

## A Study on the Effect of Domestic and Foreign Mass Media on the Rate of Awareness of Citizenship Rights (Case Study: Yasuj)

Leila hajiaghaei<sup>1</sup>, Ebrahim Fattahpour<sup>2</sup>, Manouchehr Reshadi<sup>3</sup>, Hossein Ali Sabzeh<sup>4</sup>

<sup>1</sup> Faculty Member Department of Sociology University Islamic Azad Shoshtar

<sup>2</sup> Sociology of Community Groups, Islamic Azad University Dehaghan- Esfahan, Iran

<sup>3</sup> Faculty member department of Sociology of University Bu-Ali Sina, Hamedan, Iran

<sup>4</sup> Student PhD Sociology of Social Issues in Iran, Islamic Azad University Dehaghan- Esfahan, Iran

Received: December 12 2013

Accepted: February 3 2014

### ABSTRACT

New millennium began when half of world population is living in the cities. Predictions represent that the proportion of citizenship will reach to 65 percent by 2050. One the phenomena affected by living in the cities is citizenship. Citizenship phenomenon is one of the phenomena that in in the era of social political evolution in the world have received much attention. Presentation of theories and dialogues by sociologists, political philosophers and lawyers in the field of citizenship rights show the need of today's modern world for mechanism of dealing with citizenship rights at societies.

The present research tries to study the effective social factors on the rate of awareness of citizenship rights on the citizens of Yasuj city. Research method in the present research is field method by using the technique of surveying and tool of collecting data is questionnaire. Statistical population is all citizens of Yasuj city who are over 18 years old and sampling volume is 320 that it has been obtained by using sampling method in different stages. Research results show that the rate of citizens' awareness of their citizenship rights is different in different aspects. Furthermore, there is significant relation among variables of using of domestic mass media, the amount of using foreign media and genders of the respondents with their rate of awareness of citizenship rights. However, there isn't significant difference in variables such as respondents' age and education with their rate of awareness of citizenship rights.

**KEY WORDS:** citizenship rights, awareness of citizenship rights, Mass Media, Yasuj.

### INTRODUCTION

New millennium began when half of world population is living in the cities. Predictions represent that the proportion of citizenship will reach to 65 percent by 2050. Living in urban style affected the way people interacts with each other and area in which they live. In such circumstances, if citizens don't help governments and states and they do not deal with cities affairs the dangers of centralization, staying away from democracy, decreasing of efficiency, unification of affairs, and decreasing of creativity and freshness in urban living will be happening. Citizens' awareness of their citizenship is a basis for executing social rights and it is only through people's awareness that social security and warfare will be established and may happen. Unawareness of people's rights and neglecting it is one of the factors of people's miserable and darkness and government's corruption ( Shiyani and Davoudvandi, 2010:39).

Citizenship is one of the most important political- social eras that throughout history have been commonly used in the various forms and with different legal, political, social and philosophical interpretations. Experts that have turned over a leaf of history book to examine the evolution of the concept of citizenship are unanimous on one point that is to recognize the position that citizens have a right to enjoy the rights of individuals and collective responsibility of citizens that the stability of administration is based on it (Shiani and Davoodvandi, 2010: 36).The citizenship phenomenon is a phenomenon that has been considered more and more in the era of political- social changes of the world. Proposing increasing theories and discourses by sociologists, political philosophers and lawyers in the field of citizenship rights indicate the modern world of today need a mechanism of how to enforce that citizenship rights in the societies (Ahmadi, 2004: 91). So that societies issues and ways to reduce the citizens problems, awareness of citizens' rights and to develop ways to extend it, Is considered an important topic in social, security policy making, and. . . Furthermore, the issue of citizenship rights has different fields and dimensions that could reduce some of the problems of citizens that currently its responsibility is on the institutions of the city.

on the one hand, the issue of citizenship rights focuses on human dignity for all people and acceptance of their social and human existence and on the other hand, the development of mechanisms to stabilize and expand it. This will not only promote cultural growth, but also it will bring a reduction in social, security and the judiciary spending. (Mousavi, 2000: 55).However, one of the most important factors that influence the awareness of

citizens' citizenship on their rights includes the use of new communication technologies, especially satellite and the Internet. In recent decades, they have entered us to a new era and society, so that thinkers such as Daniel Bell called it the Post-Industrial Society, Emanuel Castells called it Networked Society and Tadao Ome Sao called it information society. Today, on the one hand, the world of new media has been recognized as part of the "international civil society" (Keen, 1991: 40), "Technologies of Freedom" (Money, 1983) and "democratization" (Randall, 1993) and on the other hand, as technologies of globalization that dissolve all of weaker cultures in a global culture (Western). With the position of the mass media and mass communication that have found in modern life from birth to death of human; they can be classified as one of the major factors affecting the acceptance of social institutions, social norms and values. As a result, they have a great impact on people's attitude towards the events around them. Therefore, based on above explanation it is necessary to consider scientifically the effect of using mass media on citizens' awareness of their rate of citizenship rights as an important issue.

### **Theoretical Foundations of citizenship rights**

Karl Marx by putting the economy as a basis and its impact on the economic role of individuals classified the society into the ruling class and the subordinate. He considers the era of society as a permanent struggle between two classes. He states that social classes are the real actors in the process of history and national and local developments are merely considered as one of aspects of this process. Marx says that the civil society is the very bourgeoisie that is based on the private property market. Declaration of the Human Rights and of the Citizenship apparently to hide the truth and a mask and the economic and social inequalities (Shiyan, 2001: 65). According to Marx, citizenship is Economic – social and practical obedience of the poor that should be corrected. On this basis, those with lower economic status are less aware of their rights on the other hand, they are deprived of the rights of citizenship. Therefore, we must educate citizens and inform them of their rights and take steps toward creating a society without classes. Working class with knowledge of their position united together and the socialist revolution overthrow the capitalist system as an obstacle to deal with their rights.

Sociologists such as Emile Durkheim along with, Weber, Levi are among the founders of the sociology of law. Durkheim's tendency on civil rights of individual in order of and social goals is for maintaining social stability. In this case, Durkheim considers a piece of speech or deed right that it would be a universal rule. A Piece of Behavior or deed rights that is based on the accepted norms and rules to which all humans are agreed upon it. In other words, legal concepts either domestic or international are arising from the social life of the community and requirements (Falks, 2001)

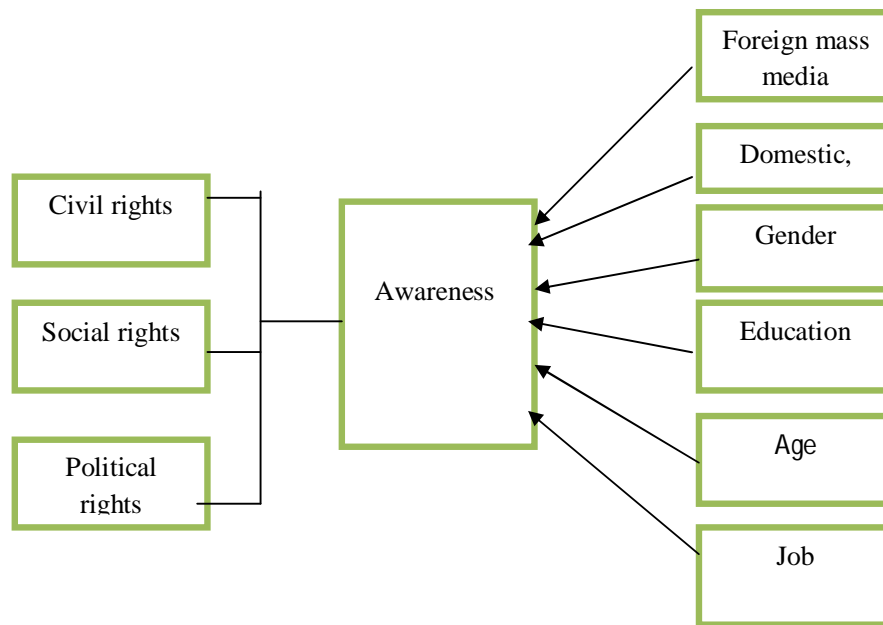
Marshall is the citizenship base that is given to all individuals who are full-fledged member of society. These people all have equal status and rights, duties and obligations that are in accordance with this status (Friedman, 2002: 168). Marshall believes that there is no all included principle that determines what are the rights and duties; But, societies in which citizenship is an institution that is developing, Create an image of the ideal citizen that accessing to it is measurable and could lead individuals' willingness to it (Marshall, 1994: 17). According to Marshall Citizenship is divided into three parts, i.e. civil, political, and social". Civil rights include freedom from certain kinds of the illegal invasion, particularly by the government (Castells and Davidson, 2002: 228). Political rights that means all people have the rights participation in various sectors of society. social rights includes a wide range of rights such: The right to have minimum welfare and security and includes living in accordance with prevailing standards and practices of civilized society (Marshall, 1994: 21-19).

Zhanouski by extending Marshall's theory, considers citizenship as an active membership of people within the territory of government-people whereby the citizens have equal rights and obligations. Like Marshall, he is more attentive to the rights of citizens. According to Zhanouski, civil rights are rights that different groups are backing and they Established and approved by the government and have executive guarantee. He distinguishes four types of general rights; namely, legal, political, participation and social rights (Zhanouski, 1998: 28).

Parsons considers citizenship as the result of modernity and democratic development of society. He connects citizenship into three categories of social behavior, social membership, and social cohesion. He considers citizenship with these three key components as having a sense of belonging that finally leads to social cohesion. Full citizenship rights means that all classes and social groups having rights that should know and others respect this rights. According to him, groups that continue to insist on their traditional values have an especial view they have not adapted to the requirements and social conditions of the time and have no sense of citizenship (Hessam, 2001: 11).

Louis. I. Freeland is political-social theorists in recent times that has suggested modern ideas in the field of democracy and citizenship. The major features of his theory are emphasizing on the current developments of communication in the present societies which is presented as title of "Electronic democracy and the new citizenship" Freed land believes that the new technology has affected the essence of democracy and has created a new kind of citizenship that is different from the pre-modern and modern. Communications technology and the emergence of communication networks in in Western countries which cause the democratic use of nations; avoid

exclusive use of information, discrimination of information, citizenship system and the use of new communication technologies for all people (Esmaili, 2003: 110-108).



Research theoretical model

### Research hypothesis

The First hypothesis of the research: people awareness of their citizenship rights in different rate.

The second hypothesis of the research: there is a significant relationship between people use of domestic media and their awareness of citizenship rights.

The third hypothesis of the research: there is a significant relationship between people use of foreign media and their awareness of citizenship rights.

The fourth hypothesis of the research: there is a significant difference between people gender and their awareness of citizenship rights.

The fifth hypothesis of the research: there is a significant the relationship between people age and their awareness of citizenship rights.

The sixth hypothesis of the research: there is a significant difference between people level of education and their awareness of citizenship rights.

## RESEARCH METHODOLOGY

The present study is based on data collecting and analyzing it is a Quantitative research and in terms of the of dealing with the problem and entering to it is field study. In the field study, the questionnaire tool was used to collect the required information. Prior to surveying, the initial questionnaire was first tested and by using the results obtained defects resolved and the final questionnaire was adjusted. The statistical population of the research is citizens of Yasuj city who are all above 18 years. Since there was no natural way to study the views of all citizens

the method of "sampling" is used for theoretical explanation of people under the study and based on this, some of the people (320 persons) were identified which representing the population as the sample was selected and studied. sampling method in this study is a multi-stage sampling. After data collection, its analysis was conducted by using SPSS statistical software. In order to test hypothesis, appropriate statistical tests were used according to each hypothesis. In this regard, in order to ensure necessary validity with taking advantage of the advice and opinions of professors and experts as well as Cronbach's alpha test for reliability have been carried out.

### Research findings

*The First hypothesis of the research: people degree of their awareness of citizenship rights is different.*

For measurement of people's knowledge about their citizenship rights one-sample t-test is used in the areas of civil rights, political rights, civil social.

Table No. 1. One-sample t-test

Test Value =3					Citizenship rights
Mean differences	Mean	Significant level	Degrees of freedom	Value of t	
-0/28	3/28	0/000	379	-4/449	civil rights
-0/55	3/55	0/03	379	-8/321	Political rights
-0/30	3/30	0/02	379	-5/171	Social rights

Findings show that there is awareness in all aspects and variables of the study, because the value of significance level in all variables is less than 0.05 and all t values are at significance level is 0.05 and the 0.95 at confidence interval. However, the degree and the rate of each of aspect among people under study is different. Among these, the awareness of political rights has the highest mean, and awareness of civil rights has lowest degree.

In following diagram, the differences of each aspect of desirable conditions are provided. It should be noted that the value given for the desirable point is number 3 (middle range items).

*The second hypothesis of the research: there is a significant relationship between the use of local media and people's awareness of citizenship rights.*

To investigate the relationship between mass media and local citizenship rights Pearson's correlation coefficient was used with an error level of 0.05 and a confidence interval of 0.95.

Since the proposed hypothesis is of relational type therefore, the best statistical method is to use correlation coefficient.

Table No. 2. Canonical correlation between variables of the research

Social rights	Political rights	Civil Rights	
0/639	0/509	0/511	Domestic television networks
0/532	0/390	0/403	Internal websites
0/500	0/550	0/536	Local Radio
0/675	0/429	0/442	Domestic press
Values of significant at the 0.05 level			

The results in Table 5 show that all dual correlations of variables under study are statistically significant at the 0.05 level. On this basis, it should be stated that there is a significant correlation and relation between the local mass media and legal dimension of citizenship rights. The strongest relationship is related to two variables of domestic press and social rights and the least correlation is between the two variables of using domestic internet and political rights. According to the above findings it could be argued that the more one uses local mass media the more one would respect social rights and as a result, citizens' awareness of their citizenship rights would increase.

*The third hypothesis of the research: there is a significant relationship between the use of persons of foreign media and their awareness of citizenship right.*

Like the second research hypothesis, here Pearson correlation and canonical correlation is used. Results are described in the following table. The results show that the correlation between the total score of the foreign mass media and citizenship rights is positive and significant ( $r$  medium & Citizen Laws = 0.654).

Based on this, the foreign media is allowed the more awareness of citizenship rights among citizens is increased. Then, the canonical correlation between two dimensions has been dealt with.

Table No. 3. Canonical correlation among research variables

Social rights	Political rights	Civil rights	
0/443	0/373	0/378	Foreign television networks
0/437	0/372	0/395	External internet sites
0/506	0/317	0/341	Foreign radio
0/700	0/524	0/521	Foreign press
* Values of significant at the 0.05 level			

The above table shows that all dual correlations of variables under study, are statistically significant at the 0.05 level. Based on this it could be stated that there is a significant correlation and relation between the amount of using foreign media, and dimensions of citizenship rights. The strongest relation is related to two variables, namely the foreign press and social rights. The lowest correlation is related to two variables of the use of foreign radio and political rights. According to these findings, it can be argued that the more one uses the foreign media the more the feeling of respecting social rights would increase and consequently ones' awareness of citizenship would increase.

*The fourth research hypothesis: there is a significant difference between gender people and their awareness of citizenship rights.*

Gender as an independent variable contains two groups of male and female. In the mentioned hypothesis the intention is to study the difference on the knowledge of citizenship rights in terms of gender. Therefore the best test is the t-test.

Table 4. Descriptive statistics relating to citizenship rights awareness in terms of both males and females.

Standard error of the mean	SD	mean	No	gender	Awareness of citizenship rights
0/0345	0/5044	4/170	140	male	
0/0351	0/4533	4/034	180	female	

Table 5. Independence T-test for study of differences between men and women in the civil rights awareness

		independent t test for equality of means					Levine statistic for homogeneity of variances			
Difference of confidence interval 95%		The standard error of estimate	Mean difference	Significance level	Degrees of freedom	t	Sig.	F		
Maximum	Minimize									
-0/0377	-0/234	0/04998	-0/1359	0/007	378	-2/71	0/017	12/05	With the assumption of equality variances <sup>1</sup>	Awareness of citizenship rights
-0/0389	-0/232	-0/04932	-1/1359	0/006	269/2	-2/77			With the assumption of inequality of variances	

Based on the above table about the awareness of civil rights it can be said:

The calculated t value -71 / 2 and the value of the t table with 378 degrees of freedom is equal to 1.96. Because the absolute value of the calculated t is greater than t table so it can be claimed that at significant level of 0.05 and with 95% confidence interval there is significant difference between knowledge of citizenship rights in terms of gender. On the other hand, The significance level was less than 0.05. The assumption of the research can be confirmed with a 95% confidence interval. Finally, it can be argued that awareness of citizenship rights for men ( $\mu = 4.03$ ) is more than females ( $\mu = 4.17$ ).

*The fifth hypothesis of the research: there is a significant relation between the age of people and their amount of awareness of citizenship rights.*

In order to study relation Pearson correlation coefficient has been used. Findings are as following table and diagram.

Table 6 correlation between the variables of age and citizenship rights

NO	Significant level	Citizenship rights	Independent variable
320	0/87	0/008	Age of respondents

\*. P<0.05

Findings indicate that there isn't a significant relation between two variables of age and awareness of civil rights. Therefore with 95% confidence it can be said that there isn't a significant relation between increase in age and increasing awareness of the civil rights.

*The sixth hypothesis of the research: there is a significant difference between the level of education and the awareness of citizenship rights.*

Since the purpose is to compare two groups (different levels of education)

The appropriate test is Analysis of Variance. In analysis of variance of dependent variable in terms of different groups (more than two groups) have been studied and difference among groups has been studied. The results of the test are as following:

Table 7: Descriptive statistics based on citizenship in terms of education

percent	frequency	Variable of education level
1/25	4	Diploma
4/38	14	Associate Degree
73/12	234	Bachelor
21/25	68	Master degree
0/100	320	Total

Table 8. Analysis of Variance for different levels of awareness of citizenship rights in terms of different level of education

Significance level	F	Mean square	Degrees of freedom	Total Square	Source of variation	Awareness of citizenship rights
0/507	/777	0/184	3	0/553	Between-group	
		0/237	316	89/019	Within group	
			319	89/573	Total	

Comparison and Conclusion: calculated F from (0.77) with 3 and 375 degrees of freedom is less than the critical f (2.62) is.

Therefore, study assumption that there is a difference between the groups (in terms of citizenship rights awareness) could not be verified. Based on this, from the perspective of the educational levels of the subjects under study the amount of awareness of people's citizenship rights of their rights are not different.

## Conclusions

The findings of this research showed that awareness of citizens of their citizenship rights is above the average level (more than 3). Also different dimensions of citizenship rights among citizens of good condition were higher than the average population. Meanwhile, the most desirable dimensions of citizenship rights, political rights (mean 3.55) and the weakest is the civil dimension (mean 3.28). Then, the results showed that the correlation between the total score of mass media and local citizenship rights is positive and significant ( $r$  medium & Citizen laws = 0.718). Based on this, the more one uses local media the more citizenship rights will increase among citizens. Then, the canonical correlation between Continued two dimensions is dealt with. Furthermore, the findings showed that there is significant correlation and relation between mass internal media and the dimensions of citizenship rights. The strongest relation is related to two variables of domestic media and social rights and the least correlation is related to two variables of using intranet and political rights.

According to the these findings, it can be argued the more one uses the domestic mass media the more the amount of feeling to respect social rights and as result the people's awareness of their citizenship rights would increase. Concerning the amount of using foreign media findings show that there is positive and significant correlation all scores of foreign mass media and citizenship rights ( $r$  medium & Citizen laws = 0.654). Based on this the amount of allowing use of foreign media the more the amount of awareness of citizenship among citizens would increase. Then, the canonical correlation between two dimensions is dealt with. Also, there was a significant correlation and relation between the use of foreign media, and dimension of citizenship rights. The strongest relationship was related to two variables of the foreign press and social rights and the least correlation was between two variables of the foreign radio and political rights.

Bearing in the mine the above findings, it could be argued that the more the amount of using foreign mass media the more the feeling of respecting citizenship rights would increase and as a result the amount of people awareness of their citizenship rights would increase.

Then, the hypotheses related to citizenship rights and its relation with demographic variables such as gender, age and education level were studied. The results showed that gender there are differences at significant level of 95% and with confidence interval between the awareness of citizenship rights in terms of gender.

In the case of its relation with age and awareness of the citizenship rights Results showed that there is no statistically significant relation between two variables of age and awareness of citizenship rights. Thus, it can be said with 95% confidence that there is no significant relation between aging and increase awareness of citizenship rights. In the case of variables of the respondents the research assumption was not confirmed that was based on that there is a difference between the groups (in terms of awareness of citizenship rights). In the case of education level variable of the respondents, there were findings like age variable. Results showed that from the educational level subjects under study there isn't difference concerning their awareness of citizenship rights.

## Acknowledgment

The authors declare that they have no conflicts of interest in the research.

## REFERENCES

- Ismaili, Reza. (2000). Kinds of citizenship rights in the constitution of the Islamic Republic of Iran. Journal of Esfahan Culture. No. 22. Pp. 111-106.
- Ahmadi Babak. (2011). Dark memories. Tehran: Nashre Markaz.
- Hesam, Farahnaz. (2001). Identity of the citizenship. Thought and research. The fifth year. No. 51.

- Shiyani, Maliheh and Davoudvandi, Tahre.. (2010). the Analysis of the students' awareness of citizenship rights. *Journal of Welfare and Social Development Plan*. No. 50. Pp. 59-35.
- Shiyani, Maliheh. (2001). Sociological analysis of the citizenship status of Lorestan. *Journal of Geological Society*. (3). Pp. 80-68.
- Falks, Keith. (2001). *Citizenship*. Translated by by Mohammad Taghi Delforouz. Tehran: Kavir publication.
- Castells, Stephen and Davidson, Elster. (2000). *Migration and urbanization*. Translated by: Faramarz Taghi Luo. Tehran: Institute for Strategic Studies.
- Mousavi, seyed Ya'qoub. (2000). Evolution of citizenship rights to the provision of municipal police. *Disciplinary knowledge*. No. 11. Winter. Pp. 79-54.
- Friedman, John. (2002). *the prospect of cities*. Minneapolis: University of Minnesota Press.
- Janoski, T (1998). *citizenship and civil society*, Cambridge university press.
- Keane, J. (1991). Democracy and the media. In *international social science journal*. Vol: 129.
- Pool, I. (1983). *Technologies of freedom*. USA: Harward university press.
- Marshall, T.M. (1994). *Citizenship and Social Class*. In B.S.Turner & P.Hamilton, *Citizenship: Critical Concepts*. London: Routledge.
- Randall, V. (1993). The media and democratization in the Third world, in *third world Quarterly*. Vol 14, No 3 . 625 – 46.