it. On the other hand, advertising agencies and marketing consultants for the purpose of advertising is unclear, do not have enough information to answer. In the meantime, any advertising agency or media servers to propagate your advertising goals closer be deemed to be a more appropriate choice. Thus, targeted advertising messages can affect your audience.[2]

One of the leading, commercial advertising the new technology with specific features to advertise goods and services produced something new is introduced. Commercial advertising agencies are trying to combine with the use of symbols, colors, emphasizing the principles and practices of commercial promotion, the latest communication technology and media to take goods introduced to the audience tends to attract a product or service them. The desire to extend the commercials is due to the high profitability of its economic activity. Today, most commercial advertising revenue is their economic function.[3]

Industry has become one of the most important industries in the world and has affected the global economy. Increasingly with advances in technology in the industry, moving images, sound, video and data speeds and higher quality one. Following these developments, the companies in this industry is in turmoil and marketing industry seeks to create a sustainable competitive advantage through innovation and satisfaction of the customer. Nevertheless marketing promotional interfaces plays an important role in the telecommunications industry and has the potential to be a customer-oriented communication between the company and its customers [4]. In fact the competitive environment of market turmoil, the main issue is not whether a seller offering quality products and services, but also to maintain the company's current customers [5]. In these circumstances, the marketers, they are forced to go beyond the traditional view of corporate strategies (strategies 4Ps) draw up the company can achieve a sustainable competitive advantage is.

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So as an alternative to the advertising and marketing, communication with the customer fills the vacuum. Advertising as a part of marketing strategy for attracting and retaining customers by providing quality services to them, and thus has become one of the secrets of success in turbulent markets [6].

Some empirical studies such Maghsudi (2003, 61 2) has stated that generally the traditional business organizations, to consider new ways of customer relationships over time and not lose more customers. The research found that 62 percent of organizations failed, not customer loyalty. Thus it is clear that the most important issue for marketers awareness of target customers and establish a good relationship with them. The challenge for service providers and mobile communications, is through advertising tactics, trust and strong relationships with customers - build up gradually gain their loyalty. Given the importance of marketing and advertising success of the company, it creates the impression that this type of marketing and advertising tactics to be implemented in practice. Therefore, this research seeks to develop and test an analytical model of advertising, in action.

1 sur these Werner, C the advantage Tankard (2011), in terms of data communication, translation: Ali Reza Dehghan, Tehran, and University

2 The source

3 Doctor Ahmad village, advertising future and future advertising at Iran collection articles the second Conference industry advertising Iran (Tehran: office total advertising assistance affairs Press Ministry and Guidance Islamic printing First 1382), Pp. 22-28

4. Grönroos

5. Tseng

Theoretical study

Communications - media, public opinion and the spiral of silence

Communications - media, public opinion and the spiral of silence communication\_ media communications media, public opinion and mass communication and interpersonal interaction between spirals of silence in the media studied.

Elizabeth Newman German sociologist believes that the design of this model: the basic idea of this model is that most people have an attitude and belief is trying to avoid isolated and alone. Thus one sees the environment as the dominant theory and learns what is common and what is considered less dominant and decaying. If an individual believes that his personal views latter category is the least desire to express it. Just because they are afraid of isolation. However, in this model, only certain perceived as the only effective force is not shown because the media every day, a clear that the idea of dominant What As the spiral of silence in the media tell us what ideas are popular, as are the majority of people when they think their strengths are and what their position is weak Silence position, they are the socially isolated, and afraid.

This silence others, and thus the spiral of silence about its own position leads. Here's an important point that should be emphasized is that in some circumstances it may be the "spiral of silence" challenge. This corresponds well with the idea of group pressure and the importance of minority voices. In general, such as the idea that today they are almost universally accepted in the past been too unacceptable <sup>1</sup>.

The mass media have a tremendous impact on public opinion. Neumann's argument makes it clear that if the three properties of mass communication, the "accumulation", "ubiquity" and « Harmony "are combined to produce a lot of power that is able to influence public opinion. Here the purpose of the organization to provide a consistent picture of an event or issue that various details of the press, television and other media, there is no consensus, leaves IMPACT the coordination factor is that the selection Faced with the individual event, overcome .

Similarly, when people comment about an event, there will be no other choice. As a result of this perception is the result of an event or topic, as most people think that the media have made it. Another factor here is the same as the spiral of silence about a hot topic that people are interested in the opinion of others? If they are silent minority and as often feel that their personal views are not considered, still continue to remain silent.

Neumann believes that the mass media has an important role to play here are a resource for people who are aware of how they are distributed to the public. In his opinion, the media will affect the movement of the spiral of three ways: first, the media announced that the dominant public opinion is part of the politics of form.

If a person thinks that his interpretation of the notion of public opinion, the conflict will remain silent and motivated person to silence may be the result of his fear of isolation itself. <sup>2</sup>

Media, public opinion and the spiral of silence theory of the interaction between communication and interpersonal relationship in the media studied. Elizabeth Newman German sociologist believes that the design of this model: the basic idea of this model is that most people strive to have an attitude and belief to avoid isolated and alone. So one way to look at the surroundings and learn what is common and what appears less dominant and dominant theory is declining. If an individual believes that his personal views latter category is the least desire to express it. Just because the fears of isolation. However, in this model is merely a specific understanding as the only effective force which is not shown in the media every day somehow indicate that the dominant opinion, what is

- 1 - DeFleur, ML [14] Theories of Mass Communication. New York: David McKay.
- 2 - The spiral of silence public media posted on Sunday, Persian date Azar 27 2005.

#### Congregation or colored spiral

According to the spiral of silence, people to avoid social isolation, opinions expressed are thought to be a popular and popularize ideas that do not suppress. In other words, the spiral, the collective and universal technique of introducing a specific strategy, the target population is persuaded to adopt it. In this technique, the natural desire of the majority party (or party all say the majority are located) is inclined.<sup>1</sup>

#### The impact of mass media on the spiral

The mass media can play in three ways: the spiral of silence:

Media imaginations about what form the dominant ideas

B - Media images to form opinions on the rise.

C - Media form assumptions about what belief is that one can express in public without being isolated.

1 - Ball - Rokeach, S. and DeFleur, ML (1978) A dependency model of mass media effects, Communication Research, 3: 3-21

#### Helices Silence Noel Newman

The model, to the question that how thoughts general Fig and therefore, and deals society gourmet German professor Elizabeth Noel Neumann (1974) is at the "spiral of silence"<sup>1</sup> believe is that reply to the question at collision the community mass, communications between individual and understanding individual from view his at contact others aAt society, latent<sup>2</sup>.

and the respectively view dominant and victory Willingness there that even more wet from Before widespread t :

1 - The Spiral of Silence

2 - Tichenor, PJ Donohue, GA and Olin, CN (1970) 'Mass media and differential growth in knowledge', Public Opinion Quarterly

The individuals further the desires to understanding and view the own to matching for of them one group superiority further found and group others tends that degradation found. Therefore, willingness one group to rack and without curtain Word Handling and willingness other off Stay, To Form one process helices started and that to form increasing one view to title view inclusive consolidation.

Of course understanding individuals only force effective at the model not and medium the social Forces other are often, medium and view dominant day to determination. "Force" effective others at The Process, The Support People at environment and space case view if one interruption own to protection the other individuals around He is the and to and from Therefore, determination assignment the medium the collective and lack of support clear from view the individual at communications between individual, helices to there are bring.

Figure 1: example one helices silence: medium the collective that view dominant to expression and they along with absence increasing support between individual from view the incompatible one helices silence, to there are bring. The count face to increase from individuals and view dominant to Expression and to and at expression view maladaptive unsuccessful Noel Neumann with reference to changes gradual at several area important public opinion at republic Federal Germany from model own support and model he relation between perceptions thoughts the majority is expression Personal thoughts, trends the content and thoughts newspaper journalists to strongly show and under some Conditions, medium the collective perceptions thoughts dominant to Fig. and respectively thoughts individual to species that at model offering by is affected and them.

#### Background research:

Reza Liyaghat Varz (2012) The Master's thesis at the Faculty of Social Sciences, this study examines the impact of social media in shaping the Arabic countries the wave of media professionals in the Arab world has signalman. The results are as follows: - the media to break the spiral of silence, highlighting the positive and minimize the negative news protesters, strengthen solidarity and labeling to governments and their leaders in the Arabic countries, the formation of social movements has an impact. - Interactivity and ease of access to news through new media and virtual media uncontrollability influence on the formation of social movements in Arabic countries. - Internet, international television networks, radio networks, mobile multimedia features with the highest-ranking foreign and domestic television networks and local radio stations have the lowest ratings are in the form of social movements in the Arabic countries. - Social networks and the web, news, blogs, news, and chat with the highest rating, and e-mail and newspapers to the lowest rank in the formation of social movements is a Arabic countries dealt out.

Masoumeh Ahmadpour (2012) The Master's thesis on the subject study of elderly Kermani use of mass media (radio, TV) is discussed. The theory of Maslow's hierarchy of needs, uses and gratification approach to model the impact theory spiral, comment on and dynamic approach consists of aging were examined.

Bahram Ranjbarian (2002) at the Faculty of Administrative Sciences and economics Master's thesis examines the effects of advertising on mobile phones loyalty Sa vendors in the city has been in the following results: (1) vendors Sa about company's products of knowledge are sufficient. 2 sellers have a positive attitude

towards Iran cell phones. 3-sellers are willing to sell Sa Iran as an intermediary. 4-sellers under the influence of cell committed and loyal to the company's advertising. 5. Sa company's slogan of being able to attract the attention of the audience is very attractive. 6. The criteria for judging the phone in order of priority and importance are: 1) performance 2) size and weight 3) design and Figure 4) beauty and durability 5) price 6) After Sale Services 7) The media brochure is to increase awareness of the vendors were examined.

Atefeh Heydari (2012) the Master's thesis, Faculty of Islamic Republic of Iran Broadcasting - Radio and Television Faculty of the Islamic Republic of Iran to discuss the representation of values and lifestyle sign in advertisements broadcast by the national media has been investigated. The results showed that the cultural fabric of the Taser- traditions, customs and rituals of national and patriotic more were on display. In some of them, the implications of religious values associated with the ancient look. It seems that the development of modern means of communication and a desire to make life more comfortable, he allowed the signs of modern life, have been investigated.

Fazl zadeh Hushang (2012) in the Islamic Republic of Iran Broadcasting MS thesis university - Faculty of Islamic Republic of Iran Broadcasting issue of conflict of coordination and health promotion content and TV commercials to review the contract, in this thesis is to investigate the coordination conflict of content and advertising, TV commercials, and health and safety has been through 12 commercials. The results indicate that it is important that these types of ads are not only culturally, but the close proximity distinctions and differences between commercial messages are clearly visible and well-established mechanism can Six-axis balance of dissonance addition, alarm, central knowledge, identity, and orientation as main distinction was made.

Parvaneh Fallah (2012) at the Faculty of Social Sciences, University of Allameh Tabatabai MA thesis examines the compatibility of television commercials (Simay j. A. A) deals with basic human needs, the central question in this research is that the commercials aired on the network as the first and third Sima- national network with a wide range to what extent the needs of the compliance basic human? To answer the main research content analysis method was used, were examined.

John Diyuvi (2005) with the thought that communications mass is tool changes social effort the until philosophy science communications to with theory action 10 changed It. He believes found that technique technology the new communication and be value the social at community review and rebuilding them. John Dewey to first philosopher science communications and foundations Transition Originality Action And Know

Elliot (2004) Belief there that relationship collective to means close I, relationship not and relationship expensive collective relationship established They do not. Therefore, relationship is collective term inconsistency treatment. System relationship collective from Three Small System Different, The resources, media and addressed Formation and be.

Joseph T Klapr (2004) relationship brings together information the idea and removes and from through devices communication downloads information by number great From Humans at one time being.

Hypothesis:

The main hypothesis:

Spiral effect on trade between customers and providers of mobile advertising is effective.

Alternative hypothesis:

- 1 - Level of knowledge and information between customers and providers of mobile commerce is effective.
- 2 - Changing attitudes among consumer's commercial companies offering mobile phone is effective.
- 3 - Consolidated view of the customer commercial companies offering mobile phone is effective.
- 4 - Modify the customer's attitude commercial companies offering mobile phone is effective.
5. Conduct states commercial companies offering mobile phone is effective between clients.

#### *Research:*

In this descriptive study design (non-beta) is a survey. Descriptive picture of the status quo because it offers a survey of the direction of the target population of the questionnaire deals with data collection and using the deviation of the performance of the survey measures Furthermore, This research is based on applied research aimed at replacing the in this study we followed the winding snake silence effect on commercials for companies providing mobile customers in the city of Tehran Dhyhm such To complete the research background and theoretical framework of the library is used.

The population and sample size

The population consisted of all directors and senior officers of companies offering mobile services I in Tehran in 2014, respectively. Since access to all managers and senior experts of companies providing mobile phone services in Tehran feasible and cost not economical. The population of the study attempted to limit such Grdyd.hm according mobile professionals, the number of senior executives in these companies was 104 tons and more, hence the formula Fidel and Tabachnik (Fidell & Tabachnick, 2007) <sup>1</sup> Was used. Using this formula, 105 senior executives and experts were selected as the size of the population. However, due to disaffiliate prevent some of the questionnaire sample population, the 116 questionnaire (increase the size of the population 10% of the sample) the sample were distributed.

$$N \geq 104 + m$$

M = number of independent variables in a study

In order to access the single instance of a stage cluster sampling method was used. In this way the first five episodes of Tehran North, South, West, East and Central division, and from every part of the 5 cell phone service provider were randomly selected. The companies selected in the sample are randomly selected.

#### Measuring Tools:

Given the subject matter and research purposes, to collect the required data from the questionnaire (self-made) was used. Now a researcher made questionnaire is designed to build the first 100 that somehow represent the attitudes of managers and senior experts in their perspective on the influence of commercials the silence M the collection, the version of were

To measure the reliability of Cronbach's alpha internal consistency among the items were used. For this purpose a questionnaire was distributed before the end of the sample, an initial questionnaire was distributed among the 20 members of the population. The Cronbach's alpha for the scale was examined. The results are set out in Table 1:

**Table 1:** Results of Cronbach's alpha coefficient for the questionnaire survey

Dimension	Number of items	Reliability coefficient calculated
Knowledge and customer information	9	0.76
Changing attitudes	6	0.75
Entrenched attitudes	6	0.79
Correct attitude	6	0.82
Behavioral states	7	0.73
Total Inventory	34	0.75

Results Table shows, the Cronbach's alpha coefficient was 0.75 for the survey questionnaire, which may indicate high internal consistency among the items. In other words, it can be argued that the questionnaire has acceptable reliability. The results showed that Cronbach's alpha component of the study, it is also acceptable.

#### Demographic characteristics of respondents

The results of the demographic characteristics of the respondents indicated the highest percentage (38.1%) in the 26-35 year age group and the lowest percentage (5.7%) were aged less than 26 years old. degree, 26.7 percent diploma down 42.9 percent bachelor or 1% of non-response and the rest of the Master's. 15.2 percent have less experience of 6 years, 21 percent of those between 6-10 years, 40% between 15.2% between 11-15 years and 16-20 years, and the rest have more than 21 years of experience.

#### Review and analysis of research hypotheses

The main hypothesis of this study:

Spiral on commercials for companies providing mobile customers (Rightel) is effective.

**Table 2:** ntajj single-sample t-test on the effect of the spiral on commercials for companies providing mobile customers (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
Spiral and commercials	-6.074	104	.000	-0.16644	-0.2205	-0.1124

Single-sample t-test results showed that the main hypothesis. The t-statistic of 6.074 - and with a significant level Sig = 0.000. The study confirmed the hypothesis (H1) and the null hypothesis (H0) is rejected. This effect was observed at a significance level of 1% of its other words, we can say, from the perspective of experts and managers, the spiral on commercials for companies providing mobile customers (Rightel) affected.

#### The first sub-hypothesis research

Knowledge and information between customers and providers of mobile commerce (Rightel) is effective.

**Table 3:** ntajj single-sample t-test of knowledge and information between customers and providers of mobile commerce (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
The spiral of knowledge and information	21.114	104	0.000	0.57222	0.5187	0.6257

One-sample t-test results for the minor premise (i) knowledge, research has shown. The t-statistic of 21.214 Sig = 0.000 is the significance level. The study confirmed the hypothesis (H1) and the null hypothesis (H0) are

rejected at a significance level of 1%. This effect has been observed. In other words, we can say, from the perspective of experts and managers, knowledge commercial companies offering mobile customers (Rightel) affected.

[https://www.google.com/?Gws\\_Rd=Ssl#Q=N%3E104%2Bk+Fidell+And+Tabachnich+2007](https://www.google.com/?Gws_Rd=Ssl#Q=N%3E104%2Bk+Fidell+And+Tabachnich+2007) -1

Second sub-hypothesis

Changing commercial companies offering mobile customers (Rightel) is effective.

**Table 4:** ntayj single-sample t-test on the effect of changing commercial companies offering mobile customers (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
Spiral on changing	2.942	104	.004	0.08889	0.0293	.1485

Single-sample t-test results for the second sub-hypothesis changing research have shown. The t-statistic of 2.942 Sig = 0.004 is the significance level. The study confirmed the hypothesis (H1) and the null hypothesis (H0) is rejected. This effect was observed at a significance level of 1% of its other words, we can say, from the perspective of experts and managers, changing commercial companies offering mobile customers (Rightel) affected.

The third sub-hypothesis research

Attitude stabilization commercial companies offering mobile customers (Rightel) is effective.

**Table 5:** ntayj single-sample t-test on the impact of attitude stabilization commercial companies offering mobile customers (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
Spiral effect on the attitude stabilization	2.750	104	.007	0.07840	0.0221	.1347

Single-sample t-test results for the third sub-hypothesis have been shown to stabilize vision research. The t-statistic of 2.750 with a significance level of Sig = 0.007. The study confirmed the hypothesis (H1) and the null hypothesis (H0) is rejected. This effect was observed at a significance level of 1% of its other words, we can say, from the perspective of experts and managers, attitude stabilization commercial companies offering mobile customers (Rightel) affected.

Sub-fourth research hypothesis

Correct attitude commercial companies offering mobile customers (Rightel) is effective.

**Table 6:** ntayj single-sample t-test on the effect of vision correction commercial companies offering mobile customers (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
Spiral to modify attitudes	-15.013	104	.000	-0.70903	-0.8022	-0.6158

Single-sample t-test results for the fourth sub-hypothesis correct attitude research has shown. The t-statistic of -15.013 Sig = 0.000 is the significance level. The study confirmed the hypothesis (H1) and the null hypothesis (H0) is rejected. In other words, we can say, from the perspective of experts and managers, correct attitude commercial companies offering mobile customers (Rightel) affected.

Sub-hypotheses fifth research

Modes of behavior between customers and providers of mobile commerce (Rightel) is effective

**Table 7:** ntayj single-sample t-test on the effectiveness of behavioral states commercials for companies providing mobile customers (Rightel)

	The test = 3					
	Statistics t	Degrees of freedom df	Significant level. Sig	Mean	95%	
					Lower	Top
Spiral sitting behavioral	-12.883	104	.000	-0.59861	-0.6903	-0.5069

The results of the one-sample t-test of the hypothesis fifth sub modes of behavior research have shown. The t-statistic of -12.883 Sig = 0.000 is the significance level. The study confirmed the hypothesis (H1) and the null hypothesis (H0) is rejected. This effect was observed at a significance level of 1%. In other words, we can say,

from the perspective of experts and managers, modes of behavior commercial companies offering mobile customers (Rightel) affected.

#### Conclusion:

This study was designed to investigate effect spiral Silence on propaganda commercial between Customers Company by offering Donor Phone along (Rightel) to at city Tehran the main hypothesis of the study showed that the experimental value of 0.000 significance level of the test alpha value of 0.05 is lower than the results of this study confirm the claim, the spiral of silence mobile provider commercials between customers (Rightel) effective is details specific the model It Is That closed to type location communication that explain that, possible is to forms different outbreak. Components It to and power to title ingredients manufacturer at view were that Processes Simple and complex communication to one as Production (inquiry) And other as download (messages And Events That Relationship to mind they form Used), explain. This model to our Permit that about nature and action mutual download and production is questions to proposed them. The findings of the research findings Denise Mack (1987) and Ben H. (1993) are aligned. Sub-hypotheses study indicated that a significant amount of testing the value of 0.000 is smaller than the value of 0.05 means that the alpha test result confirms the assertion of research, knowledge and information between customers and providers of mobile commerce (Rightel) these findings are important research findings CL R. (1378) is aligned. Check the second sub-hypothesis significance test showed that the amount of the value of 0.004 is smaller than the value of 0.05 means that the alpha test, the result of the claim confirmed the change of attitude commercial companies offering mobile customers (Rightel) is effective. These research findings soon, Olson James (1376) is consistent. Investigation revealed that the third sub-hypothesis significance testing the value of 0.007 is smaller than the value of 0.05 in the alpha test results confirmed the claims of established attitude the company's customers provided Commerce mobile provider (Rightel) is effective. These research findings are consistent and Shaw (1972). The fourth sub-study hypothesis test showed that the amount of 0.000 as the level of significance of the test alpha value of 0.05 is smaller, therefore this claim is approved, modified approach for companies providing mobile commercial customers of the. These research findings plots (1374) is consistent Investigation revealed that the fifth sub-hypothesis significance testing the amount of 0.000 to 0.05, i.e. smaller Alpha Test results confirm that the claims of the study, Behavioral states commercial companies offering mobile customers (Rightel) is effective. Next the research findings, Y. (1993) is consistent.

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