

# Impact of Political Factors and Development of Communication System on CNA in Urban Community

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## **Abstract**

*This study is mainly intended to investigate the effective cultural and socioeconomic factors on communication network administration (CNA) in urban community. Methodology of this study in terms of objective is applied type and it is of correlation type in terms of descriptive data collection. To gather these data, the standardized questionnaire has been adopted. Statistical population of this survey includes all BA students in the field of social communication sciences. Face and content validities of questionnaire were achieved by application of existing sources and some comments from experts and reliability of this inventory was determined by execution of experimental technique and value of Cronbach Alpha coefficient was calculated as 0.90. To analyze the acquired data some statistical tests have been carried out. The given results suggest that according to theories which were purposed by scholars in the field of social sciences and communication as well as the resultant assumptions from the target society, most of the aforesaid variables in this study have affected on performance of communication network administration.*

**Keywords:** *Communication Network Administration, Public Opinion, Mass Media, Public Sector, Communication System*

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## **Introduction**

Since public opinion and subject of impact on this matter are some of concerns which are involved in fate of communities and they may in fact guarantee future of societies so it should be dealt with identifying the main effective factors on formation of public opinion and obtained outcomes and they should be analyzed and evaluated with respect to social, political, cultural and economic status of any society. For this purpose, the present study is intended to present the efficient strategies toward the optimal management for communication network and offer the needed suggestions to improve this trend by identifying the effective political factors on administration trend for communication network within urban community and at the same time reviewing the role of developing communication system in type of management performance.

Regarding the legal and executive capacities existing in a political system for development of public sector in a social system, it should be noted that governing political system over a society may act and affect authoritatively in (Private and Public) sectors of social system by employing power tools at its disposal. In fact, as structure of political power in a social system, public sector possesses dual capabilities (reinforcement and deterrence) in facing with subject of social participations where with respect to theoretical insight and in some way through political

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philosophy which governs on governmental system over a society, type of attitude of governing management system will form. Any political system may enforce power by its own legal capacities and executive systems and affect on management affair of communication network as well.

In addition to purposing of the capacities which will be created in a social system in the case public sector development and improvement in quantity of people's social participations in International Conference that was held in Seoul, South Korea on February 1999 under title of Democracy in Market Economy and Development, Stieglitz (1999) states that: "... Participation includes transparency and openness of climate within society and multivoice nature of public sector .... In such conditions, groups of social organizations are adapted to participation. Participation concept is not limited to this level, of course it is also developed to governmental decisions that made at national and local levels and work and capital markets. The important point which purposed in such impression from participation concept and regarding development is in that participation is not summarized only to voting in comprehensive development. Beyond of participation, the grounds should be prepared for free dialogue and active participation in civil affairs for people. Additionally, participation requires a condition in which people can affect on making decisions that may impact on their fate. Decentralization of power may provide this opportunity for enabling all people to control over power and way of its enforcement and thereby they may monitor efficiency of different economic, industrial, cultural and political organizations and reduce the possible misuse of power and its centralization..."

The serious addressing of Stieglitz to subject of people social participations and the positive outcomes which occur according to him if people's participation- seeking was realized in a society is in fact crucially depends on legal and executive attitude taken by the governing political system on people. In other words, in the case of possible creation and formation of a civil society and voluntary public groups, who can comment on decision making process and governing administration over their community that is provided in a social system, this may possess the needed capacity in terms of legal and judicial aspect and its executive systems have been defined with the framework of a rational interaction among public and governmental sectors. Unless in some of political systems in which any meeting or establishing social group is considered as crime, development of public sector will not be probably realized; since, it lacks the needed position legally and subsequently drawing up its future executive system will be invalid as well.

Given the above- said items, it could be implied: 1) Regardless of governing structure of political system over society, it is not possible to define clearly performance of communication network administration, formation of public sector and social participation process by people. 2) In the absence of legal and political capacities, the costs of collective action based on people's participation- seeking will be too exorbitant by aiming at public benevolence in interaction with public sector in terms of human and social aspects.

Concerning to rate of publicizing the existing factors in public sector within a social system and its impact on performance of communication network administration, it is also mentioned that it is observed in some evidences that public sector has been defined legally and executively in a social system which also apparently active but this activity is done in some fields in such a way that it is in favor of political system and its interest. Namely, the governing public sector leads social participations toward its interests and intentions by means of the needed tools for the effective factors on organizing the social participations that exist in public sector. The political system governing on a society may also affect on effective factors on improvement the rate of people's participation seeking with the given system irrespective of direct relationship, which

has in a social system through application of legal and executive capacities in development and organization of people's social participations.

By means of influence in communication system as well as application of mass media toward its given goals and plans, the governing political system may divert public opinion. In fact, as one of the effective factors in formation of common sense, public opinion and consequently collective action are affected by people of a society from the streams of affiliate media to power and they recede from their original role in Public Sector that is realistic communication and information for all the people.

To be exposed to the aforesaid subject, Jürgen Habermas (quoted from Abdolali Rezaei 1996, p 61) is one of the theorists, who refers to concept of Neofeodalism of public media, arguing that they have served for power structure which governs in a social system since the time when media became far from their main role through enforcement of power by economic large organizations as well as diversion from the main route of performance of mass media.

On the other hand, development of government and rising its activities as well as the growth of economic and economic big organizations and formation of common wealth groups and institutions with special interests have led that these groups to create special climate and manipulate public opinion in order to advance their own policies. Similarly, the media, themselves, advanced toward exploitation from the potential of trading activity; in other words, aside from their promotions for consuming goods and broadcasting commercial messages, the media have caused rising sale and tools for acquiring profits by depoliticizing the contents and emotional aspect and personalization of these contents... (As a result) instead of acting as participants in public subject, media audiences may promote collective discretions and public interests as customers and act as consumers of the goods promoted by those media more than ever .... Consequently, public sector has been a field for freely and rationally formation of public opinion over the time but currently they are attacked by private interests and every element of them have been shared in some part of these interests. Habermas calls this process as Neofeodalism.

Alternatively, type of planning and the policies which have been taken in public sector may be converted into the area for public dialogue of individuals in rate and type of development in public matrix contexts and they can be effective as one of the main influential factors in social participation processes within a society i.e. public opinion. Apart from public matrix contexts, the aforesaid policies may also cover virtual contexts.

Of other effects influencing on attitude and performance of political system within a community, there are some impacts, which take power approach governing on a society in rate of growing public and common sense of community and or the governing rationality over people's life within a social system through penetration into communication network. Such influences are important since the higher individual and social information exist among members of a community about their own subjects and issues and at the same time the existing capacities in governmental and public sectors of a social system which governs over the given society, the greater logic, balance and interactive spirit will be included in type of social behaviors of people than in governmental sector and governing political system over this society more than ever. The given influences of governing administrative system over a society in type and rate of public and social common sense of the people toward their own tasks and rights may affect on socialization of a community through leading of existing tools in cultural and educational systems.

In fact, governmental systems may affect on content and way of educational process within a social system in development of cultural values and formation of social trends and collective

behavior models through taking certain policy. Thus, type of the existing approach and insight within any political system will extremely affect on performing of the given policies and impact on cultural and training system in a society.

Therefore, it seems necessary to note this point that governing political system over a society may be effective on subject of cultural macro opinion that governs on a society as the essential factor in organizing subject of social participations by possession of the influential tools in development and spreading cultural values and or culture building in society as well as affecting on formation of people's social behavior by means of taking educational policies and or directing performance of managers of communication networks in adoption of other existing cultural tools like mass media and publication that is clearly evident. What may be purposed in conclusion for the given subjects is in that: 1) By employing legal capacities and executive systems at its disposal, political system and governing power structure over a society may affect on subject of government and management role of communication network in organizing social affairs on development rate of public sector and way of its interaction with governmental sector; 2) apart from using general guaranteed and executive capacities which are disposal of any political system through other factors such as formation and leading public opinion, and via taking certain policies for mass media and type and rate of creating and developing matrix and permitted contexts within the society, quantitative and qualitative development of Non-Governmental Organizations (NGOs) and public voluntary groups as well as way of their interaction with governmental sector and adoption of cultural and educational tools to create cultural macro opinion that governs over a community and amount of public social information about the various existing issues within a social system and possible creating of citizenship identity, the aforesaid impact and also other effective factors may influence in subject of public participation within certain social system. Regarding development of communication system and its role in communication network administration in urban community, it may be implied that establishing modern communication networks by means of new communication tools within cities is one of the important fields in developing communication system for exploitation from communication network administration within urban society. Such technologies show some techniques to citizens thereby they are able to acquire information and play their crucial role in local development and sharing and exchange of useful experiences with others. Utilization of these technologies may cause improving participatory performances and creating sense of motivation within people. In fact, creation of these modern communication devices and putting them at citizens' disposal may provide new grounds for them to participate directly in several fields. These contexts may serve as citizenship space where citizens have opportunity to express their own position and to play significant role by the aid of modern technologies.

### **Methodology**

The current study is conducted by applied method in terms of objective and it is done by correlation type in terms of gathering descriptive data. To collect data, the standardized questionnaire has been adopted. The population of this study includes all 128 BA students in the field of social communication sciences. Face validity and content validity of this inventory were acquired by means of the existing sources and receiving comments from experts while by conducting experimental tests and calculation of Cronbach Alpha coefficient the reliability of this test was determined as 0.90.

## Results and Discussion

Hypothesis I: There is a significant relationship between the existing political factors in society with communication network administration in urban community.

Communication Political Factors	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Very low	9	8.65	2	8.33
Low	0	0	1	16
Indifferent	32	30.76	7	29.16
High	30	28.84	10	41.66
Very high	33	31.71	4	16.64
Total	104		24	

Chi-2	Degree of Freedom	Significance Level
9.233	4	0.032

As it observed in the above table, given that value of Chi- 2, which derived from Chi- 2 figures in table (5.989), is lesser than 0.01 so Null Hypothesis is rejected. Thus, it is greater with 99% level of significance and at the same time by means of this confidence level and one percent error it could be mentioned that the aforesaid hypothesis of this study is confirmed i.e. there is relationship among truth expression and creation of trust in students.

Hypothesis II: There is a significant relationship among development of communication system and management of communication system.

Communication System	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Very low	0	0	0	0
Low	4	3.88	1	4
Indifferent	48	46.6	12	48
High	32	31.06	4	16
Very high	19	18.44	8	32
Total	103		25	

Chi-2	Degree of Freedom	Significance Level
11.807	4	0.000

As it seen in above table, considering that Chi- 2 values, which obtained from Chi- 2 figures in table (7.779), is lesser than 0.01 so Null Hypothesis is rejected. Thus, this value is greater with 99% level of significance and at the same time with respect to confidence level and one percent error it may be expressed that the above- said hypothesis is verified based on which there is relationship among truth expression and creation of trust in students.

## Conclusion

With respect to results came from this test and the given sampling from target population, one can derive the following results based on the aforesaid variables. According to table 1, which suggests whether those elites at the top of governing system may affect on management process of communication network or not, the given data are as follows: 8.6% for response very low; 16.4% as low; 26.6% with indifferent response; 31.3% with response high and 17.2% of participants gave response very high. Given the above results and by virtue of the previous

theoretical topics concerning to political structure and the governing power system over a certain society and following to those elite who are at the top position on this power system, they are considered as very effective and serious factors in way of emerging development in public sector at a social system.

According to table 2, which concerns with the impact of power structure on how to manage communication network, the resultant findings include: 8.6% for response very low; 0.0% for response low; 31.3% as indifferent answer; 31.3% for response high and 28.9% of participants gave response very high. Given the resultant outcomes and the topics that purposed in this study based on which in any society, managers of communication network are subjected to power structure at the given community either dictatorship or democratic. It is because of this fact that power tools and communication devices are at disposal of sovereignty power and investor group and certainly any interference with governance will be in the course of keeping their own interests. It does not mean, of course, that any governmental interference may have negative impact, since it is likely that its interference has some positive effects as well. Therefore, with respect to the above issues and derived results from statistical data, it may be implied that this variable is directly related to afore- mentioned topics and depends on them. According to table 3, which denotes management of communication network might be affected by attitude of governing political system, the given results are as follows: 8.6% response very low; 16.4% as low; 10.2% indifferent answer; 29.7% as very high and 35.2% of participants gave response very high. Thus with respect to the above results and the purposed issues in this survey based on which variable of thinking and view type of governing political system in a society might affect on way of management of communication network since political structure and governing power system in a certain community are very effective and serious factors that influence in performance of managers of communication network. And it is the existing attitude in governing political structure over a society that orients the activity of communication network managers in the society. Therefore, by considering the given topics in this study, the above variable is dependent with direct relationship with this subject. According to table 4, which suggests the mediator role of administrative system in communication network among the existing sociopolitical structure within society, the resultant outcomes include: 0.0% as response very low; 3.9% for response low; 46.9% as indifferent answer; 28.1% as response high and 21% of participants presented response very high. With respect to the above results and the presented topics in this investigation based on which management of communication network might create interaction among the governing political structure and the given economical structure by means of efficient and effective management within different fields so that such interaction will be possible by creation of public opinion and its shaping, employing media devices, orientation of Non- Governmental Organizations (NGOs) and public institutions through emerging target attitude. Therefore, the governing economic structure in any society may affect on public sector by interaction with governing political system over a social system via legal and executive capacities and it can be led through the given ideal path by communication management. With respect to the above issues and resultant findings, it may be expressed that this variable is necessarily related and in coordination with the purposed issues in the past. Finally, it should be noted that given the statistical data which have been derived by review of target population, the purposed hypotheses could be analyzed. According to the related table to first hypothesis in this study based on which there is a significant relationship between the existing political factors in a society with management of communication network in urban community. Derived results suggest that the given value is lesser than significance level where obtained Chi- 2 (9.233) is greater than Chi- 2 value in the table and at the same

time null hypothesis is rejected since it is lesser than 0.01. Thus, it can be mentioned at 99% level of confidence and with one percent error that the hypothesis of the above study has been approved. As a result, by verification of this hypothesis it may said that the effective factors which influence in performance of communication network management include: The impact of power structure on media performance, the existing legal and executive capacities in governing political system and amount of publicizing of the current factors within public sector where all of them directly affect on management of communication network. The resultant findings signify this point that Chi- 2 (11.807) derived from this test is lesser than 0.01 so null hypothesis is rejected. Significance level of Chi- 2 is greater in this table and at the same time it can be consequently concluded at 99% level of confidence and with one percent error that the aforesaid hypothesis of the above study has been confirmed. Therefore, developing mass media including audiovisual and written devices as well as expansion of virtual areas and the needed tools for application in such areas and eventually moving toward e- city all play effective role in way of managing performance of communication network.

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