

# Study the Styles and Method Raising Social, Political And Cultural Problems in Ghahve Talkh Series

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## Abstract

*This research has been conducted through content analysis with six main objectives as following: clarifying the correlation between verbal and nonverbal signs in visual media, the complementary role of verbal and nonverbal signs in visual media, specifying the amount of constructive social, political and cultural training in television series, specifying the amount of destructive social, political and cultural training in television series, discovering verbal attractions in series, discovering nonverbal attractions in series. Categories have been practically and theoretically defined through specifying seven independent variables for exact measurement. After that, a questionnaire was made to analyze 12 out of 36 episodes of the series. To do so, systematic accidental sampling has been applied. Reliability in this research is over 80%. Finally, it was concluded that verbal and nonverbal communication complete each other and in some cases they could be opposing. The series was mainly based on politics; however, it contained some cultural and social messages, too. Considering the done tests, there is a meaningful correlation between verbal messages and eye movements and body language.*

**Keywords:** Soap Opera, Genre, Comedy, Semiotic, Semiotics of the cinema, Actor and semiotic.

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## Introduction

Widespread improving the national television and then its entry by domestic network to homes, discussion about effect of television on culture, policy and social life is pandemic and we can't reject this fact that television can have positive and negative effects by attention to the way of its concept's making and editing on the thinking and kind of life and livelihood of people in society.

television is creative and the product of human's mind .So is affected by society and it is created by it but after creating and using on the way of it's use it can be safe, comforting or harmful and divergent (Saroukhani,1384,73).Viewers contact with which television shows and they analyze it. By this way, television program for social relation in social environment of addressee participates and it existences in vary spectrum of discourses and it affected by the serial interpretations (Dalgern, 1385, 70).

Because of television is one public medium, it has many viewers and for its dispersed programs, viewers pattern of it for their social and personal behaviors. television, in this recent modern time, acts as durable producer of visual-audible discourses which they have axial place in sign recognition environment (The same source, 24).

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Among television programs, comic works have most addresses because of people need fun and laugh so they must have potent scenario and creative directors must conduct it in the best way and this is comedian that he must see other's neglects and he creates new concept and he shows his talent in showing funny concepts-social, politic and cultural and reject the equals and word and non word new making. In one artistic work about human communications actor (himself) creates a code using words, pictures or scenes and voices in a film.

He uses elements and structure for sum of codes, concepts and the way of himself message showing and he creates a location that receiver receives this well known conventional symbols inside of new created symbols as actor wants (Mohsenian rad, 1382, 231). Correct structure of message codes and concepts and the way of its showing in all dimension can be effect in message lucky and conceptual revolutions (the same, 236).

In fact, one comedian showing these codes by one picture changes one unknown texture to well known one that it shows new concept to addressee because comedians, in most times, use of metaphors and allusions to create comic space showing their selected concept which it is lost usual and daily equalities in it and one of the most important aims of comedy is designing the serious subject as comic pattern. Because sign recognition focuses on hidden sense, alone and comic TV works change usual equalities and public sense of behaviors, this work is very useful to accept the main sense of director (creator).

### Methodology

This research has been conducted through content analysis with six main objectives as following: clarifying the correlation between verbal and nonverbal signs in visual media, the complementary role of verbal and nonverbal signs in visual media, specifying the amount of constructive social, political and cultural training in television series, specifying the amount of destructive social, political and cultural training in television series, discovering verbal attractions in series, discovering nonverbal attractions in series. Categories have been practically and theoretically defined through specifying seven independent variables for exact measurement. After that, a questionnaire was made to analyze 12 out of 36 episodes of the series. To do so, systematic accidental sampling has been applied. Reliability in this research is over 80%.

### Results and Discussion

Table1 indicated the frequency distribution on the basis of speaking use:

Mass percent	percent	Frequency	
92/4	92/4	3377	Has
98/7	6/3	232	Doesn't have
100	1/3	46	External view
	100	3655	Sum

In table one, it is used to 92/4 percent from speaking pictures while 6/3% of them are silent and 1/3% is external view pictures, too. So we can result that it is used to speaking in most of séances.

Table two indicated the frequency distribution on the basis of silent manner use:

Mass percent	percent	Frequency	
98/7	98/7	3609	Has
100	1/3	46	External view
	100	3655	Sum

By attention to above table we can say that 98/7% of pictures are silent mode and 1/3% is external view, too. So we result that it is used to silent mode in most of séances.

Table three indicated the frequency distribution on the basis of speaking presented information and data:

Mass percent	percent	Frequency	
33/6	33/6	1228	political
41/1	7/5	274	Anti social
55/5	14/4	528	Social
65	9/5	347	Anti cultural
84/6	19/5	714	Cultural
90/5	5/9	217	Comedy
91/3	0/8	28	Extra
92/7	1/5	54	Historical
100	7/3	265	External view and silent mode
	100	3655	sum

From table three see that 33/6% of presented information and data are using political speaking and then.19/5%,14/4%,9/5%,7/5%,5/9%,1/5%and residual0/8% were cultural, social, Anti cultural, Anti social l, Comedy, Historical and speaking use, respectively and so other 7/3% of these pictures were external view and silent mode, too. By attention to these interpretations we can say that most of presented information and data were as political speaking.

The first hypothesis indicated that the relative relation between two presented information variables is using speaking and toning. By attention to double dimension table, political information is expressed using angry tone.

Results of chi2 test for evaluation the relation among presented information and data using speaking and toning:

Keramer's coefficient index	Significant level	Freedom degree	Quantity(Amount)	Test
0.331	0.000	72	3202.394	Khi 2

Amount of chi2 quantity is 3202/394 and its freedom degree is 72 at significant level:0.000.Because that significant level quantity is les than 0.01 so the first hypothesis informs to correction level:99% and error:1% so there is one significant relation between speaking and toning .In addition to amount of keramer's coefficient index of these two variables is equal to 0/331.This coefficient index shows relative relation between two presented variables using speaking and toning .By attention to 2 dimensional table ,political information and data is expressed as angry tone.

The second hypothesis indicated that It seems that there is one significant relation between speaking presented information a data and eye movements.

Results of chi2 test for evaluation the relation among presented information and eye movements:

Keramer's coefficient index	Significant level	Freedom degree	Quantity(Amount)	Test
0.169	0.000	64	834.294	Khi 2

Amount of chi2 quantity is 834.294 and its freedom degree is 64 at significant level: 0.000.Because that significant level quantity is les than 0.01 so the second hypothesis informs

to correction level: 99% and error: 1% so there is one significant relation between speaking and eye movements. In addition to amount of keramer's coefficient index of these two variables is equal to 0/169. This coefficient index shows low relation between two presented variables using speaking and eye movements.

The third hypothesis said that It seems that there is one significant relation between speaking presented information a data and complete body style.

Results of chi2 test for evaluation the relation among presented information and complete body style:

Keramer's coefficient index	Significant level	Freedom degree	Quantity(Amount)	Test
0/161	0.000	72	758.107	Khi 2

Amount of chi2 quantity is 758.107 and its freedom degree is 72 at significant level: 0.000. Because that significant level quantity is less than 0.01 so the third hypothesis informs to correction level: 99% and error: 1% so there is one significant relation between speaking and complete body style. In addition to amount of keramer's coefficient index of these two variables is equal to 1. This coefficient index shows low relation between two presented variables using speaking and complete body style.

### Conclusion

Because, multipartite serials are repeatable methods that are as suitable media absorbing and fixing addressee and this that every part may be has different kind of story and location lines but characters pass from continues characters of the same scenarios, in result, actors show the same behavior and works in their playing role and by attention to medatilizations , some of beck's return to different methods as believing, reliable ,acceptability correct ,exact and reality of texts which are in one zhanr and are reflection of some recognizable real that this problem able us that we can evaluated using signs as hidden meaning of this serial.

One serial of codes are personal codes that it is repeated in one Arthur's works and it must recognized them because of their effect on their works. In some best cinematic works and films, personal codes have an important role even if we don't know them, so some of film crater elements will be unintelligible. One sample of these special codes in this serial is use of sequences and information toning and expending time in them which in this serial, director passes much time for sequences number 2. The first sequences of one film because are principle and first ones and addressee's thinking's more absorbing information can be from most important suitable and favorite information to addressee .The flow of time (Time movement) in every sequence is dependent to work (film) creator.

Special codes are for every special and defined sign recognition system. In picture, camera movement, dissection signs and views, sequences regular and punctuation, external and internal audible and visual elements are special codes. Cinematic special codes can be called as technical recognition codes. In sequences of this serial is informed on importance of second sequences and as above mentioned in views between 50 to 100 that there is most frequency here which informs the past sayings about importance of first sequences in one film which in this film much time is used to these views (second sequences) on the basis of creator's recognition. In fact because he is its creator which defines the method of regularity each view and its time movement so these views can be counted from personal codes of every film creator, too.

As we know, acting is the best sample of showing. In fact when one human changes to another one he will be expressed this concept using signs. Actor tries changes the scenario to the best acceptable reality to address using complete body movements, face and his speaking as

the best method. Human structure and body, his grimace and mannerism can show the meaning transport on scene. Some of signed systems which actor uses are sampling, casing or all of them in one time duration. All audible and visible elements in one pictorial program help to transport the main concept. Viewer will face to visual pictures from the scene. In fact director wants transport the exact moment and whole meaning of these signs will be aside each other in special moments and have the same complete effect that director wishes that scenario has effect on addressee. In done evaluations in this part of this serial we show that much time is specialized to the role advisor (Syamak Ansari) and it shows the axial and main role in the serial (dark coffee) and the other actors is located in other important levels. In fact, in this serial using many actors (roles) there is one main character and most information present by this way.

In pictorial signs, especially personal codes, toning is important. In phonetic can evaluate every language selection by emphasis on phones. This evaluation in other field mean meaning recognition sometimes receives unexpected results in other word this statement has different emphasis on phones and variety meaning and even contrast to statement meaning. Understanding this difference among meanings is in fact supra language recognition codes. To evaluate the pictorial signs must emphasis their relations and phoning problem. When we speak, more than speaking, phone of it defines the speaker's personality. This phonic area or text field is much produced to speaker's voice which it composed of several personal characteristics. Even though clearly related elements such as social level, education degree and group identity have important role on effecting of speaker voice form. In done evaluations in serial (dark coffee), most statements is expressed to usual or normal phone and then there are loud speaker statements as scuffle and in endless use is related to the low speak voices. In this serial we show this main subject that persons is changed their social positions using simple accident or event. These people were rural and then they are changed to rich level and we know that rural people have most uses of high phone.

Voice quality is phonic signs changes which are helping to speaking. These changes in voice qualities often transport most important messages to others. This message at first understands using phonic signs and language recognition signs but after it, movement signs have one important role for meaning understanding. Words canot always define the personal emotions and often there are not suitable for them in people face. No speaking signs in addition to personal emotions expression show the way of his adopting to himself emotions, too.

People feelings and emotions, principally transport using their no speaking behaviors in relation to their communications .In discussion about speaking and no speaking relations and communications in this serial we can show that quantity using speaking and silent or no speaking is very related to each other and even though in such cases we can use alone silent mode more than speaking one so we can result that silent relations or the same body language can transport this message in visual medias .In fact ,this subject informs above mentioned. In most cases, we show the correspondence between speaking and silent parts in this serial that it shows there is one coefficient between these two subjects and in few cases these are in contrast with each other that show a method of being negative meaning of silent relations for speaking ones. television in contrast to speaking language and moors' code or cemafour which transports as line method, shows meaning senders such as :speaking ,music ,voice views, colors, beck, face shapes and movements, simultaneously .Complexion and signs variation and used signs in television mean that this media is severely poly semick or has very kind of understanding and interpretations. Because that meaning of every sequence in television is opposite and multilayer potentiality. When we want to apply the sign recognition on television, it is mental that if we attend more in some views of this media these are their applies as signs and so they are sign's

carriers we can distinguish them from each others. From this view, the most exited view and characteristics of television are variety views which are used to it. System of movement signs call kinematik which it is a system composed of lips, muscles and body movements specially hands which help us in speaking meaning sender.

Beck and body movements often transport the person's real emotion which is located in background of his words and speaking location that uses them often defines the hidden and secret meaning. Each movement is a word, alone and these words can have very different meanings and the correct meaning of this word is captured only in complete statement concept related. Movements create some statements, too. Feeling and real belief of every person is detectable evaluating whole his movements, too. Our body's Works, reactions, beck, theaters, vibrations and circulations cannot create a well-known language. They are only behaviors that are related to some meanings. These behaviors connect to each others but we cannot call them really one new language.

In this serial, most of whole body movements are related to sitting. When we sit, our organisms release its load. Sitting is one ideal method for communicating. When we sit we are in a defined location or position and so we can express our statements and in sentences more comfortable which it is very used in this serial .But also extreme use of immobility and or severe action and movements can affect on viewers and it creates the opposite location until the main meaning can not be understand clearly by him.

Most hand movements and actions are fixed that it can have 2 forms:1-The method of actor's acting because extreme immobility creates lassitude and 2- director's want and recommendation of this film is this because he couldn't regular his cadres, well and correctly until actor can be able to movement in a open space. In daily life maybe we result over and over (again and again) that most people speak using their hands. It means that they transport their messages using their hand's variety and different movements and they will be connecting others effectively using this method. Gesture – beck can be as intentional movement of hands such as finger's movement and actions when we are indicating to one person who is near us. It may be involuntary like head scratching that its main aim is be quiet but they can be sign of personal angry or confusing ,too .In practice, we decode these involuntary and mistaken gestures and beck as comfort as decoding the voluntary ones, the same,2/02% of up to down movements transport a movement from up to down using movement in down progress of hand palms which it shows voluntary objection and it is one implication for all its interpretations .These movements are better.4/5% of circulation movement is done with stretched hands. We hint to one thing with our hands and we can explain, define and show our feelings using them.

Here, face is hinted to using method of face for expression the feelings or in movement or in silent mode. Face is most significant and meaningful part of whole body. We can evaluate the information and data related to your face in 3 different frames. First we must hint to a position that we can call it the stable face. The stable face has unchangeable characteristics or characteristics by few exchange and changes, some characteristics that we generally interpreted them on the basis of some clichés. Our imagine posses that high frontal face in persons is the reason of their IQ ,persons with thick lips are voluptuous or wastrel and unemployed and persons with lumpy eyes are nervous and uncomfortable which we did not express them in this research (article).Usual postures such as laugh and severe funny in longtime will be shown in older person's face in result we can know a person with funny face as a familiarity ,happy and informal personality(person) and a person with grey face a angry and nervous person. Second is this that person's face shows their feelings and affections, such affections which are expressing method that last longtime their formation. Even the suddenly angry must be made,

too, muscles contractions will be severe, so blood arrives to the head and eyes will be lumpy. Face codes our emotions and feelings and there are special face shapes (gestures) for expressing the satisfaction, excitement, fear, sad, angry, inattentiveness, hate, love and other feelings. In result, our face gesture can be cooperate with our speaking and they always reacts on each other. Face movements and shapes which are often rapid control using speaking messages. Such movements like smile, frown, head shaking and eyebrow (brace) throwing help to speaking and dialogue flow. Our face with whole our supra language reactions show our thinking's and the related subject.

Eyes connect even with out our knowledge. Example when our eye's pupils are relaxed and be dilating we seem more familiar, more attractive and more heat. Frown is related to the fixed and strong look at the resource and fear is related to open eyes. One opposite look or one exacted look hint to this that 2 persons are looking at each other's face, directly. Eye contact detects as opposite double exact look which is focused in eyes. One temporary or one side look is one's look on the other's face but without bilateral answering. Look prevention usually is usually voluntary reaction. A person that prevents to look ate the other person's face usually applies that completely voluntary and he will be cheer to not looking. One visual behavior which is called as polite not attention creates in many areas which called it up to down look which 2 person event, mutually but without any transaction between them. Exact look happens when focused look by one to another as long time, severe, often aggressive and harmful look. When the head is kept up and maybe few bending to back, this movement often interpret that this person is activated by one disputed and even proud behavior. Head down movement shows depression, courtesy or even delivery. When head is in a flat surface it shows unexpected position to the opposite person's speaking. Head is fixed in its location and sometimes few shake this head location often with hand movements on the cheek shows evaluating these movements. When the head bends to one side it shows the person's interest. Charlz Darvin was the first person that attended to human as animals when they are interested to something and they bend their head to one side in this time. Head bending to down is negative and critic theory. Usually critic movements are done by down head. When showing our satisfy or believe to something we will show the neck's beside (lateral). This subject is the reason of obedience gesture formation. Head fixing can result the person is ending his speaking clearly except of one unclear feeling. In this serial most face shapes and gestures were usual because complete mixing of face forms from eye, brace, and face muscles.

Mouth is one of most sensitive parts of face which can be intentioned. Our mouth applies as same as eating when information capture.

Happy movement of happy person which enjoys his life shows by up two mouth corners and shows whole his face and means enjoy and favorite. When we are sad, our mouth's two corners were down and mouth is opened means not favorite information capture. A person with his mouth down two corners is sad and passive. When we are giving the favorite information as same as eating something our mouth will be open. Weeping and moaning and screaming result that we remember the escape reaction because of unusual muscles.

While the different existence between cultures there are clear different communicating. Music and speaking phone can be completely attractive like a person which is speaking as silent mode when he is angry. Many and long time pauses during speaking and voices and noises like ahan, uum, Voice testing and expectorate or other voices excepting dialogue voices are discussed here. In above mentioned information using speaking in this serial most subjects are related to now political problems and challenges which is conceptual speaking as creator's tools in this film and social and cultural views are located in the other (following) levels with much percent.

Only comic information or historical problems related film is located on the corner and aside and it shows less important of these information in contrast political social and cultural subjects.

Special codes which are special for every defined and important system are sign recognition. Writing signs of each language aren't seen in other systems. In cinema, writing, camera's corner, camera's movement, cut signs, sequence regularity and dotting are related internal audible and visual elements as special codes. In this serial, most cameras' views are taken in fixed close up and medium shot manner and using long shots were few. And as we know, any amount of camera's view is fewer and closer to it shows and means more important subject and vice versa. Here, director and creator of this serial informed about his information relatively. Also satiable and on time camera's shots changes can reduce the addressee's attraction and it is one implication on the steady and boring conditions. It is usual that if camera be near to this subject, details will be more and most part of this subject is shown. Technical concepts such as close up, medium shot and long shot show camera's far and near to the subject are from these visual sings. On cinema's scene, view dimensions are dependent to quality and natural views .One thing's dimensions can affect on both our feeling and our understanding and interpreting. Close up can focus the viewer's attention to the mentioned important thing and subject by magnification the details and elimination the undesired and unnecessary parts and public view by attention to whole subject's mentioned dimensions can easy the method of detection and knowing its whole. From one side, regular ability of changes in subject's views dimensions can be applied as a tool for conducting the viewer's look to understand and interprets of one voluntary kind of transportation in a given time. Effects that viewer receives from durable changed in view dimensions, criterions and scales and subject's dimensions force him movement in the same time to picture even rapid or slow, sometimes exacts on it with pause and sometimes he passes it. Even though if subject be fixed, visual motives can be action in a fixed location.

By this acting, conducting powers which create from variety in picture size and dimensions can change the fixed picture on scene as motive one. In some cases for emphasis on one subject or different exited cases or entry to or exit from one sequence to another we need to vocal signs which it can intensify this message effect on address or focuses on his attention to this kind of information and shows the importance of this part of serial for viewer .In this serial is used to vocal signs, too. It is correct that its percent in comparison on to the times without vocal signs is less but correct and real time of their use is important because extreme using the vocal effects can be result to unintelligible information and prevents the addressee from correct and real understanding.

In remembering the understood and interpreted things and so detecting the familiar things always, thrift law was used and this law is dependent to recognition codes. And as mentioned in section 2,these codes account some thing's characteristics to remember which are more important and use them to relation creation and remembering .In fact, these well known signs and codes define the condition of understanding this thing which we want show them in teather pictorial frame signs. Most of views are specialized to wearing, cloths and old and traditional colors that is a deputy instead of addressee understands mind. We can today see these old clothes less which shows work and film creator's ingenuity which by return this subject to the last and related it to other than now time it can presented the new information more comfort and it prevents from other sensors.

One sign captures its value of independent relation within one signed system which is social and separated but this law and system is full of probabilities and it is not as a text. Time concepts and signs sequences which are related to corporate axis, in fact are in this irregular



system because codes is a machine that create the text and it is clear that it cannot has the same quality to text. Sign concept I s related to it, too and it uses in infra language recognition because when selects one sign in a real related reaction it will be used in one discussion or dialogue and not only one sign because in addition to that it receives its signed value from these codes is related to the other discussion text layers and it is created one sign as independent one and as same as exception from one text that is shown one sign in its research and in real it is changed to one new layer and level and it evaluates this. So we in this research present some evaluated signs individually and mix them with each other and we resulted that:

1-Thus information's toning can help more to addressee for correct understanding such as emphasis on one word or severe presentation the important meaning and it transport these subjects or low speaker because fear existence or saying one thing as cautious case and most same cases in this serial are attended to these subjects and most emphasis of principle to findings are about political information and subjects.

2-Eye is most probably part of body which less says lie and it can accept or reject the speaking information. In this serial is used to this relation and on the basis of captured results we can detect that actors is used to eye movements for their information expressing ,correctly (well).

3-Whole body formation such as sitting, standing, walking and so on (...) can detect the importance of speaking information ,more such as information expressing in sleeping form shows unimportant subject from speaker's belief or in running it can mean fear or its importance which it is emphasized. In this research posed that creator and director's mind and the played role by actors have the significant relation to expressed information and it is attended to these signs, too.

Because, comedy is the highest degree and level of criticism and literature critique but as astute ones in addition to indirect and favorite criticism and one critique that it expresses so attractive which whole people know it but also its principle offenders and addressees will be come and force them to think they are a honorable critique which are critics they can create looking and attention in stead of sad and severe reject and so on. In comedy, human and his life from individual and social views are discussion. Comedy sometimes shows the nature of human and his evils and vices and magnified that himself enemy in his nature and it sometimes attacks to the special group and their beliefs and shows their evil actions, really. And sometimes says social errors and harms that human nature created it so call us to thinking. The aim of this comedy is penalization and person's or society's attention to their defects and evils and edification, purification and his correction and social and personal evolution. Comedy is one delicious and fanged criticism and in addition to criticize the special social position and condition, special life method, communication, training, management and .... Every person will be return to him and attends to himself until defects showing in comedy will be evaluate and review their action, minds and behaviors. If good and positive comedy can define this it is big served to his society. In end and in result we resulted that this serial as one social comedy could do its duty for expression the society's problems and implications, in more details (in different political, social and cultural views and fields).

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