

# Content Analysis of Family Role in Khaneh Bakhat, Aramesh Bartar, Zendegi Edeaal and Zibae Magazines

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## Abstract

The main aim of this research is to study the content analysis of family role in "Khaneh Bakhat", "Aramesh Barter", "Zendegi Edeaal" and "Zibae" Magazines in the year of 1392. The methodology of this research is content analysis, and its population include all family periodical magazines such as "Khaneh Bakhat", "Aramesh Bartar", "Zendegi Edeaal" and "Zibae" published and distributed in Tehran in 1392. The year 1392 was chosen because it is near to the time of the research. Therefore, in this study, the sampling method is random simple. In other word, about 16 magazines have been selected as the research population. The measurement tool in this study is a converted questionnaire. In order to calculate the reliability coefficients is used the "William Scott" reliability coefficients provided for a nominal scale. The results of this research indicated that there is a significant relationship between style, content, function, resource and family based contexts and photos. There is a significant relationship in the theme of contents in these four magazines. There is a significant relationship in the function of contents in these four magazines. There is a significant relationship in the resources of contents in these four magazines. There is a significant relationship in the centrality of family in these four magazines. There is a significant relationship in the theme of photos in these four magazines.

**Keywords:** Family, Role, Magazines

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## Introduction

Human, in the ancient time, has used face-to-face communication to make interaction and in order to send his messages to others – in other places- has used drums and smokes. Man, has made attempts to make a better and more communication with its environments, has achieved to oral language in the long time and has used it to communicate better and more effectively.

Accordingly, one should say that human has entered in the oral communication age which lasted until 1450 AD, and he has been lived in this galaxy for about 380 years. In this age, they were used more sense of sight and in addition to make attention to the contents, they has made more consideration to the medium which would transfer their messages.

In the second half of the fifteenth century, the printing industry has made a rapid progress, and the circulation of newspaper has increased. In the late fifteenth century and early sixteenth century, completion of printing movable type lead had influenced the spread of new ideas and the advancement of science and technology.

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Invention, development and completion of printing industry, creating a very big change in the indirect communication by making technical, place, time and financial suitable conditions in the production and reproduction of the written texts and messages.

A wide range of possibilities emerged in order to disseminate human knowledge and thoughts and the development of human civilization. Thus, the press has turned in to one of the most popular products of industrial society which began his rapid progress in the early of the seventeenth century. And in the second half of the nineteenth century and the first half of the twentieth century, it became a major industrial characteristics that made it possible for its content release.

However, this publication has not been periodically. The late twentieth century is called the communication and information age. In this age, the media act as mediators between individuals and the social world surrounding them.

Regarding the family, one should say that family is the first institution in the world and should be considered as the foundation of social life. Scholars agreed that family has play an indispensable role to meet the physical and emotional needs of the family members. Thus, while the family has considered as a social organization, which could plays multiple and diverse roles, it can be differentiated with other social units in some traits. It could be said that it is a primary and fundamental unit for making a community as well as society. Accordingly, the family is the basic social unit that has a variety of roles and responsibilities. In recent years, high circulation and popular magazines - with family theme- have enjoyed a very rapid growth not only in our country but also around the world.

The main question in this study is to what extent the role of family has considered in these magazines despite of their rapid growth. Thus, this study seeks to analysis the content of family role in "Khaneh Bakhat", "Aramesh Bartar", "Zendegi Edeaal" and "Zibae" magazines in 1392.

Regarding the research background, there has been a number of thesis that has close theme to this study such as: "Shahla Ezazi"(1994) in her research titled "Content Analysis of eight series broadcasted by IRIB channel one." The results of her study indicated that in these series family displayed in this series are large nuclear family and the director shared the women's roles based on tradition and gender. This can be seen in patriarchal families in these series. The series also indicated the Women's issues has been limited to their homes, their first concerns is about their children and their husbands. Theses series emphasized on the women's positive role in the family, while they did not worked outside. Therefore, these kind of series indicated that if women could not played their role traditionally, family problems will occur.(Ezazi, 1994: 178)

"Seyyed Ahmad Asgari"(2008) in his research entitled:" Family representations in television advertisements" focused on family issues and problems in these advertising. The researcher believed that for reading culture among the advertising, one should focused on family and analyzed the families in gender and generation dimensions in order to understand the power structure in the family, patterns of decision making, division of labor as well as cooperation. The researcher also reiterated that television advertising with power mental aspect could show the notion of mental equivalent within

the democratic system. Also television advertising with power objective aspect – in the first step- could show stereotypes of men (from a gender perspective) and in the second step – could show (According to a generation of parents) made the final decision which lead to open a gap of power and inequality in the family relationships.

"Rezvan Anari"(2011) in her research entitled "Representation of families in Iranian cinema three decades after the Islamic Revolution in Iran" said that the Iranian families have never been shown free of problems and never been Ideal families. These families have always suffered from problems like divorce, a loose foundation of family, re-marriage, infidelity.(Anari, 2011: 127)

"Soheyla Sadeghi" and "Shiva Karimi" (2006) in their research entitled "Gender analysis represent the family structure of the Iranian television series" said that in family structure, traditional gender roles are being reproduced. These types of families are more monogamous nuclear family. The researchers emphasized that the only acceptable hero of the family, is the kind and righteous patriarchal. The values of consultation and collaboration among all members of the family are at a low level, and violence does not apply by the father of the family. But all family members are involved in the violence, although the overall level of violence is not high.(Karimi, 2006: 98)

"Mohamad Elyasi"(2002) in his research entitled "Content Analysis of the family role in eight Iranian drama" said that most families, showed in these eight dramas are strengthened and balanced and they have been showed as the nuclear family. More families displayed have got a high social status and most of the families shown belonged to urban and the less to rural. Among the negative aspects of these families, one can point to the lack of participation of men in housework and patriarchal families.

"Behnam Afghami"(2001) studied the advertising and cultural values in the family magazines. The results of his research indicated that the most contribution belongs to the medical goods and services and the minimum number belong to clothing and textiles advertising. The result also showed that the advertising prevalent the modern cultural values. Thus, one can say that among these values, the greatest contribution is to the beauty. (Afghami, 2001: 193)

"Neda Habibollah" (2000) in his research entitled "content analysis of popular magazines" said that most of the first and second headlines of these magazines had frequency and fame news values and most photos published in the magazines were non new values. The results also indicated that the most content of the listed magazines belongs to cinema and sports. (Habibollah, 2000: 46)

"Nazanin ShahRoukni"(2001) in her search entitled "Popular Magazines and their characteristics" said that the managers of the popular magazines do their best to meet the need of the youngsters. Exciting news production, fueling rumors as well as glossy packaging and simple writing method are all tricks applied by these magazines to encourage people to buy and read them.(Shahroukni, 2001: 110)

"Hussein Ghazian"(2001) in his research dealt with popular audiences' characteristics, said that respondents' social status, and were moderate and the most important factors for attracting readers were their titles. Also, more men than women and married people over single people spent more time for reading these kind of magazines. (Ghazian, 2001: 115)

## Methodology

The methodology of this research is content analysis, and its population include all family periodical magazines such as “Khaneh Bakhat”, “Aramesh Bartar”, “Zendegi Edeaal” and “Zibae” published and distributed in Tehran in 1392. The year 1392 was chosen because it is near to the time of the research. Therefore, in this study, the sampling method is random simple. In other word, about 16 magazines have been selected as the research population. The measurement tool in this study is a converted questionnaire. In order to calculate the reliability coefficients is used the "William Scott" reliability coefficients provided for a nominal scale. Coefficient was obtained for the variables in this way include: Components of family equal to 0.87 and family pattern equal to 0.83 and type of family equal to 0.73 and family functioning equal to 0.85.

## Results and Discussions

In this section, using two-dimensional tables of differences between peer-reviewed journals in terms of variables.

**Table 1: Study the significant differences in the four magazines contents**

Content style	Mag. Name	Khaneh Bakhat	Aramesh Bartar	Zendegi Edeaal	Zibae	Total
<b>News and reports</b>	Quantity	39	79	33	31	182
	Row Percent	8/23	38	4/19	8/18	100
	Column percent	2/7	3/7	8/3	5/11	2/19
<b>Interview</b>	Quantity	33	22	34	15	105
	Row Percent	28	22	34	15	100
	Column percent	8/9	7/9	7/22	0/6	4/12
<b>Editorials</b>	Quantity	25	41	26	11	103
	Row Percent	1/24	7/38	9/23	1/9	100
	Column percent	9/4	9/11	1/8	9/11	1/9
<b>Promotion</b>	Quantity	27	46	19	15	107
	Row Percent	1/25	6/44	1/18	12	100
	Column percent	1/23	0/8	5/17	9/11	5/15
<b>Memorial</b>	Quantity	13	39	7	9	68
	Row Percent	19	9/42	7/16	4/21	100
	Column percent	8/8	5/11	2/4	1/14	1/9
<b>Compilation</b>	Quantity	18	35	19	8	80
	Row Percent	2/26	8/32	5/29	5/29	100
	Column percent	7/11	9/4	2/11	1/4	3/8
<b>Poem and Story</b>	Quantity	18	36	46	15	115
	Row Percent	3/15	4/29	8/41	5/13	100
	Column percent	0/15	1/7	4/8	4/6	5/9
<b>Readers Letters</b>	Quantity	27	40	13	32	112
	Row Percent	26	7/31	5/11	8/30	100
	Column percent	7/11	3/13	6/27	1/26	1/7
<b>Table</b>	Quantity	23	45	20	14	102
	Row Percent	1/23	2/44	2/19	5/13	100
	Column percent	6/2	3/6	4/2	1/4	8/3
<b>Others</b>	Quantity	2	4	3	2	11

	Row Percent	2	4	4	2	100
	Column percent	2/5	0/7	3/6	2/3	6/5
<b>Total</b>	Quantity	226	399	208	152	985
	Row Percent	28	1/26	1/26	9/19	100
	Column percent	100	100	100	100	100

**Table 2: Study the significant differences in the four magazines contents**

X2	df	Sig
184/9	27	000

According to the chi-square obtained for the  $\chi^2/9$ , and 27 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences. Percentage column shows that "Aramesh Bartar" with 79% has published more news and reports than the other publications. Meanwhile, Zibae magazine with 31% has published less news and reports than the other publications. It should be said that "Ideal" magazine with 34% has published more interview than the other publications. Meanwhile, Zibae magazine with 31% has published less interview than the other publications. Percentage column shows that "Aramesh Bartar" with 41% has published more articles and editorial than the other publications. Meanwhile, Zibae magazine with 11% has published less articles and editorial than the other publications. It should be said that "Aramesh Barter" magazine with 36% has published more reportage than the other publications. Meanwhile, Zibae magazine with 15% has published less reportage than the other publications. "Aramesh Barter" magazine with 39 has published more memories and life stories than the other publications. Meanwhile, "Ideal" magazine with 7% has published less reportage than the other publications. It should be said that "Aramesh Barter" magazine with 35% has published more compilation than the other publications. Meanwhile, Zibae magazine with 8% has published less compilation than the other publications. It should be said that "Ideal" magazine with 46% has published more poem and stories than the other publications. Meanwhile, Zibae magazine with 15% has published less poem and stories stories than the other publications. "Aramesh Barter" magazine with 40% has published more readers' letters than the other publications. Meanwhile, Zibae magazine with 15% has published less readers' letters than the other publications. "Aramesh Barter" magazine with 45% has published more tables than the other publications. Meanwhile, Zibae magazine with 14% has published tables than the other publications. "Aramesh Barter" magazine with 4% has published more others than the other publications. Meanwhile, Zibae magazine with 2% has published less others than the other publications.

**Table 3: Study the significant differences in the four magazines functions**

X2	df	Sig
192/6	33	000

According to the chi-square obtained for the 192/6, and 33 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences.

Percentage column shows that "Aramesh Barter" with 55% has published more cultural and scientific stories than the other publications. Meanwhile, "Zibae" magazine with 27% has published less cultural and scientific stories than the other publications.

It should be said that "Aramesh Barter" magazine with 110 cases has published more social stories than the other publications. Meanwhile, "Zibae" magazine with 25 cases has published less social stories than the other publications.

"Aramesh Barter" magazine with 5 cases has published more economic, political and national news stories than the other publications. Meanwhile, "Zibae" magazine with 2 cases has published less economic, political and national news stories than the other publications.

Thus, it should be said that "Khaneh Bakhat" magazine with 38 cases has published more artistic, news stories than the other publications. Meanwhile, "Zibae" magazine with 12 cases has published less artistic news stories than the other publications.

"Aramesh Barter" magazine with 10 cases has published more judiciary news stories than the other publications. Meanwhile, "Zibae" magazine with 3 cases has published less judiciary news stories than the other publications.

"Aramesh Barter" magazine with 8 cases has published more ideology news stories than the other publications. Meanwhile, "Zibae" magazine with 3 cases has published less ideology news stories than the other publications.

"Aramesh Barter" magazine with 25 cases has published more event news stories than the other publications. Meanwhile, "Zibae" magazine with 13 cases has published less event news stories than the other publications.

"Aramesh Barter" magazine with 27 cases has published more sport news stories than the other publications. Meanwhile, "Khaneh Bakhat" magazine with 11 cases has published less sport news stories than the other publications.

"Ideal" magazine with 24 cases has published more health news stories than the other publications. Meanwhile, "Khaneh Bakhat" magazine with 13 cases has published less health news stories than the other publications.

"Zibae" magazine with 10 cases has published more judiciary news stories than the other publications. Meanwhile, "Zibae" magazine with 3 cases has published less judiciary news stories than the other publications.

"Zibae" magazine with 31 cases has published more beauty and health news stories than the other publications. Meanwhile, "Aramesh Barter" magazine with 11 cases has published less beauty and health news stories than the other publications.

"Aramesh Barter" magazine with 17 cases has published more cooking news stories than the other publications. Meanwhile, "Zibae" magazine with 5 cases has published less cooking news stories than the other publications.

"Aramesh Barter" and "Ideal" magazines with 13 cases has published more others news stories than the other publications. Meanwhile, "Zibae" magazine with 11 cases has published less news stories than the other publications.

**Table 4: Study the significant differences in the four magazines contents' functions**

X2	df	Sig
123/5	15	000

According to the chi-square obtained for the 123/5, and 15 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences. Regarding the news functions and traits, it should be said that "Khaneh Bakhat" magazine with 69 cases has published more informative stories than the other publications. Meanwhile, "Zibae" magazine with 49 cases has published less informative news stories than the other publications. It should be said that "Zibae" magazine with 34 cases has published more educational news stories than the other publications. "Khanes Bakhat" magazine with 59 cases has published more cultural news stories than the other publications. Meanwhile, "Zibae" magazine with 31 cases has published less cultural news stories than the other publications. "Zibae" magazine with 12 cases has published more promotional stories than the other publications. Meanwhile, "Khaneh Bakhat" magazine with 8 cases has published less promotional stories than the other publications. "Ideal" magazine with 112 cases has published more hobbies and entertainment stories than the other publications. Meanwhile, "Aramesh Barter" magazine with 93 cases has published less hobbies and entertainment stories than the other publications. It should be said that all four magazines have published equal other news stories.

**Table 5: Study the significant differences in the four magazines contents sources**

X2	df	Sig
389/7	12	000

According to the chi-square obtained for the 389/7, and 12 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences.

Percentage column shows that "Aramesh Bartar" with 121 cases has published more writers' names than the other publications. Meanwhile, "Zibae" magazine with 76 cases has published less writers' names than the other publications.

"Zibae" magazine with 33 cases has published more expert's views than the other publications. Meanwhile, "Ideal" magazine with 17 cases has published less experts views than the other publications.

"Aramesh Barter" magazine with 20 cases has published more free lancers news than the other publications. Meanwhile, "Zibae" magazine with 15 cases has published less free lancers news than the other publications.

"Zibae" magazine with 11 cases has published more other sources than the other publications. Meanwhile, "Aramesh Barter" magazine with 7 cases has published less other sources than the other publications.

"Ideal" magazine with 111 cases has published more news without name than the other publications. Meanwhile, "Aramesh Barter" magazine with 92 cases has published less news without name than the other publications.

**Table 6: Study the significant differences in the four magazines family oriented contents**

X2	df	Sig
654/1	3	000

According to the chi-square obtained for the 654/71, and 3 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences.

Percentage column shows that "Ideal" magazine with 75 cases has published more family-oriented news stories than the other publications. Meanwhile, "Zibae" magazine with 35 cases has published less family-oriented news stories than the other publications. "Zibae" magazine with 33 cases has published more expert's views than the other publications. Meanwhile, "Ideal" magazine with 17 cases has published less experts views than the other publications.

**Table 7: Study the significant differences in the four magazines contents photos and designs**

X2	df	Sig
159/4	24	000

According to the chi-square obtained for the 159/4, and 24 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences. Percentage column shows that "Aramesh Barter" magazine with 52 cases has published more nature photos than the other publications. Meanwhile, "Ideal" magazine with 30 cases has published less photos of nature than the other publications.

"Zibae" magazine with 110 cases has published more human photos than the other publications. Meanwhile, "Ideal" magazine with 34 cases has published less human photos than the other publications.

"Zibae" magazine with 21 cases has published more human body photos than the other publications. Meanwhile, "Aramesh Barter" magazine with 8 cases has published less human body photos than the other publications.

It should be said that

"Aramesh Barter" magazine with 38 cases has published more un-celebrities photos than the other publications. Meanwhile, "Ideal" magazine with 8 cases has published less un-celebrities photos than the other publications. "Ideal" magazine with 48 cases has published more celebrities photos than the other publications. Meanwhile, "Zibae" magazine with 34 cases has published less celebrities photos than the other publications.



"Khaneh Bakhat" magazine with 17 cases has published more celebrities family's photos than the other publications. Meanwhile, "Ideal" magazine with 4 cases has published less celebrities families photos than the other publications.

"Zibae" magazine with 25 cases has published more foods' photos than the other publications. Meanwhile, "Khaneh Bakhat" magazine with 9 cases has published less foods' photos than the other publications.

It should be said that "Zibae" magazine with 23 cases has published more tables than the other publications. Meanwhile, "Aramesh Barter and Khaneh Bakhat" magazines with 8 cases has published less tables than the other publications.

Meanwhile, "Ideal" magazine with 18 cases has published more other photos than the other publications. Meanwhile, "Aramesh Barter" magazine with 1 case has published less other photos than the other publications.

### **Conclusion**

As the research's name showed that the methodology of this research is survey of four Iranian family magazines. The research findings showed that regarding the Study of the significant differences in the four magazines contents, it should be said that According to the chi-square obtained for the  $\chi^2/9$ , and 27 degrees of freedom of the error and 99% confidence differences. Statistically, there is a significance relationship in observed differences. Percentage column shows that "Aramesh Bartar" with 79% has published more news and reports than the other publications. Meanwhile, Zibae magazine with 31% has published less news and reports than the other publications. It should be said that "Ideal" magazine with 34% has published more interview than the other publications. Meanwhile, Zibae magazine with 31% has published less interview than the other publications. Percentage column shows that "Aramesh Bartar" with 41% has published more articles and editorial than the other publications. Meanwhile, Zibae magazine with 11% has published less articles and editorial than the other publications. It should be said that "Aramesh Barter" magazine with 36% has published more reportage than the other publications. Meanwhile, Zibae magazine with 15% has published less reportage than the other publications. "Aramesh Barter" magazine with 39 has published more memories and life stories than the other publications. Meanwhile, "Ideal" magazine with 7% has published less reportage than the other publications. It should be said that "Aramesh Barter" magazine with 35% has published more compilation than the other publications. Meanwhile, Zibae magazine with 8% has published less compilation than the other publications. It should be said that "Ideal" magazine with 46% has published more poem and stories than the other publications. Meanwhile, Zibae magazine with 15% has published less poem and stories stories than the other publications. "Aramesh Barter" magazine with 40% has published more readers' letters than the other publications. Meanwhile, Zibae magazine with 15% has published less readers' letters than the other publications. "Aramesh Barter" magazine with 45% has published more tables than the other publications. Meanwhile, Zibae magazine with 14% has published tables than the other publications. "Aramesh Barter" magazine with 4% has published more others than the other publications. Meanwhile, Zibae magazine with 2% has published less others than the other publications.

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"Aramesh Barter" magazine with 5 cases has published more economic, political and national news stories than the other publications. Meanwhile, "Zibae" magazine with 2 cases has published less economic, political and national news stories than the other publications. Thus, it should be said that "Khaneh Bakhat" magazine with 38 cases has published more artistic, news stories than the other publications. Meanwhile, "Zibae" magazine with 12 cases has published less artistic news stories than the other publications.

"Aramesh Barter" magazine with 10 cases has published more judiciary news stories than the other publications. Meanwhile, "Zibae" magazine with 3 cases has published less judiciary news stories than the other publications. "Aramesh Barter" magazine with 8 cases has published more ideology news stories than the other publications. Meanwhile, "Zibae" magazine with 3 cases has published less ideology news stories than the other publications.

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Meanwhile, "Ideal" magazine with 18 cases has published more other photos than the other publications. Meanwhile, "Aramesh Barter" magazine with one case has published less other photos than the other publications.

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