

Role of Television in Civil Society Development

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Abstract

Nowadays world is moving toward scientific, technologic, cultural, economic and social advancement. The method of this research in terms of purpose is practical (applied) and data gathering is descriptive and correlation type. The research population includes all producers of television program and communication experts. Questionnaires were used for data collecting. Face and content -related validity was obtained by using the available sources and connoisseurs' opinions and their validity through tentative execution and calculation of Cronbach's Alpha coefficient was equal to 79%. The present article attempts to study the role of television for reaching to development. The issue of development may be studied with respect to several aspects, in which the present research deals with studying civil aspect of television. Among several media, the television is regarded as all inclusive and widely influencing media.

Keywords: television, civil society, development

Introduction

Sovereignty of civil society results in releasing nations from dominance of autocratic governments and societies may move toward civility and they will be partner in forming their destiny. Obtaining this goal for advancement of society requires cooperation of several factors which may play different roles in society. Obtaining civil society is an easy task in society. One of the most important factors in creation of civil society is media that is very influencing at social, cultural... fields and may direct public opinion toward their desired goal. Media is regarded as tool for advancement of countries in which role of this tool in this way is inevitable. Among media we insist on television, since nowadays television is accessible by all people and most members of society spent lots of their time for watching television. Whereas television is public media, it may have important role in developing civil society. Television due to having great number of addressee from all group ages (in comparison to other types of media), may greatly influence all people of society. Whereas ability of this media, it may be applied for developing social, political, economic... fields. One of the fields which may result in developing county is civil society. In fact civil society is like an independent society of government in which people by having wise and volunteer partnership, may enact some regulations and participate in their doom.

Television and Public Opinion

Basically television is a modern communication media. Foundation of television was a very interesting issue and perhaps this tool may result in higher advancement in communication than other group media (Mac Bride 1996: 89). Television may keep identity and inner culture of society. Domestic and social issues always cover most television programs. Researches in America indicate that media may be very influencing on addressees (2002:38, casy). Employees of television shall be aware that, any civil society shall have training and citizens of such society

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shall have civil behavior; in which, this goal may be obtained with training processes. Civilization is based on decreasing violence and this is principal role of civilization and our principal goal is increasing our civility in society (Poper 1995: 25). With respect to several comments it is concluded that, only television may not be enough as a cultural tool and for example may not be substitute of book. Whereas television is type of motive or complementary, it does not have real cultural content (Dalgarn 2001, 35). Television as a tool to form public opinion may play its role through covering social problems and issues, problems related to domestic and foreign policy and showing recreational programs. Regardless to type of programs that are shown through television, news bulletin, music, television competition, showing serial and etc, this communication means shall offer an ideological message. In fact, plurality of forms, methods and techniques that are applied by program producers, indicates set of ideological principles and attitudes of western countries i.e. it shows principal ideological duties that are determined for television on behalf of each class (Jaohn Kazeno 1983, 273). It is obvious that each type of television organization regardless to its activity at any capitalism country and this fact that it is commercial, non-commercial or governmental television, may show special ideology of that organization. This ideology reflects national, cultural and political status of related country and also indicates status of organization (television); however, principal properties of all television organizations are the same (Bierkof 1994, 113). Nowadays in advanced capitalism countries, television is an important public media which has great influence on public opinion and political field. The bourgeoisie television, regardless to great differences in structural and organizational forms, properties of future programs and using commercial advertisement and its dependency to government or exclusive agencies, is regarded as ideological tool in this class which is operating in favor of benefit of this class; which results in benefiting from exclusive capital of television by this group (Asadi 1992: 175). In addition to recognizing importance of television among other public media, we shall insist that television has its own limits and its technical facilities and its effect on information and social advancement shall be determined (Bierkof 1994, 244). Television is center of guidance and leader of modern epistemology. No addressee even children may prevent from watching television. No needy or poor man may prevent from watching television due to not having enough money. All educational systems are influenced by television. All interested fields of society including politics, education, religion, science and sport are shown in television i.e. understand and inference of society and its public opinion is formed through television (Yestman 1994: 168).

Public Sphere and Role of Media

Habermas has used from the term public sphere as interpreting civil society and has defined it as: domain of our social life in which public mind is formed and having access to all citizens are guaranteed. He also adds that: unity force that is non-compulsory and audience are hearing comment of others with no partiality. According to definition of Habermas, people by entering to public field may release them from their own musts and are clearly understood. Habermas believe that public sphere is not very important perse; rather it may be important since it creates possibility of releasing human. Habermas believes that the thing that is confirmed by public or civil sphere is regarded as reference and others attention to this reference to understand its authenticity, even in the field of epistemology, Habermas believes that through communication and reaching to an agreement it is possible to discern reality from non-reality (strategic study research center 1999, 19). Habermas believes that public space is an ideal opportunity to use benefits. References shall be defined within structural framework; in which, it is possible to determine important analysis element. Public media in spite of having abundant information may

develop cultural and political field. Habermas believes that the most important thing is that criticism of society is based on democratic principles. Public sphere is where people participate to have discussion. It is to be noted that general concept of public sphere may be studied more detail with respect to historical context and its special problems. Public sphere of bourgeoisie is the main topic of book called "structural evolution" and its origin goes back to private sphere and is formed due to communication and negotiation with citizens in relation to public problems. Habermas believes that public literary field is preliminary form of public political field i.e. public field depends on problems of governmental policy and does not deal with cultural affairs. Habermas in his theory in relation to communication and importance of exchanging thought and public and civil dialogue in organizations controlled by government describes that: civil society that is consisting of institutes, organizations and autonomous movements that deal with influence of social problems on private life and attempt to extend such exchanges and reactions into public field and based in civil society, it may organize frameworks and systems of institutes and associations that deal with solving problems of public benefit within public inner networks (group of writers 1999, 18). Habermas has offered two definitions in relation to formation of group communication means as follows:

1) From 17th to 19th century in which a phenomenon called public field was created at places such as cafeteria and gallery between government and civil society, the discussions of such places are changed to freedom thoughts which was formed within freedom of newspapers.

2) From end of 19th century and in creation of economic associations which had exclusive benefits such as associations, syndicate and politic parties; the public field was changed to field for applying comment of pressure groups. Therefore, instead of freedom formation of public thoughts among these discussions, some tools were created for manipulation and diversion of public mind by media (Razaghi 2002, 24)

Methodology

The method of this research in terms of purpose is practical (applied) and data gathering is descriptive and correlation type. The research population includes all producers of television program and communication experts. Questionnaires were used for data collecting. Face and content -related validity was obtained by using the available sources and connoisseurs' opinions and their validity through tentative execution and calculation of cronbach's Alpha Coefficient was equal to 79%. For analysis of the obtained data, descriptive and inferential statistical tests such as chi-square, Mann Whiteny were employed.

Results and Discussion

Table 1: Distributing frequency and percentage of comment of communication experts in relation to the role of television in creation of civil society

Calculative percent	Valid percent	frequency	relation to the role of television in creation of civil society
/	/		Very high
/	/		high
/	/		medium
-			total
		Average: 1/60	Mean:1 Exponent:1

According to results of aforesaid table, 53.3% of communication experts believe that the role of television in civil society is very high and 13.3% believe that the role of television in civil

society is very low. Calculated mean is MD=1 which shows that most experts believe that the role of television in creation of civil society is very high. Generally, all communication experts have classified the role of television in creation of civil society as high, very high and medium and none of them believed that the role of television in creation of civil society is very low; meanwhile, all of them agreed on the role of television in creation of civil society.

Table 2- Distributing frequency and percentage of comment of communication experts in relation to the role of television in creation of civil society

Calculative percent	Valid percent	frequency	relation to the role of television in creation of civil society
			very high
			high
			medium
			very low
			total
	Average: 1/90	Mean:2	Exponent:2

Results of aforesaid table show that 84% of producers of television believe that the role of television in creation of civil society is high or very high and only 4% of them believe that the role of television in creation of civil society is low. Calculated mean is MD=2 which shows that most television producers believe that the role of television in creation of civil society is very high. Therefore, many television producers believe that among different types of media, television has the highest role in creation of civil society, which adds to duty of television in comparison to other group media. Television producers have special responsibility in this way which shall not neglect their duty.

Comparing results of communication experts and television producers in relation to the role of television in creation of civil society:

Comparing results of two groups indicates that 53.3% of communication experts and 34% of television producers believe that television has high role in creation of civil society. 33.3% of communication experts and 50% of television producers believe that the role of television in creation of civil society is high, 13.3% of addresses and 12% of producers believe that television has medium role in creation of civil society. Among both groups, none of them regard low value for the role of television in creation of civil society. Only 4% of producers believe that the role of television in creation of civil society is very low. Calculated mean is MD=1 that is greatly mentioned by communication experts in relation to developing civil society and mean MD=2 is greatly mentioned by television producers.

Table 3: Distributing frequency and percentage of comment of communication experts in relation to creating grounds of television of Iran and civil society

Valid percent	frequency	relation to creating grounds of television of Iran and civil society
/		yes
/		no
		total
	Average: 1/82	Mean:2 Exponent:2

According to aforesaid results, 81.7% of communication experts with highest frequency believe that television of Iran does not have required grounds for civil society and less than

18.3% of communication experts believe that television of Iran has required grounds for civil society. $MO=2$ indicates that most of communication experts believe that television of Iran has no grounds for civil society. On this basis, most communication experts have referred to lack of having grounds for civil society by television of Iran and only a few of them believe that television of Iran has such grounds. This idea indicates that television of Iran shall increase its attempts to prepare suitable grounds for civil society.

Table 4: Distributing frequency and percentage of comment of communication experts in relation to creating grounds of television of Iran and civil society

Valid percent	frequency	relation to creating grounds of television of Iran and civil society		
		yes		
		no		
		total		
	Average: 1/60	Mean:2	Exponent:2	

According to aforesaid results, 60% of television producers with highest frequency believe that television of Iran does not have required grounds for civil society and less than 4% of communication experts believe that television of Iran has required grounds for civil society. $MO=2$ indicates that most television producers agreed that television does not have required grounds for civil society. Awareness of these persons as in charge of television are evaluated as positive activity, since they are able to take duly action to solve this problem.

Comparing comments of communication experts and television producers in relation to creating required grounds in television of Iran and civil society.

Comparing results of both groups indicate that 18.3% communication experts and 40% of television producers have referred to creating grounds for civil society in television of Iran. 81.7% of communication experts and 60% of television producers believe that television of Iran does not have required grounds for civil society. $MO=2$ in both groups under study indicates that television of Iran does not have required grounds for civil society.

Table 5: Kolmogrov test in relation to the role of developing civil society in development of Iran with respect to comment of communication experts and television producers

Frequency		statistical index respondents		
		Communication experts		
		T.V producers		
		total		
Significance level (Sig)	Kolmogrov test	negative	positive	neutral
/	/	/	/	/

According to aforesaid table whereas significance level is less than 0.05; therefore there is significant relationship between television producers and communication experts in relation to the role of developing civil society and development of the country. Information of this table indicates that both groups have positive comment in relation to developing civil society in

development of Iran and neither group have negative comment in this relation. Generally both groups under study believe that developing civil society may have important role in developing in the country.

Table 6: Mann Whiteny test in relation to the role of media in development of civil society with respect to comment of producers and communication experts

Statistical Index/ Respondents	Frequency	Rank Mean	Sum of Mean
Communication experts	60	46.37	2782.00
Television producers	50	66.46	3223.00
Sum	110	-	-
Significance level		Z	Mann Whiteny
0.000		-3.632	952.000

Results of aforesaid table indicate that significance level is less than 0.05%; therefore, there is significance relationship between communication experts and television producers in relation to describing role of media in developing civil society. Information of this table indicate that 66.46% of television producers and 46.37% of communication experts have trust in role of media in developing civil society. Generally both groups under study agree that media plays important role in developing civil society.

Table 7: Unilateral Chi-square test in relation to the role of television producers for attention to civil society

Fo-Fe	Fe	Fo	Civil society and television experts' attention
/	/		yes
-/	/		no
-	-		total
	X = /	dF=	sig= /

Whereas calculated Chi-square is X^2 equal to 0.532 and critical value with 1 degree of freedom is less than error level 0.05; therefore, hypothesis of negligence of television producers to civil society in their programs is rejected i.e. television producers believe that they deal with civil society in their programs.

Table 8: Mann Whiteny test in relation to the role of television in creation of civil society with respect to comment of television producers and communication experts.

Statistical Index/ Respondents	Frequency	Rank Mean	Sum of Mean
Communication experts	60	46.37	2782.00
Television producers	50	66.46	3223.00
Sum	110	-	-
Significance level		Z	Mann Whiteny
0/069		- /	/

According to aforesaid table, level of significance is higher than 0.05%; therefore, there is significance difference between the roles of television in developing civil society. Information of this table indicates that 66.46% of television producers and 46.37% of communication experts insist on this the role of television. Therefore, hypothesis that there is difference between

comment of television producers and communication experts in relation to the role of television in development of civil society is proved.

Table 9: Mann Whiteny in relation to the role of advertisement in development of civil society with respect to comment of television producers and communication experts.

Statistical Index/ Respondents	Frequency	Rank Mean	Sum of Mean
Communication experts	60	54/35	3261/00
Television producers	50	56/88	2844/00
Sum	110	-	-
Significance level	Z	Mann Whiteny	
0/641	-466	1431/000	

According to aforesaid table and level of significance that is higher than 0.05%; there is significant difference between television producers and communication experts in relation to the role of advertisement in developing civil society. Information of this table indicates that 56.88% of television producers and 54.35% of communication experts insist on this role of television. Therefore, hypothesis that there is difference between comment of communication experts and television producers in relation to the role of advertisement in developing civil society among public mind is proved.

Conclusion

Results of collecting information, statistical test and its processing indicates that with respect to communication experts and television producers, civil society does not act in the way of enfeeblement of government; rather it may be complementary of government. Development of civil society may have important role in development of a country. Persons in charge of communication believe that role of media in development of civil society is inevitable. Television producers and communication experts have insist on this role and always believe that if media take serious action in the field of civil society, it may be very effective in development of society. Among several types of media, television due to its special properties has highest number of addressees. This media may broadcast programs suitable for all classes of society. Although addressees with low level of literacy may benefit television as resource for acquiring information and increasing their knowledge; television may produce programs suitable for educated classes of society. Generally all tools shall be applied to obtain civil society; in which, one of the most important tool is advertisement which may be either direct or indirect. Both two society under study insisted that role of advertisement in development of civil society is very important; however, level of this importance among both groups is different. Findings of this research indicate that since television is governmental organization, it is regarded as impediment for advancement of civil society; therefore, television shall act as private organization free from monopoly of government to effectively develop practical concept of civil society. Communication experts insist on having academic education for television producers and producing more programs in relation to civil society. In order to test hypothesis concerning to negligence of television producers in their programs in relation to civil society, it is used from unilateral Chi-Square test, in which, its results indicated that television producers believe that they took several actions in relation to producing programs in the field of civil society; therefore, this hypothesis is rejected. For another hypothesis concerning to having no relationship between comment of television producers and communication experts in relation to the role of television

in creation of civil society, it was used from Mann Whiteny test; in which, its results indicated that there is significant difference between comment of both groups in relation to the role of television in creation of civil society; therefore, this hypothesis is proved. For another hypothesis concerning to having no required grounds in relation to civil society with respect to comment of communication experts, it was used from Chi-square test. Results of this test indicated having no required grounds at television of Iran in relation to civil society; therefore, this hypothesis is proved. For another hypothesis concerning to having no relationship between comment of communication experts and television producers in relation to role of advertisement in developing civil society among public mind, it was used from Mann Whiteny test; in which, results of this test indicated that there is significant difference between comments of communication experts and television producers in relation to role of advertisement in development of civil society; therefore, this hypothesis has also proved.

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