Analytical Review of the Philosophy of Leading Media Function in The Presentation of Social Thought

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Abstract

Purpose: The purpose of this study was the role of media in the function of social thought. Exploring the thoughts of human about the society leads us to this point that our behavior and our emotions are merely a function of the society and its culture. **Methodology**: Most of the insights in the culture of a society develop the thoughts, feelings and actions of individuals from one side and limit them on the other side. The main concern of Muslim thinkers i.e. "man" is how he reaches the ideal model of "a perfect man." The present study compares the human status from the views of Islamic thinkers and new social sciences. In the first section, the topics "fundamental concepts of social thought" and "studying the subject of rationality in society," and in the other section, "the function of the media in the various dimensions" have been examined. The research methodology is analytical, explanatory and documentary. **Findings**: According to the topics discussed, the researcher has come to this conclusion that the researches done by sociologists in the field of radio and television around the world, imply that a part of the major tasks of the media is reviewing the public opinion, reflecting changes in the socio-cultural context of the audience, the general tendencies of society in various economic aspects, increasing the level of technical and public awareness of society in advancing the community ruling culture also the rapid and unbiased dissemination of news and events at the global level. Media plays an effective role in the teaching and training of religious, ethical and cultural teachings. **Discussion**: This role is reflected through the recognition of cultural-social patterns and processes and rethinking of social ideas in the range of related subjects.

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1. Introduction

The transcendental objective of the social sciences is understanding the various cultures and wise attitude on realistic interpretations of society and a look beyond to all its historical and temporal dimensions. It should be noted that the main architects of the new world are thoughts and concepts embodied in the form of new institutions and organizations. Media plays an important role as a means of creating the coherence of thought and action in human society, and in some way it is capable of consolidating the common values of human societies. On one hand, the process of globalization of the media itself is a part of a broader concept that has transformed the modern world. The link between the media and the community is a phenomenon that is understandable, but very complex. Media is the translation of the word" medium ". The word means the medium, the means, the material or the interface of two things, the interfacing and finally, the means of transmission. The translation of the media seems very coherent and appropriate with its original lexical meaning. The media, in its general sense, is a means of transmitting news, messages and information, including newspapers and radio and television. The media, in fact, is a means of communication between the center of the message and the receiver of the message. The use of this term in the field of education has also the same meaning and content. the educational media is referred to as means and instruments that transfer the educational message from the sender to the recipient (Fardanesh, 2016; 20). The media is something more than just a mechanism for disseminating information. They are, in fact, the complex organizations and important social institutions interacting widely with the audience of various economic, social, political and incident organizations. Mass media refers to all non-personal means of communication, whereby the visual and audio messages are transmitted directly to audiences such as television, radio, cinema, satellite internet, magazine, books etc. are considered as mass media (Jix, 2004; 4).

2. literature Review

The cultural impact on public opinion requires the optimal exploitation of the traditional relations of society and media perception of this principled relationship with the general public. A part of the major duties of the media is the study of public opinion, the reflection of changes in the socio-cultural environment of the audience, the general tendencies of society in different aspects, raise the level of community awareness in advancing the cultural context of the community. This role is represented through the recognition of cultural and social patterns and processes and rethinking of the notion of society in the context of its related subjects. Indeed, over the past few decades, with the adoption of international practical programs, on one hand, we have encountered the diversity and scope of media and information and communication technologies and on the other hand, the complex programming forms. In this paper, we will give a brief overview of some achievements and challenges of the media to assess their future impacts. Audience of media intentionally or unintentionally expose their minds to the waves and messages of the media companions. In spite of the expansion of communication and the emergence of new information and communication technologies is underway among the media, the mutual understanding of media and contacts and the promotion of cultural diversity. An issue that should be considered seriously is that the media is a leading organization. It may be argued that sociology of the recognition of the sociological center is a much more general problem, that is, the problem of the determination or existential condition of thought (seinsgebundenheit) in general. Historical, psychological, biological and other factors have been suggested

as the determinants of human thought "(Berger et al., 2008, 16). Accordingly, the main question of the research is that what the philosophy of the leading media function is in the presentation of social thought and what aspects it has.

Salavatian and Mehraban (2016), in a study titled "Social Media Function in Managing the Possible Earthquake Crisis in Tehran City", found that three general categories related to the role of social media in managing the possible earthquake in Tehran City were identified. The first category is the social media function in the crisis, which includes five functions of "education and awareness", " Informing and informing ", "guidance and leadership", "solidarity and coherence" and "observation of monitoring information". Subsequently, the managerial requirements for the use of social media in the crisis were counted, which included five key requirements " Improving communication infrastructure", "targeted planning", "confidence-building", "need assessment and accountability", "relief and rescue". Finally, the management and social media challenges were determined in the use of these media, called the structural challenge of sovereignty, security challenge, space management challenge and public opinion control, and the anonymity challenge of users, and the paradigmatic model of research was drawn. Conclusion: Based on the findings of this paper, the challenges at the macro level of the country, the communication platform and the current state of social media in Iran, the extensive use of social media in the management of the possible earthquake in Tehran in the current situation are faced with a large scale of serious difficulties.

Razman (2017), in a research entitled "Investigating the Role of Media in Crime", concluded that some people believe that mass media are so powerful so that can create a new generation in human history, a generation that is very different from the previous one. Mass media means are very powerful that can be used both in the right and wrong way; and if there is no optimal control on them, the possibility of using these means is more in the second way.

Jahangir and Divsalar (2017), in their paper entitled "The Role of the Media in Iran's Political Transformations, The Tenth Presidential Election", concluded that the media have played an important role, especially in the tenth presidential election. The broadcast of television debates from the national media for the first time has played a special role in transforming political discourse and its design in the public domain of the country which was a new event. Metani (2017), in a study on the role of mass media in expanding the culture of women's hijab and chastity, concluded that the mass media can be effective on the expanding of hijab culture and chastity of women, through informative and constructive training, promotion of models and patterns of hijab, the value of hijab issues, homogenization and streamlining of public opinion, socialization and culturalism.

Forouzan and Naqib al-Sadat (2016), in their study, examined the educational function of the media, the modern communication discourse based on Islamic thought in Iran; the results show that the education-based communication is a new concept inspired by the dual concepts of human communication and religious education. Considering the concept of human communication by the Islamic type, it can be seen the issues such as growth, excellence, education and guidance in the face-to-face, indirect, personal, social, etc. communication. On the other hand, the reality is that modern media, such as mobile social networks and classical media, not only did not engage in communication based on the (religious) education of people of the community, but sometimes it is an important factor in promoting the spread of ethical and educational crises.

Ghareh et al. (2016), in a study, investigated the refunding of the national media for the development of recreational sports: the presentation of strategies and solutions. The findings showed that, based on the analysis of interviews, the nine functions of the national media in the development of recreational sports included the education, notices, awareness, social cohesion, institutionalization, highlighting, social marketing, modernization and environmental monitoring.

Azimi and Shekrakhah (2015), in their study titled "Children, Media and Interaction", concluded that the media has significant effects on their audiences, and children are exposed to more negative effects. Audio and visual media are far more effective than the other media. The Internet with its own features has created more interest among audiences, especially children and adolescents. That is why, despite the potential opportunities, it can be a serious threat to the present age for children and adolescents. The impact of the media and their threats to children is a global issue, and global solutions have been considered to solve it and reduce the negative effects of the media.

Tajeriyan (2015), in a research entitled "Media Role in Economic Development", concluded that the media today plays a key role as one of the most influential cultural and artistic tools in societies; because the media is one of the key elements that manages and guides the public opinion and it is the source of inspiration for all cultural fields, thus the media can actually play a very important role in economic development.

Biyabani et al. (2015) studied the function of social responsibility and media theory. The results showed that the social responsibility theory believes that its formation is due to a measure taken by the US Press Freedom Commission. This theory is a concept beyond the law, and it relates to the role of the organizations in improving society. Today's media coordinates the interactions of the other institutions and is as an accountable and, to a degree, responsible institution in social development.

Abdi (2014) explores the role and function of mass media in addressing the environmental issues. The findings show that It is very important in the environmental issues and what encourages people to reach the solution. Accordingly, it can be said that attention to the environment has increased with providing solutions in the developmental plans of the country. The research also showed that if the mass media pay attention to the development of environmental issues, this will raise public awareness and raise concerns among people.

Mariam Gersamia, Maia Toradze (2017), at one article with the title they "Communication Function of Social Networks in Media Education: The Case of Georgia" They concluded that: Technology has a significant role in today's educational process, especially online Social Networks which facilitate communication between professors and students. This current study seeks to analyze the role of Facebook closed groups that are created specifically for educational purposes, as well as the impact they have on developing competency-based education (communication skills in particular) and to answer questions such as: what are the educational benefits of teaching methods adapted for digital audiences and how a digital audience develops in terms of competency-based education. The study was conducted in Georgia, which is a Post-Soviet Republic undergoing rapid democratic development while having the best indicators in terms of the South Caucasus Media Sustainability Index (IREX, 2016). According to a Freedom House country report (Cecire, 2016), the country's scope of democracy is 4.61 (with a transitional government and hybrid regime). Journalism and mass communication teaching courses at Ivane Javakhishvili Tbilisi State University were focus points for our research observation. The study has confirmed that by using new technologies with physical and cyber audiences (by implementing online social networking tools) it is possible to develop various competencies and to successfully achieve learning goals. Utilizing new technologies in the teaching

process is also very effective for enhancing communication skills. Furthermore, an open platform based on online Social Networks (even through closed groups) can stimulate the democratization of the educational system in young democracies, such as Georgiain general. Students and professors express themselves more naturally in such an open platform - closed groups (which might seem more appropriate for societies in transitions).

In their study, Paul Amador and Julie Amador (2014) point out the role of Social Networks in the Academic advising process/purposes. This is expressed in different ways and needs. For example, students message their advisors, write on their walls and read their posts. Current studies examine the students' usage of Facebook for academic purposes.In Malaga University (Spain), Rafael Ventura and Mariam Jose Quero (2013) have conducted research about the role of Social Networks and specifically Facebook, in the teaching process. It is mentioned in their study that Facebook gives teachers an opportunity to have two-way or multi-channel communication with students, and students can take an active role in this process. Authors equate this experience gained in digital classrooms to improved levels of competences (Ventura, and Quero, 2013).

According to Falahah and Rosmala (2012) Social Networks (specifically Facebook) are platforms for academic activity and serve to more efficiently disseminate/share information between students and teachers. They also acknowledge the potential for some minor negative factors such as distraction from the learning process due to its inherent nature – to entertain (Falahah, and Rosmala, 2012). Moreover, other authors state that social networks became more efficient by offering and supporting educational functions (Tadeu, and Lucas, 2013).

Olga Ortega (2013, p. 1668) analyses the impact of using Social Networks in team building within a group and concludes that "students who used Social Media tools participated 11 times more in the discussion and obtained better learning outcomes than those who did not … Social Media technology is a fairly recent tool that offers new educational possibilities, many of them are still to be discovered, but it also generates new perils." According to a case study by Huseyin Bicen, and Nadire Cavus (2011) students establish lines of communications by spending a significant amount of their time using Facebook. As for communication skills and competencies, the study has revealed that students improve their communication skills by activities on Facebook (Bicen, and Cavus, 2011).

3. Methodology

The field of research is qualitative and, in terms of its purpose, it is an applied one and an analytical, descriptive and documentary study in terms of method. The statistical population of the study includes all valid internal and external sources related to social media; in the meantime, they were selected through the targeted sampling, including available authoritative internal and external resources. The data collection tool is taking note and checklist; analysis method of the data is interpretative-analytical.

4. Findings

Human being is a speaking (thinking), free, social, aesthetic, Justice seeker, curious and future-oriented, conscientious, imaginative and idealistic creature and beyond the nature of the atmosphere. Each of these points is correct in its place. Therefore, a comprehensive statement about his existence is that he is a two-dimensional creature with material and spiritual dimensions, each of which (both animal and human) is desirable for himself; these are the demands that make history. Exploring for human thought about the society leads us to the point that our behavior and emotions are merely a function of society and its culture the insights in the culture of society often limit the thoughts, feelings and actions of individuals on one side and empower them on the other side. The rational consciousness of the agent is connected to the source, the operation and activity of which originates from it. it can be restored the agent's power in three ways: 1) these acts are really actions, because they are the result of thinking processes (usually unconscious); 2) these actions are irrational acts, because the processes of thought under them are irrational; 3) their irrational nature is contingent and ultimate to a goal; given that the agent responds to this demand or need, it is not possible to respond to that desire or need in a common rational way. "(Fee Bryan, 2007; 183).

Sociology perceives the recognition of human reality as the reality that is being created in society. Since the nature and fabrication of reality have long been one of the main issues of philosophy, this understanding is associated with some philosophical concepts. A sociology-oriented thought may achieve the philosophical anthropology. in general, the society is a part of the human world created by human beings and is a place for their residence; in fact, it makes mankind in a progressive historical process "(Berger et al., 2008; 258).

The social science debate is a part of history. A group of thinkers is the relation between the history of science with its current state. The right understanding of the science history and recognizing its changes plays an essential role in its understanding. For example, in sociology, we are confronted with such great ideas for Max Weber, Durkheim, Alexandre, Habermas and others, whose thoughts are rooted in the opinion of the thinkers before them. In France, Montesquieu is considered a pioneer in sociology. Montesquieu has presented three political feelings in the political categorization of the governments: The Republic of virtue, the royal government of honor and the dictatorial government. Aristotle also expressed royal, aristocratic, and democratic systems in his views. However, the sociologist does not have to accept a system that is morally undesirable. Governance and the style of relations among people of society require a deep and accurate relationship which the law must apply its rule to the standard scale of society in order to have a reasonable relationship among the states, symbols and causes with people of the community. It seems that the sociologist faces with two people; one, a man who lives in society, and another a person prior to the society. This is contrary to Hobbes's view that considered the man in nature as the criterion of his sociology. August Kenneth is a sociologist who considered the unity of humanity, brings forth such unity as it faces with the invertebrate forms of Montesquieu's view. That is, he sees a general society that all humanity must reach to it. One can refer to the stages of August Kenneth's evolutionary process as a graph of the triple steps of acknowledging, explaining and advising on the theory of human unity. The three stages are depicted in the three main works of August Kenneth (Aaron, 1998; 88).

The themes of sociology as a particular science are "issues" that arise from only from the social life. They are the achievements of human thought and are created only by such thinking; The existence of a social person can be recognized by the social being that form such people. With a clear understanding of the

imaginary nature of social entities, they can be studied as the issues of common will and action. What does the human mind want, why and how? "In general, he wants to achieve one goal and seeks the most appropriate tools to achieve it. This action and behavior, whether in practical life, daily work, conflict, and commerce throughout the ages, is governed by the pleasure and love, fear and hope, experience and habit, model and ethical example (Spencer, Herbert et al., 2002; 125). The general will of man is realized through knowledge and ability, and through mutual interaction with the natural and rational will that is in a proper position. Not only what man has learned, but also the way of thinking and perception inherited from his ancestors, affect his feelings, his mind, his heart and his conscience. The rational will governs the thought and directs and guides the actor and is as self-conscious as possible.

The rationalism is relative concept, however the belief in a rational concept depended on something that is foreseeable. Supposedly, there might be the scientists know unpleasant the function of prayer, because it is not experimentally experimental and it is another matter; however, the main problem must be truth, beliefs, not their rationality. There are probably things that are not rational in our opinion, but in fact they are completely rational! The purpose is that the social role of belief should not be confused with the reasons for accepting that belief. The content of belief is one thing and the consequences of that is something else, therefore the particular nature of each symbol, and belief must be given special significance. From the perspective of cognition, rationalization means finding a collection of appropriate words that all the content must be translated into that language, provided that the agreement be possible. From the point of view of epistemology, the narrative is an implicit research from the point of view of hermeneutics. Research is a conventional conversation. (Trik, 2005; 145).

Here we have a general look at the main features of the social thought of Muslim thinkers from the various dimensions; the religious view: the thought of Muslim thinkers has a very close relationship with the religious principles and this relationship is based on a religious affiliation that affects all of its believers' personality and thought. According to Dr. Shariati in the book of "Islamic Studies", the universe of Islamic worldview makes a "Intellectual Geometry" for a Muslim thinker which one part would not be distinguished from the rest of the parts. The comparison of the thoughts of Muslim thinkers with the Western thinkers reveals a clear difference (Shariati, 1977; Introduction). As an important feature, emphasis on the religious knowledge has distinguished the Muslim thought from the Western thought. Hence, with searching for each part of the thought of Muslim thinkers, especially their social thought, it can be concluded that their social thought is a part of their religious thoughts (Azad Ermaki, 1997; 116), because if they consider the society, they do not regard it separated from the system of creation. The most important goal in each society is to bring man to perfection, and the ideal society in their view is Medina which the Prophet ruled on. In general, the main concern of the thinkers is to explain all the phenomena of existence based on the Islamic insight.

From the Philosophical Point of View: The scholars of Islamic Philosophy History believe that the conversion of Muslims to rational topics and issues began where the Muslim thinkers were able to learn methodology and philosophical topics through the familiarity with the translation of the Greek and Roman philosophical works. To Ibn Khaldun, studying the society and culture is an independent knowledge; he has stated that the subject matter of society and culture is as the human development and the community of humanity, as well as issues that are expressed in terms of qualities and effects. This issue, i.e. having specific issues, is a feature of each science whether it is situational or rational (Ibn Khaldun, 1977; 69).

He points out that Buddhists, based on their nerves, tend to form a government. He claims that the ultimate cause of nervousness is access to government and the kingdom. On the other hand, the urban traditions, the new situation in the urban community, the institutions and facilities remaining from the previous government, works, monuments and all affect the spirituality of Bedouin came to the city. On the other hand, the Bedouins also affect the structure of the urban community. In this case, in a social action and response, the change in the social system regarded by Ibn Khaldun will take place. Ibn Khaldun's discussion about the state, government and their developments can be arranged within the framework of a political philosophy, sociology and the theory of the state. The main tendency in Ibn Khaldun's political view is that his discussions in the field of state and government are brought under the category of political philosophy and in the context of his political view, he examines social issues and historical and social developments (Azad Ermaki, 1997; 283).

In Islamic wisdom, wisdom is divided into theoretical and practical. In practical wisdom, issues such as politics are examined, because the philosophers express the existence of society. In fact, this is the kind of approach that Muslim thinkers can take on the subject. This method is different from the usual method by the contemporary sociologists. Of course, this is a unique view of the thinkers who have specifically allocated a chapter or a book of their works to social topics. The researcher has to extract and deduce a number of philosophical reflections, poetry, literature, historiography, ethics and social views.

In the study of man who is a social being, this index can be considered that man is fundamentally and intrinsically social, and the most significant abilities of human beings (i.e. self-awareness) require the presence of others and interaction with the others; on the basis of roles, humans operate on rules that purely receive by the others. one of the most important needs of human beings is the need to re-recognize and emerge from the social interactions with others. Self is intrinsically a social entity, and the idea of being in the sense of self comes from interactions and reactions with the others. Society, is as a set of units that has interoperable functionalities, and a flow of information that has taken into account the needs and demands of the system. Linking and transmitting the information is a two-way goal and destination that the information transmitted is the result of knowing the meaning. Emphasizing the use of "information" and the concepts are depended on the "understanding", man has the motivations in terms of the rationality and knows he must act based on this argument and with self-consciousness, he deliberately evaluates his actions to achieve the desires. Needless to say, the social philosophy of our age has been influenced by the political evolution and the industrial transformation. In this period, the idea of new social bond and correlation, and a new goal for social life slowly spread to the minds of men (Bofer, 2001; 744).

What is the ratio of "getting" to "being"? In each era, it creates the own style and world, and this life and the world is possible to be good and happy, or unpleasant and unhappy depending on the knowledge, insight and ability of that age. In this work, the past ages should not be considered as insignificant. On the basis of this, the history is not merely a set of ethical and political examples. History is not merely a collection of patterns, but just a means of proper understanding of our own situation (Buffer, 2011: 630).

The cause of human ecosystem is rooted in human nature. Man has to form a society in the name of civilization scholars and for the survival of his life and his needs, he has to accepts the social life. Ibn Khaldun believes that a community is inevitable and necessary for a human being; otherwise, the existence of man and the will of God will not be perfected on the development of man by the human being and his substitution (Ibn Khaldun, 1977; 79). It is understood that a human being alone does not fulfill his own livelihood needs,

but individuals of the same community cooperate and co-operate with one another. So that they can provide their livelihoods and materials that come in the cooperation of a group of people. Therefore, the human function after the community and its complementarity will be essential to its needs. Another distinction of man is civilization and community that is, living together and meeting the needs of each other; as in the human, there is a sense of co-operation to earn a livelihood (the same; 72). In addition to its material dimension, man is a spiritual and moral being (Morteza Motahhari, in the book Society and History, chapter on society).

Therefore, the desire to social life is raised in a higher horizon. at the infallible level, the material needs and the meeting them is arise in society, and sometimes they sacrifice their wealth and their existence for the comfort of others.
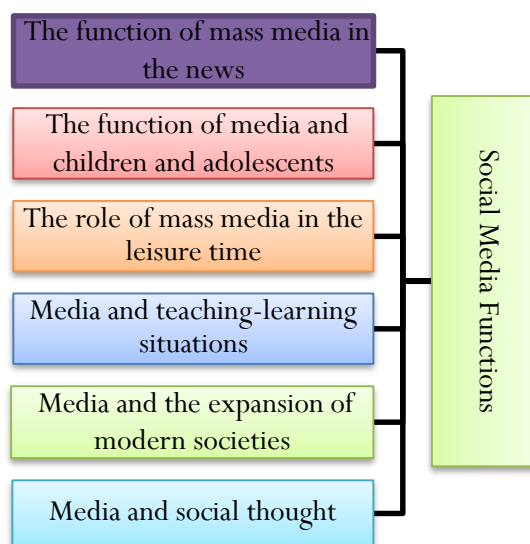

Fig. 1. Social Media Functions

According to Figure 1, the functional dimensions of mass media can include the function of mass media in the news, the function of media and children and adolescents, the role of mass media in leisure time, the media and teaching-learning situations, media and the expansion of modern societies and media and social thoughts.

Table 1. Media Functions from the Experts' Point of View (from Ghareh et al., 2016).

Function	Expert	Row
- Information: Information on world events, power relations, progress and innovation - Solidarity: Explaining and interpreting the events and social mechanism - Continuity: Describing cultural expression and national identity - Entertainment: Relax and reduce the social tensions - Basij: social goals, politics, war	Denis McCoyle (1983)	1
- Environmental monitoring (role of news) - Creating social solidarity in response to the environment (guidance role) - Transfer of cultural heritage (educational role) - Fun and leisure time	Harold Lasswell and Charles Wright (1960)	2

- Building on the basis of predetermined lines and teach methods that bring people to their goals (production) - Changing ideas and encouraging new ideas (invented) - maintenance of existing relationships (maintenance).	Gerald Hatman	3
- Impact on the knowledge and perception of humans - Impact on beliefs and values - Impact on behavior change	Al R. Hibert	4

According to table 1, we can examine the media functions from the experts' point of view. The other roles and functions that scholars have put forward for the media include the role of integration, highlighting, socialization, modernization, development, leadership and mobilization of public opinion, support for social norms, advertising and entertainment. This list addresses the variety and range of media functions in the current era.

The mass media includes the communication means that sends news streams to a large group of audiences and the scholars of the logic name this mass media as "Extent of the concept" (Rezaei et al. 2009; 163). what is named the mass media today, can be referred to newspapers, satellites, books, the Internet, TV, etc. The main purpose of each of the media is to communicate with the audience. This communication will be effective and widespread, where the media activity is primarily based on a complete understanding of the audience; secondly, these media will benefit from the principles, methods and techniques used to produce and disseminate their material. In general, the important feature of the media is its power and abilities and the wide range of action. Variety of role and function of the media can be examined in three cases:

1) The role and function of news and information of mass media: The function and the role of news and information of mass media, broadcast news and information. Their mission is to quickly and unconventionally transfer news and events on the world. Some believe this role is considered to be the most important role and function of mass media and transfer the data, national and international events to the public.

In each component, five features should be considered: a) novelty, b) importance, c) attractiveness, d) comprehensiveness, c) shortening and compaction. Among the means of mass communication of radio and television, the most important means of broadcasting news in our time can be used to play and value the events in four ways: 1) Destroy the distance between the show and the viewer. A) Removing the boundary between private and social life. B) makes any incident limited to a large extent on its own page. C)Give incident a painful or pleasing face. 2) Role and function of education: Mass media, and especially radio and television broadcasting, can play an important and fundamental role in education through the following features: A) Brings the outside world into individual life, causing arousing interest in learning and increasing the power of the learner's imagination. B) Unlike the school, which only covers a few people, and is limited in number and with time, it can have all of them at all hours of the day. C) The ease of location and cost is also one of the benefits of the media in education, and there is no need to travel distance to participate in the classroom, nor does it cost. D) Unlike the school which only covers a limited number of years of life, it encompasses the entire life of individuals. 3) Role and function of recreation and entertainment: Normally at free time people can use this device to get more fun and more enjoyment from family and home gathering. Today, mass communication is considered as the most important recreational and entertainment tool for individuals. Through entertaining programs, it influences the behavioral patterns of human leisure. Free time

seems to have both a moral and a cultural aspect and if these devices are used properly, like a large school, they will beam on human life (Rezaei et al. 2009; 163).

Function means the results and visible effects of the social institution (media). Media functions are divided into three categories: 1)The security function of the media in the news is the coverage of events based on consideration of abandoned duties and tasks rather than promising tasks. In this function, the share of official controls in covering the events is more than the choice. 2)Supervisory function: in this function, it is more considered the degree of deviation or adaptation of the media to the desired policy. 3) Information function: it is the coverage of events in terms of speed, accuracy, impartiality and accuracy, with emphasis on what has happened not what we liked would happen (Nasr Allah, 2012; 13, quoted by Rezaei and others, 2007).

Media have a large share in the socialization of children and adolescents. Studies have shown that children and adolescents are the most vulnerable in relation to the media. Children and adolescents, considering some features are the best customers of media and at the same time, the most vulnerable group to that. The reasons for this are: 1) Defective in mechanisms of defense; they, unlike the grown-ups (lack of presuppositions), have no constructive thoughts, therefore they simply accept the ideas. 2) Extra energy: This group of people is still in the conservatism stage, as well as conformism, in a word, relativism which is special for seniors and adults. They are excited at the peak. Every thought that is transmitted to them is the best, they seek to accomplish it and make their dream come true with great force "(Sarokhani, 2011; 23).
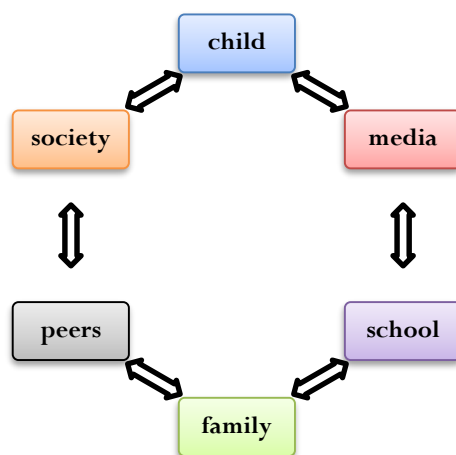

Fig. 2. The position of media in influencing the children and adolescents

The media have get more audiences familiar with the past and present masterpieces and entertaining apps are more accessible to people with ease. Undoubtedly, entertaining apps are responsive to a real need, but many of these programs are such vulgar and stereotyped that Instead of exciting the initiative, they make a man naïve", some thinkers say (Dadgaran, 2006; 127).

In every general communication, the media has a major contribution to facilitating the transmission of messages between the transmitter and the receiver. In the educational environment, the media, in addition to this general role, also impose the specific tasks. One of the most important of these are as follows: 1- Establishing the effective communication: teaching-learning media with transmitting the message makes it possible to communicate between the teacher and the students. With using appropriate media, potential misunderstandings, often resulting from the mere use of the word, are prevented. The proper use of media can prevent the impact of some barriers of communication such as distraction and audience dreams. 2-

Creating a learning motivation and contributing to its continuity: The formation of any learning process depends on the learner's motivation and interest. Existence of motivation causes volunteering and direct involvement of the learner during the learning process and it increases his ability to achieve educational goals. Using appropriate media such as charts, photos, videos and so on, it finds and or shapes this interest in the students and continues its survival throughout learning. 3- Formation of faster, deeper and more stable learning: Using the appropriate teaching-learning media causes the students to understand the complex concepts more easily. 4- Learning is a simple process and not the same in all cases; that is, they have different levels and fields; the most coaches and students are at the same low levels in educational settings. Educational media help us to achieve higher levels of learning and this learning is simple and not the same in all cases. 5- The media also do other things: while they are taking more sense of the students, they also create a variety of learning situations. This keeps learning and preserves the learning for a longer time. 6- Save the time in teaching and learning: Teachers can use the teaching / learning media to teach their lessons in less time, or learn more about the students over the course of time. On the other hand, learning literacy media can also help students learn better and deeper in self-learning situations and save time in learning.

7- Adaptation to the Multiple Intelligences: Gardner Multiple Intelligence Theory considers the ability of the mind common to "intelligence" to be multifaceted and changeable. He speaks of at least nine different intelligences and believes that anyone in one or more of these intelligences has special merits and if learning activities are adapted to these intelligences, learning efficiency will increase significantly. 8- Formation of impossible learning experiences: Although the use of direct and first-hand experiences in many teaching-learning situations is recommended, but gaining these experiences is sometimes not feasible at all. In such cases, among the following types of learning media, learning will be a good choice.

Some features of the modern world's indices are the result of a set of institutional and fundamental changes that occurred in the late Middle Ages and early modern times in Europe. These transformations are complex and diverse! First, it affected some parts of Europe, and subsequently in parts of the world sooner and deeper than the other regions, but the main lines of institutional transformation that emerged from the consolidation of societies, were in the early days of modern European life. Lerner discovered that the four factors of literacy, urbanization, media use and empathy are the main elements of the cultural and intellectual development of society. Lerner, on the other hand, distinguishes between three types of human: traditional man, passing man and modern man; and then, based on statistical observations and calculations, he indicated that there are no four elements of literacy, urbanization, media use and empathy in the traditional human. But in the case of a passing person, the element of empathy, media, and then urbanization are gradually being created first. Finally, in the case of the so-called modern man, all four factors come together (Asadi, 1991; 255).

Media as an means for creating solidarity and thought and action in human society plays an important role in a way that is a phenomenon beyond the one-sidedness and uniformity and unity which is the basis of the thought and presence of accepting the common values of humanity. Media function is preserving and consolidating the social relations both in terms of hardware and software and raising the ability of community selection, increasing participation, competition and dynamism of citizens, internal and institutionalizing the value system and economic beliefs and introducing the mechanisms for resolving conflicts and cultural-social conditions. In fact, the mass media are capable of establishing the strength of the relationship between diversity and unity, or differentiation and unity of the people. it has been effective in creating social thoughts

and reflections on social thought, with a multitude of views from the human, social, and widespread perspective of the world.

Media has a special function on thought and social thought, so that the high capacity that exists in the media can be effective and determines the media user. Norman Denzine and Douglas Canner argued that mass media, such as television, regulate the thoughts and actions of individuals as rituals and traditional myths and put people in a social context that includes values and norms and social roles that integrate them. In economics, culture and politics, individuals acquire their identity through mass media (Turner, 2002; 48-44).

5. Discussion

Technical media can store information or symbolic content, that is why the technical media can be considered in the same way as different types of information storage mechanisms which, in varying degrees, can preserve symbolic information or content, and makes them available for future use by their audience. Thus, it is possible to use the technical and informational media or symbolic content in which they were stored as a source for applying forms of power. The technical media is the basis of symbolic forms, that is, the material elements by which the information or symbolic content is established and transmitted from producer to recipient. All symbolic exchange projects contain one of a variety of technical media. Therefore, the degree of fixation depends on the particular media that is used. Another feature of the technical media is the male media can be redeveloped. To this end, we can say that the capacity of a technical media makes it possible to produce copies of a symbolic form. The redevelop-ability of symbolic forms is one of those key features that form the basis of commercial exploitation of the communication technical media. Therefore, the types of skills and forms of knowledge involved in the use of technical disciplines and the use of a technical media in general, is a process of encryption, that is, it uses a set of rules and procedures to encode the information or symbolic content. The process of understanding is always a kind of conformity between the encoded messages of interpreters. But one always brings together a collection of cultural resources to relate to the above-mentioned process, and the result of thinking lies with us that takes our social thought. One of the most important media features is the extension of the usability and availability of symbolic shapes in time and space and the interaction of develop and receptacle contexts, and the mere exchange of people who are not equal in terms of time and place, but with the transformation of the symbols that have been justified to the development on a large scale and the dissemination of deliberate finding of symbolic goods, the widespread provision of the symbolic forms of the social phenomenon is much more prominent and more comprehensive. Based on the research results, it is suggested that:

- The modern world has become so tied to abstract concepts as it is impossible to recognize two realms of each other. It must be noted that the main architects of the new world are ideas and concepts that are embodied in the form of new institutions and organizations. It is essential to understand the thoughts and concepts in order to enter into the culture and the modern world. The goal of the set of today's media bases is to open up a global community through the communication and information exchanges and the diversity and complexity of the modern world.

- the present age is called "Information and Communication Age" with utilizing the modern information and communication technologies. Among the social tasks of the new communication means, is the education,

guidance and propaganda task. The human need for knowledge and information and new news brings him to the use of communication tools. Utility vendors in the West use them as professional weapons and tools for attracting passionate fans. Therefore, in propaganda and Islamic education, it is possible to use modern communication means, in religious teachings and orders to emphasize the guidance of the people and the purpose of sending prophets to human beings. Knowledge and information to the people play an essential role in divine knowledge and practice.

- Contrary to the past beliefs, we now know that people learn something from stories, and stories are not used for "time-consuming", but they are emotionally influenced and practically to diversify the daily lives. the rise of social consciousness in the current realm of the nation's society are seeking to acquire knowledge and life skills in the interaction of the media and its visual and auditory programs. this is the achievement that human beings can accomplish through media communication and the media itself with enriching the audiovisual programs.

- The prerequisite for guiding and educating a person is to hear a religious message. The task of the audience is also the thought and reason in the message and the choice of the right way. The propaganda element is one of the main elements in guiding and educating humans. In the process of propaganda, people have the freedom to choose and accept the right path or the wrong way; of course, these tasks take place in two completely different hierarchies, that is to say, to reach the end of God or to join the animal wisdom which is the lowest level of human descent. Therefore, the responsibility of the media device developers is to incorporate the correct doctrine into programming through the use of modern communication devices.

- The titles of the principles to be considered in planning the media include the dissemination of the divine message to the audience and leads them to the recognition of new ways to be thought out and prepared and enthusiastic for practicing divine humanistic messages, dentistry, anthropology, authentication of personality competence of experts and programmers, responsibility, preparations, freedom to choose a path, anthropology, practical propaganda etc.

- Television can expand the audience's horizons through education. It also has an impact on the public culture of the community. Television broadcasting drama programs, creating imaginative space in police and crime films, echoes and reflects the background in our imaginative thought process; that is, the real images that speak directly to our subconscious.

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