

Define- Evaluate and Classify for Scientific Works of Persian Language in Media Economy and Management Ereas

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ABSTRACT

Today, because of environmental conditions, behaviors of smart human forcing and nature of cultural productions, management of cultural organization is very difficult.

But, one of important factor for media is using of the skill full manager and well management for innovation.

Thus, Islamic Re public of Iran ,Start to teaching of media experts and other followers, by a Islamic Azad university and providing of management media economy in doctorate(PH) for using of this manager in first time on country during 1382.

But, one important problem was a Lack of educated text for student.

Thus, all scientific production of Persian in management or media economy evaluated to determined applicated result for education acts and completed studying.

And result show that govern part with amount of 73 percent have a important role for a media and management works publications .

Also, among of production's ,most frequency about topics was belong to media economy with amount of 36 percent.

Key words: media economy, media management, media control, media planning for budget and cashing in media.

INTRODUCTION

Media is tool that can be direct or control many of society spookier to predicted purpose or to patterns and cultural – social leader in conditions ; if wowed be for smart owners. Many of management eras' and society guiding or society administration is executed by a kind of capable media. Thus, media management is one asking to needs of media world.

Today, because of obstacle in media industries , owners can't manage the firm itself, Thus ,Islamic Republic of Iran, established the media management by a Islamic Azad university in 1382 to teach the skill full manager; but, this course is very uncertain and need to more attention about strategic studying and producing of special contents in media economy and management eras.

This research is provided that determined scientific reference and control student, Thus, all printed works Persian language analyze that defined the management and media economy with results in planning .

Two main purpose in paper are include : 1) define or determined- classify and public analyzes for written or digital works I primary and secondary domain in management and media economy - 2) preparing of management information for planning and researching.

MATERIALS AND METHODS

Search method is document, here, and is provided by satistifical era.

Also, execution method in going back to central library of Islamic cultural ministry for providing of all work is a Persian recording references.

In reference researching, we use the key words that are include: economy media or (media economy)-media management-office of media providing -media planning –budget and monetary for media aspects and etc .

Other key words in domain of management and economy are includes: written media-visual media – acoustical media –digital media and 'kind of the media such as a radio -TV mobile –internet- satellites television –pressing-books-films-cinema and tools for note.

RESULTS

This research, use the different statistical and comparing (compared) method.
In below there are result for this methods and graphs,

- 1) Chart or graph of public topics in media management working among of public topics in media management works, group media or comminuted media have a more frequency with amount of 36/134 percent.(figure 1)

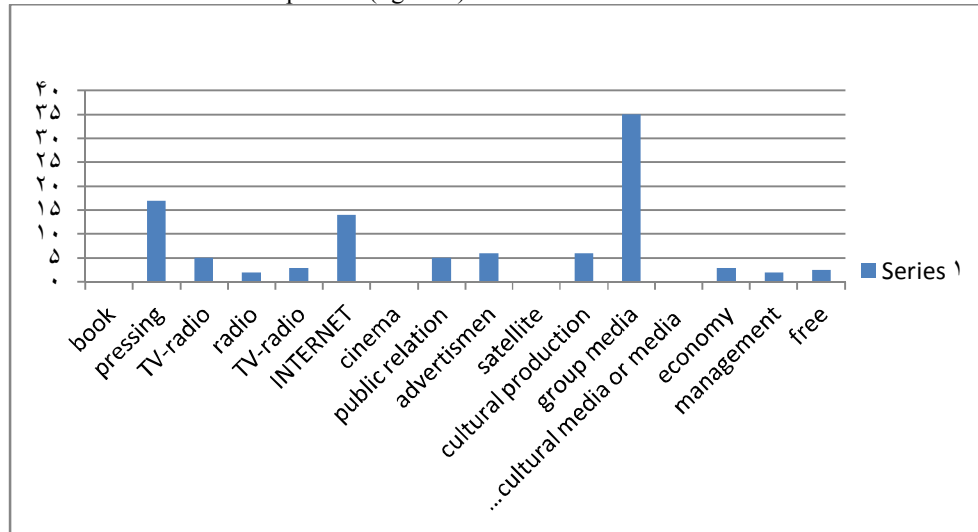


Fig 1: Result of different statistical and comparing (compared) method

- 2) Frequency chart ,for time of media and management publication in media and management publication during 1968 to 2009 ,more frequency was belong to 2007 with amount of 36 and 9/6 percent.(Figure 2)

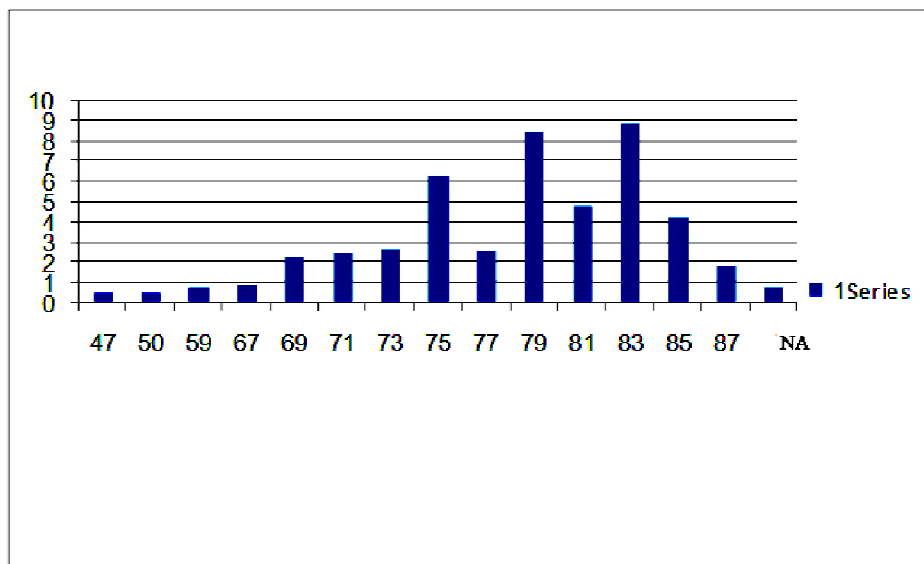


Fig 2: Publication in media and management publication during 1968 to 2009

- 3) Chart of govern portion and private part in media and management publication:
In govern portion and private parts era ,more frequency was belong to govern part with amount of 51 percent and 13 percent from published works. (Figure 3)

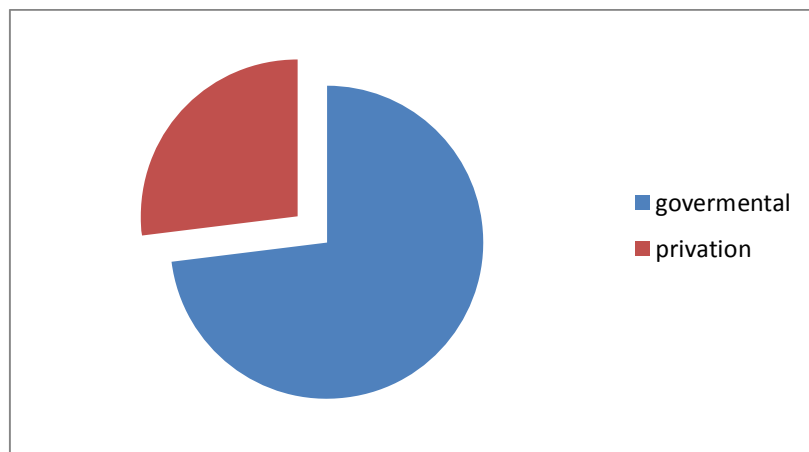


Fig 3: Chart of government portion and private part in media and management publication

4) chart of media modeling in media and management work publication

This part provide as a text, paper, thesis and researching and frequency was belong to part of text with amount of 302-81 percent in portion works.(Figure 4)

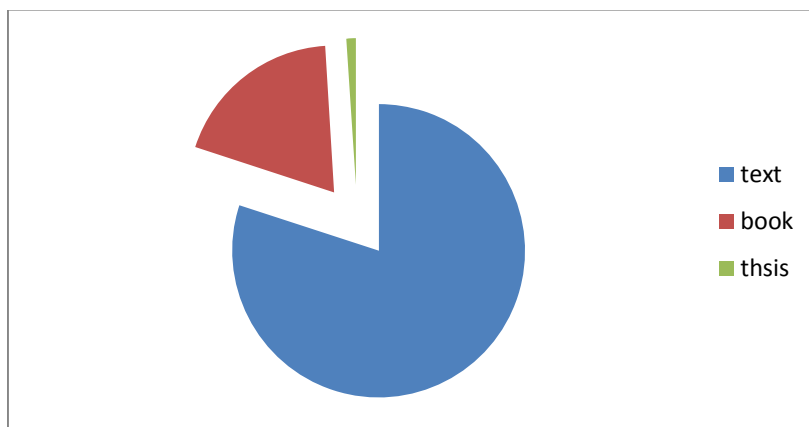


Fig 4: Chart of media modeling in media and management work publication

5) Chart of media topics in media and management works:

Among of media topics-media economy –media communication advertisement –media management –media economy –hardware internet –IT and ICTs , most frequency is belong to media economy with amount of 146-36 percent .(Figure 5)

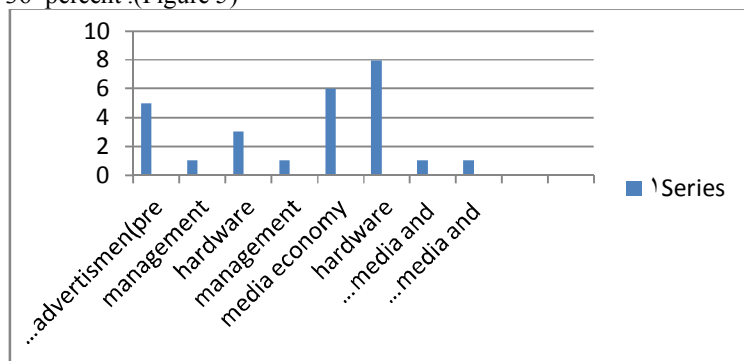


Fig 5: Chart of media topics in media and management works

6) chart of management topics and media economy to break up:

In this case, statistically, frequency of media management with amount of 260 and 72 percent is more than media management with amount of 100 (frequency) and 28 percent from statistical (statistical cash).(Figure 6)

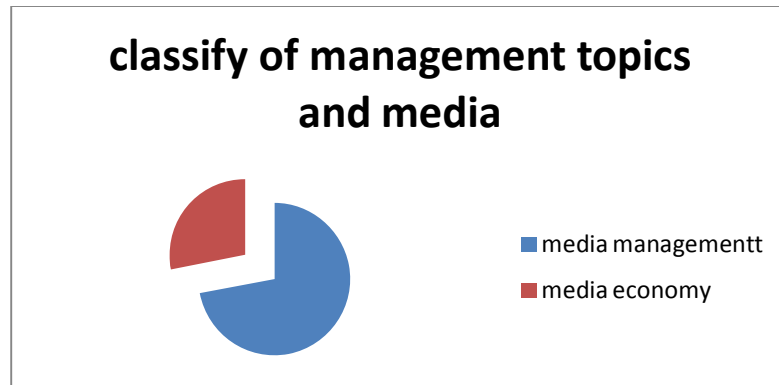


Fig 6: Chart of management topics and media economy to break up

7) Chart of class works:

Among of compilation-translation uncertain or total of them, most frequency is belong to compilation with amount, and less frequency is belong total them (compilation and translation) with amount of 5(frequency) and cashing of 1 percent. (Figure 7)

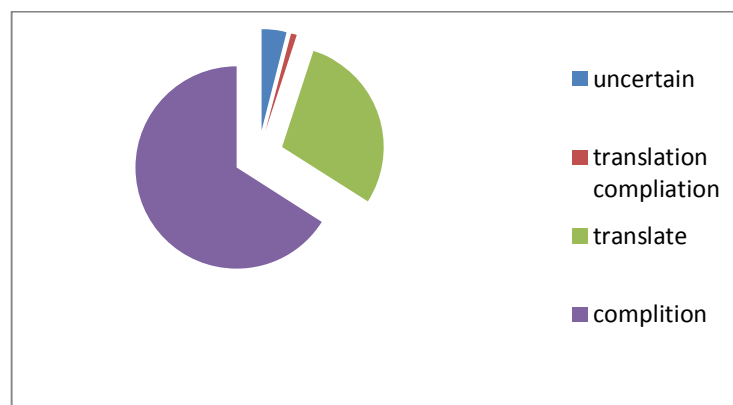


Fig 7: Chart of class works

8) Chart of major writer's nation:

Is statistical sample and compare between outer and inner writers, most frequency is belong to inner writer with amount of 248 and 66 percent, thus, different is very high.(Figure 8)

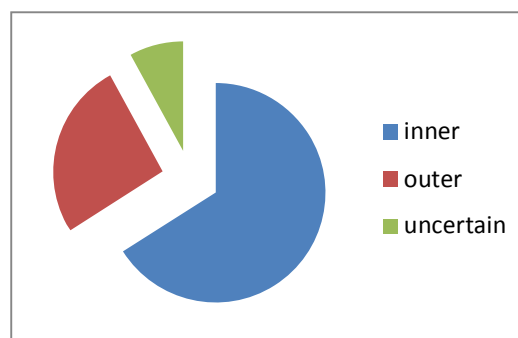


Figure 8: Chart of major writer's nation

9) Chart of works creating or chart of works creators: among of works creators such a real, unreal or (UN certain) and legal, most frequency is belong to real works with amount of 332(frequency) and 89 percent.(Figure 9)

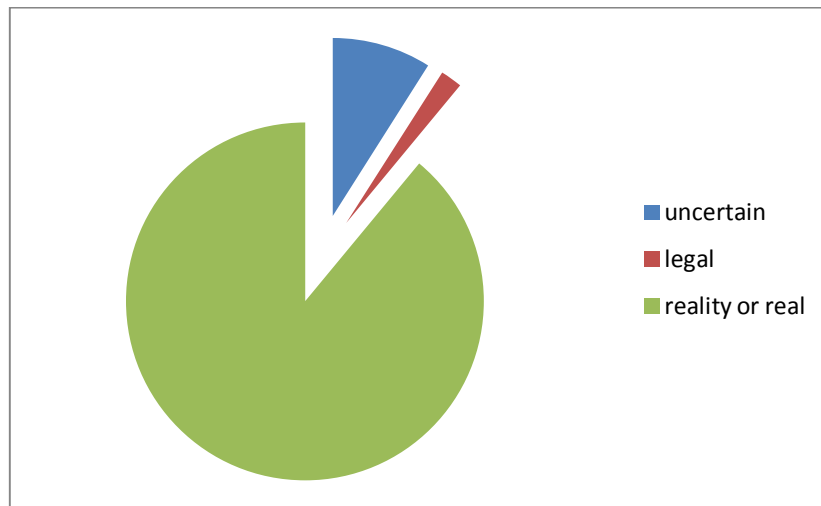


Fig 9: Chart of works creating or chart of works creators

Conclusions and Suggestions:

- 1) Lacking of lesson reference must be removing by a well book providing in this scientist area.
- 2) Improve the scientific searching for researcher knowing.
- 3) Govern part like a Islamic cultural ministry must be provide the improving and serious planning in this ere a as a media or culture owner is country.
- 4) Must be use from inner scientific in consultation for initial strategy and other process.
- 5) Must be note to content management and knowing of media goods deliver for the more customers by skillful manager in media domain during media attack and software in today times.

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