Effect of Satellite Networks on Iranian

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ABSTRACT

Technology today is one of the important things in life that cannot be removed from people life in any way. This phenomenon has many manifestations, such as mobile phones, Internet, satellite, etc., where each of which can help human progress in different fields of science and culture but can also cause them suffering from harms. In this article we have discussed about the various impacts of satellites in the affairs of human life and in particular its effects on young Iranians.

Keywords: satellite, technology, vulnerable, young

INTRODUCTION

In fact, media can in the long run create or change the value structures of a society. Phenomena such as the impact of television and satellite programs on public opinion and changing attitudes to social and cultural issues is broader and deeper than other media. Television can quickly affect a wide range of community members. The media can overcome the barriers of time and place and its waves reach even the remotest parts of the country. Audio and visual media does not need literate audience to get their message. As a result a large part of the community members in developing can be affected and television can play the role a school in society (1). TV on the living moments of people involves in majority of people private lives. The oral and visual media as well as communicating with the audience has a profound psychological impact. Further, the use of this device is cheaper and easier. Television has a more attractive illustration and gives a new dimension to the message and the message is easy to understand. Of course, this point is that TV alone cannot make a big change in public opinion but it effectively strengthens existing processes and if the masses are ready for change, it is even able to make change.

In fact, the flood of information from the TV and satellite network will gradually drown the community. Individuals who inevitably, breathe in the atmosphere Information are fed and placed over the created path. In many societies in transition, people in contact with the Mainstream Media such as satellite, regardless of belonging to their national culture are only the recipient of cultural products. Therefore, this allows the West satellite to target value and cultural foundations of other communities with low cost and short journey and put them in a state of passivity and apathy.” (2). In this article we try to have a look at the impact of satellites that despite the arrival of not yet half a century has had a very obvious impact on Iranian families.

The impact of satellites networks on people’s lives:

Since the satellite entered the house of Iranians, it was welcomed by a wide range of attention from the audience. First, due to the limited Persian language network, foreign network got viewers’ attention but after a while the expansion of Persian language and reduced restrictions to the use of satellites; this phenomenon was widely used in Iranians homes. Currently, it is estimated that there is a significant number of the receiver and satellite dish. The number of satellite networks in the world is 17
thousand and 666 networks, from among which about three thousand network are available in Iran with the typical dishes and antennas. Approximately 74 networks are advertising for fashion and cosmetics. (3). Given the relative youth population, satellite networks in addition to influence on the attitude of the political, are changing the cultural patterns of the country’s youth in many cases such as dress and makeup. The remarkable thing about the views of young people to change their dress and makeup is that social patterns in society are severely weakened and individualism and self-interest is growing. Today, the popular adornment and beauty of youth is so different from the patterns of the traditional culture of the community (4). Because of the economic recovery, assertiveness among young people is growing rapidly as a social value.

One of the reasons for highlighting this issue in addition to economic prosperity is the increasing use of satellites in families. It also should not be a surprise that our society is in transition not only in the upper and lower class but it is also affected the lower classes of society. Young people in the lower classes of society have the desire to change clothes and make up but their financial problems limit the expression of this type of social action. In a young society like Iran, selecting the type and style of makeup is affected by satellite programs. It is known that the influence of the West slowly emerged into all parts of the culture and unbelievably quickly affected the youth culture. In such circumstances, cultural managers should take creative and conscious movement to reduce the negative effects of satellite network applications.

When people know their favorite programs with high quality and varied national TV networks, certainly, viewers of outsider satellite networks may be minimized and instead the heavy consumer of Iranian youth become alienated with satellite programs, they become highly educated citizens and media literacy in the context of our national borders.

The most significant effect on the satellites:

If the effects of the use of satellites are not determined, the results will be very shocking. The most important and most fundamental problem of satellite is lack of match with many of the world’s cultures, religion and beliefs within culture. "Since human beings are inherently social, naturally, they need interaction and social behavior. These needs are sometimes directly and sometimes indirectly are present with medium like the media. Therefore, Humans have the tools to help create the desired interaction. Using the form on the media is a secondary need providing the spiritual and cultural need of civilized man.” (6). If we respond to this need, it becomes an opportunity and if for some reason it cannot be answered, threats and vulnerabilities will follow.

About Satellite effects, we must say that young people are most vulnerable in this regard and the impact in the first step is that they will change. Below are some of the influences on youth brought by satellites:

**Doctrinal - Ritual issues:**

Since each person has a set of ideological principles, his behavior is consistent with the kind of thinking he has about God and so we must defend the borders of belief from enemies in the arena of ideas, doubts was of unsound. At the present time these doubts develop with their beautiful colors “Unfortunately, the satellites are located as a number of tools that attacked the ideological borders, and especially humans, particularly Islam, Shi’ism. It should be noted that although the issue does not affect for political purposes” 8. Because today's young unfortunately do not have enough Religious Studies and community awareness about the orthodoxy of Islam is not so much, young are most vulnerable in this regard will.

**B) The cultural items:**

"human identity tis formed based on culture and civilization and having no culture and civilization identity leads to crisis and human character is totally dependent on others makes and people keep their eyes on the others as they give exact copies. This is particularly the case for the Iranian nation with an ancient culture which are exposed to very dangerous threats and seriously considered. “(9). Moreover, when the society and the morality of a society is ruined when humanity, personal privacy and family are wiped, such a community is dead. This puts the issue of youth and adolescents’ nihilism is more important. Satellite via non-moral sex movies disturbs the minds of young and this is an evil destination. Thus the use of satellite programs is prohibited by the Islamic authorities.

**Comments of some Islamic priests:**

Useful and legitimate applications (such as the scientific programs of the Koran), although are not a problem in itself, but the fact that through this often a program includes training in thoughts misleading by distorted facts and corruption, we are not permitted to use the satellite. (Ayatollah Khamenei, Ajobvah, S. 1183 and 1215, Ayatollah Makarem Shirazi, Estates, c 1, c 1609 and 829).

**Political view:**

"Since our enemies failed to advance with the military their aims were to seize Iranian by instruments such as satellites, the Internet and have been helping people through the induction of a state of uncertainty unrealistic trades and discouraged system and invited them to the kind of hostility to the regime. This action is done by the various and
handsome appearance, expressing to help the people of a country. "10. Satellites are trying to cool the country and its ruling regime. And achieve their political objectives through the gap.

**Satellite and impact youth Cloth:**

"Undoubtedly the industrial revolution and the development of the economic consequences of the capitalist west in Western societies, followed by rapid and extensive changes in political, economic, social and cultural norms, dramatically changed the face of the world. The commotion caused by the growth of the capitalist economy emergence of new technologies, and the appearance of the human face of this process was not spared and has undergone serious changes. This happens due to the growth of economic prosperity in the world and changes in life style and normal pattern of people life.

But this event is associated with the development of mass media such as Satellite television and new issues and new countries are the recipient of the West economic and cultural aspects of the products they create. "(11). In these years, apparel and cosmetics also expanded significantly and many of the world's markets became involved.

"When trying to define a new role for young people, especially women in society and the changes it for the money and capital, which provides the opportunity to create a new definition of identity, the market is and profitability money-making since the sides are always seeking new definitions of themselves and their surroundings have been offering new patterns, paving the way for these people to express their existence in society."[12]

In addition to economy and profit-oriented business approach and its owners, development of mass media and real time audio and video communications across the world made it possible to achieve the goals of economic and cultural dimensions quickly. "In the meantime, particularly from the 1960s we are witnessing the formation of fashion and fashion-oriented phenomenon in the West has become serious, A phenomenon that has positive and negative impact on various communities around the world, "[13].

This time, dealing with the appearance of clothing and fashion face makeup took on a more serious form. Therefore, large businesses and giant brands of clothing and cosmetics were formed." Since the 1990s, in addition to the massive political changes such as the collapse of the Soviet Union and the end of the bipolar system, important and profound change took place in the field of culture and it was the advent of satellite phenomenon, a new phenomenon that swept across political boundaries with different cultures being related to each other. "(14).

Metamorphic evolution is inherent in society. As shown in the study of the history of societies, no society is static and unchanged. Characteristic of all cultures change but the rate and direction of change varies from one culture to another and from time to time. For example, entering the realm of new technologies in the decades ahead has transformed the process of moving groups and various segments of society and brought people to this way and that. "In these developments, the customs agency lassitude, no society can stabilize traditional culture or completely absorb modern industrial culture. At the present time the main problem is not how to preserve the national culture and indigenous, but the question is what can be done to promote the culture of the community and a better culture ".(15). The changing role of media in society is a key pillar. In many societies in transition, people in contact with audiovisual media such as satellite regardless of their national culture are solely recipient of cultural products. Therefore, this allows the satellite to the West to take short journey to target with low cost and value cultural and other bases and put them in a state of passivity and apathy.

Satellite work is twofold: defects of the faith and A series of threats and opportunities. Besides vulgar satellite networks (threats), it is a specialized network (opportunities) as well as many experts replied. It is better to be clear to the reader of good and evil. The satellite has good aspects and bad aspects. "So we need to learn how to use the technology to fit people, then put the technology at their disposal then use of satellites is not very shocking works. Internet addiction affects the mental health of people."(16). The most important and most fundamental problem of satellites can be mismatch of many cultures around the world with our religious culture and be faithful to our beliefs and culture. Many harmful satellite networks, along with helpful and professional networks with malicious purpose of the organization have been predetermined and will follow their evil plans. For example, the tendency of political bias threads and question who want to be the future generations of a country in addition to transmitting their teachings to our culture.

A student may go to the Internet and satellite to provide a good research and some students spend a longer time on the internet and satellite on vanity. We have to look at all the issues with infrastructure Psychology which said that human desires have two aspects, one is need and the other is demand. Needs are always a priority and need knowledge and information. But the demands and needs are quite different. We may need to use a technology or we might want to get on the same path of life with more fun through using technology. It must be completely distinguished.

**Conclusion:**

Since the influence of technology on people's lives and in cyberspace is uncontrollable, it is maybe better to correct the information on this issue. In addition, many families after seeing the satellite at
during a time period are acknowledged of the destructive nature of many programs and movies on satellite networks. “for sure, if people’s needs are provided, they do not go anywhere else. Radio and television should be responsive to the needs of individuals.

Enhancing the local TV and radio programs, knowing the needs of the community, education, informing people about the devastating effects of satellite by sociologists, psychologists and scholars is the best way to combat the satellite. Of course this is a psychological perspective but when you talk of breaking privacy and harm comes to the Islamic Republic, the government must take legal action.”(18).

References