INTRODUCTION

Stuart Hall through Hegelian perspective assumes identity as an alive process which is considered as an identity or agent for being known (Hall, 1991: 36). One of the most important types of identity is national identity, which plays a decisive role on social, cultural, political and economic communities (Abdollahi, 1996: 142). The national identity is the highest level of collective identity in each country which means the sense of belonging and loyalty to the common elements and symbols in national community which is defined by political boundaries. The most distinguished elements and national symbols that cause identification are ‘land, religion, customs and rituals, history, language, literature, people and government’ (Jalaeipour, 2009: 170).

According to Castells’ perspective, communication plays a decisive role in shaping the culture and area of culture includes systems of beliefs and behaviors and is made by history. The advent of new technology causes fundamental changes in the communication which is followed by good structures and a new form of human communication (Castells, 2005: 383). Satellite a powerful and highly influential media in the present era that due to its unique characteristics is able to convey image messages to the farthest corners of world and address a large number of people around the world. Satellite plays an important role in informing about the modern world as a cultural and communication channel and as an educational principle has an influential role in creating norms, behavioral patterns, culture and shaping as public opinion as an identity and culture, it can also be named as an instrument of Western cultural invasion (Sheykh al- eslami, 2010: 289).

The present study aims to examine the relationship between the content use of the local Persian and abroad non-Persian language satellite television networks on national identity formation of youth in Hamadan, Iran. It is worth noting that there is no consensus among experts about the impact of the mass media (including satellite media) on the audiences in this field, so that some of them believe in the informative role of mass media and assume that these means have more influence on information and knowledge of individuals than their values and attitudes and others insist that the media can induce new attitudes and new values to the citizens that the latter approach is regarded in this paper.
Review of Literature and Theories:

National identity is a set of transcendent values that a nation in the history of its existence has left in a certain territory. Therefore national identity is the mirror of a nation which represents its past, present and future in a historical geography (Lak, 2006: 113). National identity is a multidimensional concept that has many dimensions, including:

1. The social aspect of national identity: the social dimension of national identity is related to the quality of social relations of an individual with social macro-system. Therefore, in order to define this aspect of national identity, it can be said that “it is the common sense, belonging and commitment of individuals to the national community, national we” (Chalabi, 1999: 31).
2. The historical dimension of national identity: the common awareness of people in a community about their historical past or having nostalgic feeling about it. It is a historical identity and identification which links different generations together to prevent a generation to separates from its history (Hajiani, 2000: 200).
3. The geographic dimension of national identity: positive attitude to water and soil in that ‘we’ are living in a country and a given territory and enjoy the place that is specified to us in the universe (Hajiani, 2000: 201).
4. The religious dimension of national identity: it is a special feeling which brings together the followers of a religion and can be defined in their dependency to a collective identity (Hajiani, 2000: 204).
5. The cultural dimension of national identity: all cultural dimensions of any social system that consciously or unconsciously influence us (Hajiani, 2000: 205).
6. The linguistic dimension of national identity: language and literature are the important dimensions of written heritage in any nation. Language as a social product not only is the instrument of communication, but also is considered as a part of social relations which has an important role in the production and reproduction of culture and identity of each community (Hajiani, 2000: 206).
7. The politics dimension of national identity: belonging to a political unit as a national element requires dependency to the government, political system and the legitimacy values of in national identity (Aghili, 2010: 77).

The effect of mass media on audiences:

Cultivation theory was raised by George Gerbner. He believes that the media, especially television have a major impact in shaping opinions, attitudes and behaviors. He suggests that the more people watch TV, the more they believe that what TV shows about their society and life is genuine, even if it is severely distorted (Mehrdad, 2001: 162).

Gerbner believes that media have fundamental effects in shaping the beliefs, attitudes and behaviors. The basic assumption of cultivation theory is that there is a significant relationship between the hours of use of the mass media and considering them as real ones. Audiences that are exposed to the media and use them for many hours a day classify the information and ideas of the media and produce cultivation (Mirmohammadi, 2012: 76).

Social learning theory was first proposed by Albert Bandura. He considers the socialization of individuals as a process that continues from birth to death so that human beings are always learning and have self-correction and for this purpose use the existing behavioral patterns and their surrounding facts and are affected by their own and others socio-cultural environment and are in constant interaction with them. Although these effects can be indirect, intangible and long-term but their fact is undeniable.

These effects are booster or stabilizer of beliefs and behaviors of individuals or vice versa, which change the habits and adoption of new ideas and practices. Therefore media, both as an element of socio-cultural environment in this process can have a significant and important role and certainly, along with other cultural institutions such as the family, school, clubs, mass media has role in this process (Defleur, 1986: 212-218). In order to create sociability media provide two types of behavioral patterns to their audiences:

1. The individual behavioral patterns: sometimes media indicates various aspects of human life and provide behavioral patterns which can be imitated in the group of audiences. The acceptance these behaviors according to the model which considered as modeling theory is kind of sociability.
2. The patterns of social behavior: sometimes media provides models for a social behavior which demonstrate the correct behavior in different groups, which will result in sociability.

According to Giddens the globalization of communications and new ICTs is the most important indicator of global integration and intensification of social relations. ICT Revolution enables the integration and isolation of public relations in different countries. In his opinion in the virtual and cyber world all areas of world are joined together and this connection and association forms awareness (new identities) and transforms the foundation of human social life in various areas (Mirmohammadi, 2012: 73).

Castells says that our world is organized in the networks which consist of an extended series of ‘virtual communities’ in which individuals and communities are linked with the new ITs. Hence, the first steps of information society at the beginning of its history are focusing on identity as an organizing principle (Castells, 2004, Ghazi Zadeh, 2011). Castells defines identity as a process in which any social actor detects himself.
through it and through cultural characteristics (and not other social structures) makes his own world (Castells, 2004: 18). The globalization of the media and the erosion of national identities results in the domination of media which emphasize on the unity and identity of Western culture.

**Methodology:**

All Due to the nature of the research subject, a survey method was used which is a method for the collection of a wide range of information from a large number respondents (Baker, 2007: 196) and the type of research is an applied one and unit analysis of the research is individuals (29-15 years old Hamadanianan youths). Data analyzed by the use of inferential statistics, Pearson and Spearman correlation coefficients, descriptive statistics (Crosstabs) and regression analysis using SPSS statistical software. The hypotheses used in this study are as following:

1. It seems that there is relationship between the usage of extraterritorial Persian- language satellite television channel and tendency toward national identity among the youth in Hamadan.
2. It seems that there is relationship between the usage of extraterritorial Persian- language satellite television channel to get news, information and knowledge and tendency toward national identity among the youth in Hamadan.
3. It seems that there is relationship between the usage of extraterritorial Persian- language satellite television channel to have fun and spend leisure time and tendency toward national identity among the youth in Hamadan.
4. It seems that there is relationship between the usage of extraterritorial non Persian- language satellite television channel and tendency toward national identity among the youth in Hamadan.
5. It seems that there is relationship between the usage of extraterritorial non Persian- language satellite television channel to get news, information and knowledge and tendency toward national identity among the youth in Hamadan.
6. It seems that there is relationship between the usage of extraterritorial non Persian- language satellite television channel to have fun and spend leisure time and tendency toward national identity among the youth in Hamadan.
7. It seems that there is relationship between gender, age, education, marital status, occupation and socio-economic database and tendency toward national identity among the youth in Hamadan.

![Analytical Framework](image)

**Fig. 1:** Analytical Framework.

In this research, the library studies were conducted on the subject to collect the necessary information, then, by the use of researcher-made questionnaire which was approved by the clear sighted professors the necessary data were collected. The statistical population of present study was all the young Hamadanianan boys and girls (29-15 years old) which were 169,330 according to the last conducted census in 2011 (National Statistical Portal of Iran). To determine the reliability of the items of in dependent and dependent variables Cronbach's alpha coefficients was used which was in accept range for each variable (figure 2).
RESULTS AND DISCUSSIONS

Describing the background variables of research:

In this section, background variables which indicate the personal and social characteristics of the respondents in terms of gender, age, marital status, educational level and socioeconomic level are described and evaluated. The statistical population of this study regarding the gender and age shows that: 63.9 percent of the respondents were male and 36.1 percent of respondents were female. Among which 39.5 percent were at the age range of (15-19 years), 51.3 percent were at the age range of (20-24 years) and 9.2 percent were at the age range of (25-29 years), respectively. Based on the level of education 1.2 percent had primary school, 6.5 percent had guidance school, 31.3 percent had Diploma, 9.9 percent had associate's degree, 50.2 percent had bachelor's degree or higher. The result of research regarding the employment status indicated that 16.2 percent were housewives, 19.1 percent were self-employed, 44.6 percent were studying, 8.4 percent were employee and 11.6 percent were unemployed. Regarding the socio-economic status, and according to the results of the study, 12 percent of respondents stated that have low socio-economic status, 12.5 present stated that have downward socio-economic status, 60.5 present stated that have average socio-economic status, 9.3 present stated that have
average to the high socio-economic status and 8.5 percent consider themselves as the upper stratum of community.

The use of satellite televisions among respondents:

![Frequency distribution chart]

**Fig. 4:** Frequency distribution and percentage of respondents according to the amount of satellite TVs usage.

According to the obtained results in Figure (4), it can be stated that based on the comparison of these two media it can be stated that the use of Persian language satellite TVs is than non-Persian language in the under study community.

![Frequency distribution chart]

**Fig. 5:** Frequency distribution and percentage of respondents according to the amount of satellite TVs usage to get news, information and knowledge

According to the results of Figure (5), it can be stated that the average use of Farsi-language satellite television for news was equal to 14.3. Also the use of non-Persian-language satellite to get news was equal to 2.24, which indicates that the use of this media is low.
According to the results of Figure (6 and 7), it can be stated that the overall average of national identity was 3.1 out of 5, which is relatively high and desirable. Among the various aspects of national identity, cultural dimension with an average of 3.28 out of 5 has the highest amount and religious dimension with an average of 2.85 out of 5 has allocated the minimum amount to itself. Accordingly, we can say that the importance of cultural elements among respondents was high and respondents showed high value for the values of their society and their cultural heritage. Furthermore, the low average of religious dimension indicates the low importance of religion in the lives of the respondents. The average of political national identity was low and it shows that young people do not pay much attention to the political issues and in many cases, the political issues are less important than other issues for them.

Fig. 6: frequency distribution and percentage of respondents according to the amount of satellite TVs usage for entertainment

Fig. 7: Status of each various aspects of national identity among the respondents.
Fig. 8: frequency and percentage distribution of tendency toward national identity among the respondents.

According to the results in Figure (8), it can be stated that the majority of respondents have a tendency to arrearage and relatively high national identity.

The relationship between the background variables and tendency toward national identity:

Fig. 9: a- Correlation coefficients and b- Significance level for background variables and tendency toward national identity
According to the results of Figure (9), it can be stated that the relationship between gender and tendency toward national identity was significant but the relationship between age and tendency toward national identity was not significant, which was approved with 95% confidence at the significant level of 0.535.

*Differences in the tendency toward national identity regarding the gender and marital:*
Fig. 10: Results of d-T-test to compare the average of tendency toward the national identity among married and single males and females

According to the Figure (10), it can be stated that according to the average results, the tendency toward national identity of males was more than females. Also no significant differences was observed among single and married participants based on their tendency toward national identity and the average of tendency toward national identity between married and unmarried participants was nearly equal.

Fig. 11: The relationship between the use of satellite TVs and a tendency to national identity among youths in Hamadan.

According to the obtained data of Figure (11), it can be stated that according to the media and identity theories can be stated that the use of ICT in the modern era has an important role in changing values and attitudes of individuals. Since adolescence period is the period of identity crisis among individuals, satellite TVs which their programs are produced outside the boundaries of Iran and are not compatible with our culture and national values, have an role in changing the attitudes and values of individuals. So the more the individuals use this medium the more their attitudes toward their culture, history, national customs change and their tendency toward national identity reduce. The correlation intensity between Persian language satellite TVs and national identity was 0.321 which shows an average correlation between these two variables. On the other hand, the intensity of the correlation between the use of non-Persian-language satellite televisions and national identity was equal to 0.488 which indicates a strong correlation between these two variables. Therefore, it can be stated that non-Persian-language satellites play more important role in changing the attitude of people toward national
In general, it can be stated that the use of satellite TVs in general, whether in Persian language or in non-Persian language, had a negative correlation with the tendency toward national identity.

According to the results of Figure (12), it can be stated that the use of Persian language satellite televisions to get news information, being entertained, and in general has a negative correlation with national identity. The intensity of the relationship between these two variables was equal to -0.198 which represents a weak relationship between two variables. There was no significant relationship between the use of non-Persian-language televisions in general and their usage to get news and information with the tendency toward national identity. Therefore, it can be stated that the entertaining programs of non-Persian-language satellites through giving different educations have relatively important roles in changing the negative attitude of people toward national identity since the negative intensity of relation indicates that by the increase in the use of programs the tendency toward national identity reduces.

According to the results of the Figure (13) there is a significant negative relationship between each dimension of national identity and the use of non-Persian and Persian-language satellite televisions. According
to the results, the intensity of correlation between the use of Persian-language satellite televisions with religious dimension (-0.317) and historical dimension was (-0.133).

**Multiple-Regression:**

Multiple regression is a statistical method which is used for analyzing the individual or collective effect of two or more independent variables on the dependent variable, in other words, multiple regression analysis to study the effects of independent variables on the dependent variable is quite good (Karlinjr, 1998: 10-12). In this study, multiple regression statistics was used in Enter method. In this method independent variables in order to explain the dependent variable (the tendency for national identity) are inserted into the equation and researcher can predicate the linear relationship between the independent variables and dependent variable. The results of regression are presented in the following Figure.

![Figure 14: Elements of independent variables in the equation to predict the tendency toward national identity](image)

The results of the Figure (14), indicates that the Persian language satellite programs that are used for the purpose of getting news with the beta of (4.57) had the high impact on the tendency toward national identity and Persian-language satellite programs for having leisure time had the high negative impact (-5.160) and education level with the beta of (0.238) had the low impact on tendency toward the national identity. Persian-language satellite televisions in general, do not directly influence the national identity but through influencing the other variables will affect the tendency toward the national identity. Persian-language satellite programs that are used for the purpose of entertainment and non-Persian languages satellite programs that are used for news and information will have a negative impact on the tendency toward national identity i.e. the increasing use of these programs will reduce the tendency toward the national identity.

**Experimental model of factors influencing the tendency toward national identity:**

The following diagram (Figure (15)) shows the empirical model of the present research. Accordingly, it can be stated that background variables and variables of non-Persian-language satellites in general; their informative and entertainment programs and Persian-language satellites and their informative and entertainment programs were effective on the tendency of Hamadanian youth’s toward the national identity. But the variable of Persian-language satellites in general had no direct impact on the tendency of Hamadanian youth’s toward the national identity and only through affecting the Persian-language satellite for the purpose of getting news and Persian and non-Persian language satellites for the purpose of entertainment will affect the tendency of young people in Hamadan.

**Conclusion:**

Based on the results obtained, negative correlation was observed between the content usages of the Persian language satellites in general and satellite programs for entertainment and news with the tendency toward national identity.

Accordingly, the more is the use of non-Persian-language satellite programs for recreation the tendency toward national identity reduces. The results of this study are is consistent with results of Rabbani et al., (2009),

According to the results obtained in this study and the results of other researches it can be stated that the identity of youths is much influenced by satellite programs. Satellites as visual media play an important role in influencing on the thoughts and opinions of young people. Since these satellite programs are made outside the boundaries of country, therefore are differ than the Iranian and Islamic culture and values and only promulgate Western culture.

Fig. 15: Results General Overview.

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