

Television's Role in the Transformation of Human Perceptions

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ABSTRACT

Electronic magic of the moving image and the light "instead of words is stable sitting. Transformation that has ever been." You and Qf Return the path of growth and The evolution of micro and Consciousness and sense of Thought Had sought and Gradually and Gradual impairment and dementia The other is stable decline Ave. TV impressions and our perception of reality is distorted and social conditions Cultural context and General situation is such that the primary means of mass communication and television Most extensive in the world Is in "continuous watch TV and negative effects on quality The quantity of thought and Dementia and Imagination and Integrated thinking and Logical thought on the viewer leaves. The waves so that the fundamental pillars of human epistemology " Lowest and The earliest fruit of it is coercive. Addiction to TV and watch the lazy mind and Of power and Even understand the hidden message in the sentence of a man and focus And mental relaxation Necessary to study the psychological and The reading will gradually stop.

KEY WORDS: Medium, Third Wave, Information, Television.

INTRODUCTION

Each of the tools and Media to a certain "order and Organize thinking and thinking and also to attract and Digest the information in our Are guided in shaping the field of consciousness and also the structure of our social institutions have extensive and diverse that it goes as far as our attitude to the inference And Our conceptions of the universe and affects events (Postman, 1996:9).

The late seventies of the twentieth century, the passion and If you move the media, especially television and Computer and the satellite wave data and The data were also caused by the spread of scurry talent network Electronic shocking reports of some scholars and circumspect Benevolent stopped (Tabatabai, 1997:2)

United States of America was the first shocking report "the most extensive television network and Cable TV and Satellite Video and other media in America has had for years. Categories such huge profits commercials "Industrial production through ad sales outstanding in commercial messages' effectiveness and Q The CIA reception " Routines over the human life "and the melancholy Stroke technique Social life, "the decline and fall of cultures and ideas Depletion and Literature of its own beauty "changes and The meanings of Thr F. Words such as freedom of opinion "free speech" and forming opinions Ideas "right" of freedom and Freedom and The social impact and Educational devastating effects, "especially in matters of violence," Sex and Nudity "and fantasy Imagination "Amidst every day more and more of Posts and Shnrany and Some scholars read the warnings and Were heard within the day on cable and Antennas and radio and television channels "and each week on the achievements of audio-visual and video movies were added (Springer, 1996).

While the video media and Electron recreational programs and Fun and Trade shows in the long run "The same tastes and palates of all segments of society will cause enormous and these transactions in intellectual opinion and public discussion minimized" and Thinking and Thought reduced Formation of opinions and Undermine the viewer's opinions "of SA's other new media, the rise of class divisions and The existing gaps in knowledge and social roots And understanding the power of thought and The ability to understand and Makes learning new things is deeper (Single 2006: 6).

TV as the most influential Media

((Bvrstyn)) in comparison with books and electronic media Saying yes to the media Tuesday in a historic juncture in the relationship Deals with human beings (Tabatabai, "18:1384): The verbal expression," the publisher and Finally, the radio and printed documentation Television. The longest first time in human history is included. At first there was only verbal and oral Then with the advent of the alphabet and The power of writing, "It was possible that the resonance and The content of a subject and Place the speaker and its audience is F. Rutter. The same as the book is more private and personal aspect. was a story written by a particular individual. Furthermore, the manuscripts are also considered as valuable commodities and tastes

Feature Writer He was seen. In addition to " Because reading ability is not universal "Only legends and popular literature Mythological stories were included Advice to poetic rhythms Panda often quoted for ease of learning and all aspects would be quoted verbally.

The second period began in the fifteenth century and With the advent of the printing industry and Publication of "personal privacy and the scope of funds swept in time. Of the ((knowledge)) Significant aspect of purchasing goods And Sales found. Manuscript until this time only a certain person was in possession "of this date onwards would be available to be printed And aspects of consumer goods available. Changes resulting from this transformation in the media, to the great revolution occurred, and An important factor in the development and Progress of Science and Was knowledge. Book published from this point onwards, unlike before, others belong to a specific audience or not its author but also the tastes and desires in mind was more human. The printing industry growth and increased production of books, new branches of the profession and Also emerged in the progress his career in the public interest and Increasing number of consumers and increase public education and information summaries saw uncle. Two N the course of his life and times of sound waves Provides a distinct image. First, the respondent would have if everyone voluntarily Placed and the price to pay for books and It is the owner. Second It requires that a benefit from the book Enjoyment of reading power had caused the works of these two features and Changes resulting from this revolution to the emergence of several years to reach. Even in developed countries as well as hundreds of years to And almost everyone can benefit from the power of one is reading.

A prominent feature of the third wave era, the growth rate and Epidemics of this By The transmission speed and News is that Can be any The electron velocity as equivalent to two years 192 In the first Radio transmitter in America Was launched and in 1941 opened the first television station. In years Twenty years later in 1961 that while 5/53 Million households in America lived; 7/50 million radio receivers And 2 / 47 Million TV was in their possession. Impact and The importance of the electronic revolution in the same growth rate and He also moved quickly and No, he said. In the previous stage's propagation speed to the speed of movement of vehicles carrying books, magazines, newspapers and Or was the letter. Same dependence on the limited and Kenneth R. L message was even (Postman ,1996:6)

In the third period and the dependence factor Control agent was also abolished . What was needed was summarized in a transmitter and a receiver station. Other wiring; Street, vehicle and environmental factors and other ground Do not place restrictions. News Content through radio and television waves range limited by climate and even national boundaries and swept up in the straw that despite the desire and National interests and Nations were sent Was published. Conditions, which provides news and Message it will not get much easier. Result of this new situation what the printing industry; product offers that the buyer was autonomous and You will receive a volunteer. Taste and Purpose and And disposal It was deemed essential. The waves and Everyone who is a recipient of messages it receives. In the printing and Relationship between the book and the message it received a direct relationship And the individual needs and Satisfying particular needs and tastes, while such a relationship based on such criteria between the receiver and sender of the message that there is a wave. There is also another important difference lies in its message that the recipient must be a part of understand the power and Understanding and Previous data and also be able to enjoy reading while addressing the need for having such a wave there is sufficient merit that he is a man. The same condition recently Their general validity is lost. So long ago in the park ((National Zoo)) It was interesting to discover that New York received another wave ((Man)) is also not necessary. In this experiment was about how Gorillas have been influenced by television images and Desires and Special feelings towards the humorous and serials Music from the show (kargman ,1998:3-9)

Perhaps this experiment It was also television programs in the long run whether they affect the evolution of biological organisms will Stopped? Is it available in an evolutionary staircase leads to higher or lower degree, brought it? I do not know the answer to that is important and shows the profound impact this type of media. In the impact profound changes due to TV and it says: ((for a realistic assessment This Means of communication must be points to this central question: long-term effects on the messenger and understand our sense of time and the elements Location is harvesting and We infer from the and How does art form? Changes resulting in the minds and Our idea of community, social correlation; human relations and external reality, which is (single, 2006; 6) He then studied in America's society does the TV in this community from other communities and the wider interest of Americans and other considerations in this case and in the case of much debate Positive and It is not negative. Including the impact and benefit questions and the TV is about is how the device; circle of our knowledge and Knowledge and experience Understanding and our perception of events and incidents and events are limited. What issues and Blocked from our awareness of their Be removed, what elements can be removed from our understanding, what capabilities and Our talent is lost and forget what is over (Tabatabai; 1997: 84)

says ESA TV messaging and content on the Q ((here)) And ((I)) bypasses. The long term this is that our understanding of power From past events and What is it with the power of communication between What has happened in the past undermines the discrete moments of coherent alternative And asked to arrange the events of the past and makes history (karag man ,1998:3-9)

Every story that we see on television, often cannot complete the conditions of time and place where we know much except what can be said to be talking about it. The image itself and Location is not announced. Need spoken language to express these two elements. While being at the same event will result in the removal and Style We deduce from the And the congregation are also altered (Rheingold, 1993).

Development and There are two categories in our culture with the ancient notion of mobility and displacement and creativity were in direct communication. But at this time Day to day the number of Kenji who constantly lying and sitting to watch TV will be added. Being active and stimulating and And creative moving past a passive spectator has become stagnant. To the extent that this means the speed of handling and transport and messaging Transfer News Y information and reports from one place to another iodine to delineate the extent of the transfer speed and mobility of its viewers and inertia factor and Recession and people are being passive. Today to inform Tolerance does not require much effort from the incident or event. Wear appropriate clothing and Leaving home and getting caught in traffic and use Vehicle and trying to find and provide parking and ticket costs Gather input and appropriate behavior and And the community May participate in a Dramatic Program or from LA to attend the theater and not a social program. Same story and Event and program We'll watch the show no tolerance for these efforts and costs and consumption When the clothes we wear and drink from home, everything that we want to sit or lay back and we're all comfortable and that any The other side of the obstacle course and work against us if we watch and see. How things change and the need to remove it from going through? In watching these events with the need to go somewhere and the next to other human beings ; what the other thing goes the other due to the absence of a sense of community reaction to this incident other than that we are unaware of the TV and The other terms and We are unaware of the others and this is no longer possible and the power exchange And discussion Check with others about something that we've seen Not from the people that we are not aware of these changes as well. When the man presented a lecture on And participating in a community can be looked at closely, how can the same effect on human speech that the listener or viewer sitting at home and on his assessment? In humans have become mobile and active in passive elements spectators sitting home and what is destroyed? (karagman, 1998; 3-9)

Another important point is that what the TV offers the same for everyone. Grouping and Different ages and social classes Viewers and Understanding the differences and Different tastes and sense of form and content of the program does not affect humans and Because most video programs should be universally popular and distance Zv Between the And carriers and owners of Culture and The superior intelligence of the ignorant people are eliminated. While reading the book and the knowledge and understanding of power and Holder also informed the people and culture Adds superior intelligence; television and brought him to step down and given him more P Focused on issues of common interest to make. If in the judgment about the level of social consciousness and Public understanding of the power of a social critic or a professor, was difficult and Placement It requires effort and assessment of public and Q & A time and cost Today, with a detailed look of the TV program that will result (izard, 2002:79).

It was also stated that TV and Breda Sht Deduction Has also altered our reality. Each Each event and adventure today occurs twice: once in the universe And again on the TV screen. Funds regardless of the difference between reality and representation in this matter The television universe has the same meaning dualism; effects on the minds of countless Our thoughts and emotions Offers. Which one is closer to the truth? It in our neighborhood and Occurred in reality or what is shown on TV? In practice this can be seen that reality TV is a double impact. Because it is designed; the stimulation and Stimulate the Used to be more abundant and Reiterating the view that in reality it may Not a frequent occurrence in the direction of its investment targets will be added. (Stone, 1996).

First time in Western Europe in 1979 by the International Society of Publishers The seminar topic was watching, listening and reading, what changes in personality, both micro and Regardless of that great and just take over, or in small groups or larger social and even human populations involved, causes and The first question is obvious and easy to be crushed in the fields of the SM but was released on the complex and Was a worthy reflection of the participants in this seminar include: researchers and professionals, and Brain Nerves; psychologists with different specialties Sociologist; Experts, media, critics and cultural policies Social, philosophical and Education scholars and Education; experts and television programs and projects Radio, politicians and Policy makers, social issues and a number of journalists and writers and the first level of social prestige, cultural and Political(Balsamo, ,1996).

It can result in a few sentences stating the following seminar (Tabatabai, 1997:12-11)

1 - The growth of public illiteracy. On TV effects in humans, the focus of power is reduced, so that B is unable to read a page of lies in its inability to understand the message and Inability to analyze and derive expressions; patience to study and review of data reading and Are reading from. On the basis of statistics published by the National Congress of America in 1984, 40 percent of young adults 17 years or 44 percent of the land are those that, despite high school education; power to understand a word have written!

2 - Space-school education and School day will be tighter and students learn to focus and over have lost power.

3 - to communicate with each other and to humans Emotional and social dealings, it is put down.

- 4 - The social consciousness of folk chat and content is put into the void.
 - 5 - Culture and Art has fallen to its lowest level.
 - 6 - Principles of ethics and the formation of thoughts and ideas have been shattered.
 - 7 - human values and religious beliefs and National symbols and patriotic colors and shapes is lost.
 - 8 - The words and concepts, standards, have changed.
 - 9 - Public indifference to the events and the events and social issues has reached a dangerous stage.
 - 10 - The result of all this, the risk of falls and Community than any Another time the chart is not only America and the West but throughout the civilized world and trying to put communities at risk of invasion.
- Despite these downloads and These warnings, what occurred on the eve of today The third millennium of history, with a massive onslaught and Devastating and we face the media Soon, 80 satellite TV channels and 2200 Asia devours (Izord ,2002)

Conclusions

Subject to various influences media A wide debate is currently underway in most industrialized countries around the world. On any media downloads and and Transfer our thoughts to the world of facts and even changes in customs and Social and ethical traditions we have is special effects in some studies to examine the impact of these deals. No doubt due to developments and changes Reading the book, as a means of communication with the changes Effects of television is different. Collection The opinions and views of people and see the individual And Their social and Experiences and the study Features found on any developments arising from any One of these media, tools and elements that constitute this study.

Today, investors and media crew from working out at the service of humanity; claim full sovereignty on the server and humans. Scientific research and Statistics show that a continuous watch on TV, power and Intellectual coherence and Eliminates logical thought. Depending on the TV screen in the world is a world of second hand; paid and Often distorted. Video TV out of the world reaches beyond the mind to move with the same external reality. Addition, active man, thoughtful, stimulating and Moving to a passive spectator and becomes stagnant. Transfer is destroyed. Defense and mental reactions without dealing with the information being undermined; AIDS part of human culture and society makes. In Development of television as a media monopoly on information and knowledge best are foolish and ignorant. Of things in this new class divide in society is emerging that the origin of social tension; Afy and even political will.

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