

Isfahan Attitude of Citizens towards Local Radio

Dr. Faezeh Taghipour¹, Dr. Mohammad Reza Irvani², Allahyar Arabmomeni³, Aliasghar Rahimi Rezaee⁴, Mehran Fouladinejad⁵, Zahra MahmoudiKataki⁶

¹Assistant Professor, Department of Cultural Management Khorasgan (Isfahan) Branch, Islamic Azad University, Isfahan, Iran

²Assistant Professor, Department of Social Work, Islamic Azad University, Khomeinishahr Branch, Daneshjou Blvd. Isfahan, Iran

³Department of Human Science of Islamic Azad University Khomeinishahr Branch, Isfahan, Iran

⁴Masters in counseling Science, Isfahan, Iran

⁵Master of Social Communication Sciences, Islamic Azad University Ghiam Dasht (East Tehran Branch), Iran

⁶MS Student, Counseling Department, Islamic Azad University of Khomeinishahr, Khomeinishahr Branch, Daneshjou Blvd, Iran

ABSTRACT

This study was conducted to assess the attitudes of listeners Center. This study was a descriptive - survey (cross). Of population, the Isfahan city had a population of 1/745/428 and using stratified sampling - random, 600 were selected 345 people who listen to the radio programs of Isfahan and major review and assessment was based on the number of.

For gather information from the questionnaire, which included demographic information and questions based on likert spectrum was used to test hypotheses. Cronbach's alpha was calculated for the questionnaire, 0.941 and reliability of the questionnaire was approved. In a radio program, the highest percentage of radio listeners, Province News (78.3%) and home and family was the most satisfying of the program (mean 4.05). Comparison test showed that the attitude of people towards educational guidance programs with an average of 3.59, Average educational information programs 3.41, Fun entertainment programs averaged 3.73 and programs related to public officials, averaging 3.44, was above average. Educational guidance Friedman ranking test components, respectively (mean 2.93) between people and officials (mean 2.49), Educational data (mean 2.33) Is an entertainment and recreation (mean 2.25).

The Friedman test, with Chi- Do 52.507 identified. There is a significant difference between these four species. Demographic characteristics of the four main categories with a mean difference "-0.23" And a significant level of "0.220", it was shown, Just the attitude of people towards Educational and career data programs there is a significant difference.

KEYWORDS: attitude, audience, media, radio, guidance, Educational and entertainment

1. INTRODUCTION

The world today is called age of communication. When people see the world is flat and, the heart depends on agriculture and land and the other time it was spherical and pay for travel and discovery, Today it tells lattice and communication and respect and esteem, and many high-tech products that pay.

Since the advent of modern technology and communications has been changes and mass media have been formed. And communities affected and consequently different approaches and theories in the interpretation of these phenomena is presented and compared with human communities. The approach and thoughts on what the media is non-negligible, Media Audience and his views are the following are the masters of the media influence on their audience and change their attitudes and ultimately behavior change.

Statement of Problem

The media play a major role in organizing public and highlight the importance of giving, highlighting or margin and downplaying the events and affairs agenda with a specific audience in mind, provide a social environment. (Mir Saeid Ghazi and Esmaeili, 2002)

Radio, despite the competitive world of today's media is largely recessive visual media and took away the golden years. However, due to the nature of single sensory words to say and he still continues to exist.

In comparison with other media, old radio sources suggest that the radio emission in terms of speed and endurance, and also the extent of publication is the best means of communication. Since the early events of the press and even the spread television. But on the basis of speed and endurance have been published, Opportunity to analyze and interpret the news, it is less. (Moatamed Nejad, 2004, p 211).

*Corresponding Author: Dr. Faezeh Taghipour, Assistant Professor, Department of Cultural Management Khorasgan (Isfahan) Branch, Islamic Azad University, Isfahan, Iran Faezeh.taghipour@gmail.com 00989131064291

Today, new technologies caused some properties to be challenged seriously Radio, The small video camera, portable equipment, a satellite television networks should be permanent, such as this, But that still means it together with other things, and can be used everywhere fullest, "Radio" is.

Radio's effect on culture and citizenship, the coverage is very broad, Audiences of all ages are in, one is intuitive and warm, Long-term culture is and media literacy is important and in debate. Because would the radio must change attitudes and so it is effective. Part of the importance of being critical attitude is to understand social behavior and the other is based on the assumption that attitudes are determinants of behavior and this is the assumption implicitly implies changing the attitudes people may change their behavior.(Karimi,2000,p 5)

If by definition, the audience of readers, viewers and listeners of the media channels or content, and we know, the attitude of the audience following his assessment of the media and of willingness or unwillingness to understand their we are comparing the content provided by its.(Mc Kovaiyl,1997).

With the knowledge and attitudes of their audience, which is more accurate and more organized planning can be applied to radio programs. The system so that the ideals and ideas and opinions and tastes of the Audience, and he is respected.

Need for research

The mission of the Media functions such as monitoring the environment, social cohesion, Transmission of cultural heritage, social and fun to be defined (Sourin and Tankard,2005,p 450).

And if you look at it based on organizational goals guidance purposes - educational, informational, and educational and entertainment is entertainment for the media. But an effective communication requires continuous evaluation and careful planning of the audience is.

Although this is done through periodic surveys and on various radio and television programs. Although this study is based on the approach of measuring radio audiences in local radio programs with the stated goals to provide a more accurate understanding of the audience if you wish to program officials, the media can be used in future decisions.

Research questions

1. Educational programs and guided toward the center of the Attitude of sound like?
2. Of people's attitudes towards educational information programs of the center sound like?
3. Attitude of the people towards the center of entertainment recreation sound like?
4. Between the attitude of the audience, the sound of the demographic characteristics (age, gender, education and occupation) there is a significant difference between them on these dimensions?
5. Radio stations in audience attitudes toward the relationship between people and their people?

RESEARCH LITERATURE

Hawoold Lasswell researcher communication, respect for the media has three functions: Monitoring of the environment, social cohesion, and transmitted in response to environmental and social heritage from one generation to another. Whright to these functions, it also adds entertainment (Sourin and Tankard,2004,p 45)

Despite the technological changes in the media, the media functions into smaller but there is a fundamental change in core functions. The functions of the media to the requirement of different cultures and culture media are expected, A limited in scope, would look different. The social responsibility theory, the link between the "independence and media freedom" and "responsibility and social responsibility" is. The media also needs to be in the audience, have a responsibility for their actions and their social responsibilities limited to, recipients of messages or media owners know. Freedom and responsibility are two sides of one coin.

As the media have the right to criticize the government and other institutions, Responsibility for national interests and respond to needs of society.(Mehdi zadeh,2010,p 89)

Media should accept and carry out some duties to the community and for realize this promise, the standards of professional news like the truth, accuracy, objectivity and balance, the frequency is shifted..(Mc Kovaiyl,2004,p 171)

Broadcasting in Iran, government media direction. Because its budget is financed through the state budget and public, But according to the type of government structure and status of Broadcasting under the direct leadership and they are appointed by the president, Governmental organizations to monitor the performance of some discussion and criticism of them is well known.

The task of the authorities attended the live program, Performance reporting, Answers to questions people by their, Independent and critical media programs and public sensitivity towards different subjects applied. Due to the nature of the media in the radio just by sound works, on different topics can be expanded with more freedom and less red line running and one of the positive features of the current time is in the radio.

Tichenor& Donohue & Olien's clear theory of knowledge gaps. Parallel to increase the dissemination of information by the mass media, this is part of the economic base - the higher social Compared with the lower

part of the economic base more likely to have received information in the shortest time. Therefore, the knowledge gap between the two, instead of decreasing, increases and those with economic status and social - Top with better preparation, knowledge and information faster than people with low socioeconomic status receive. (Mehdi zadeh, 2010, p 70) However, at the present time, the state radio and other media about the theory are contrary and Tendency to decrease with increasing educational radio. Radio cannot at this time provide appropriate information to the cortical information on new media such as the Internet are exposed to attack kind of, filling new knowledge gap.

One of the theories concerning the social effects of media, Albert Bandura's social learning theory the particular Communication Service in connection with the. According to this theory, people who guide and do more of what they need in life. Just do not learn from experience and observation, but mainly indirectly, especially through the mass media is learned. (Mc Kovaiyl, 2006, 493)

Influence of mass media in everyday life of citizens is not restricted to reinforce or change attitudes, in the behavior. It can lead to acquired values, attitudes and behavior patterns. It meant that the impact of social media and educational guidance purposes so that the media will follow and transmission of moral values, religious and social media as one of the most important goals are presented.

Among the media, people are able to accept the renewal. Mass media in creating awareness about their. Development and dissemination of information through the media and innovation, having a close relationship with each other. In traditional societies, the innovation was done without the media and man to man was cited and expanded to embrace innovation it is the responsibility of the media in modern comprehensive introduction and rapid spread of this information may be made and to create their own social change (Delfor, 2004, p 636)

The idea may seem simple at first but in simple terms, without imposing new, gently correcting popular culture, the media, and perhaps this is simply the best radio. Fashion, this renovated cultural activities such as Radio Messaging - Tehran has been measured.

D. Mcquil In idea the mediator, and the mediator between the media and public idea with enumerating assumptions and model characteristics relations theory, Media more dependent on political institutions, economic, legal and knows The norms governing the activity of philosophy and media, Emanating from the ideological assumptions, Between media institutions, education, cultural, religious and ... There are informal links Govern economic relations on media activities. (Mc Kovaiyl, 2003)

The communication model -Schaeffe draw two diameters of a trapezoid: Diameter professionals (journalists, writers, and radio and television reporters and ...) Diameter and the (administration) in four areas Objectives, the design and understanding of the content and scope of the publication is designed so that the center of the two diameters, intermediate (medium) were and takes charge of critical role in communications and traps put out to the left and to the right of creators message public. (Mohsenian, 1999, p 455) And so are all the factors of interest. Due to the nature of radio and television outlets in Iran and how it is managed completely by state management (led by the system), Due to the different dimensions of the model and the impact of social media and the power is an important consideration.

Background of research

A Mehdi (1996) Evaluation of the research programs of the Center for the sound of a descriptive - survey conducted. Radio listener's rate of 16% reported daily. Listeners of radio programs, 56 percent satisfaction rate was high and very high. Home and family programs with a total of 6% were the highest audience satisfaction and listeners of the program is high and very high. Between different parts of news station, News 8 o'clock in the morning, a total of 3% is the highest listener.

Pirhayati (1996) Radio listeners heard in Tehran's attitude towards the Islamic Republic to the Persian date Mordad 1995 descriptive - survey conducted, Have found that women have a more positive attitude than men to radio programs and age and education effects on respondents' attitudes toward programs have noise. In this study, four general criteria: Expression of FM fact, diverse and entertaining programs in educational aspects of radio programs and music was considered.

Bonabadi (2001) In a study designed to evaluate the voice of audiences provincial network of centers in September 2001 by interviewing 1,400 people, the citizens of Isfahan, Ardestan and Khansar Conducted, Concluded that 33 percent of the cities studied, listened to audio programs are provincial network. The main reasons for not listening to radio programs, Lack of time, as has been watching television and not like the sound of a provincial network programs.

Fantom (2007) Research on young people today urged the BBC about a survey among 18 to 25 year old audience area network Conducted Found that most respondents were willing to discuss programs and services were requested. The results indicated that although the species have different access, television is the most preferred.

Drinkwater (2007) the research on the (brand) of the network address of the speakers and other figures showed that perceptions of the success or failure of TV and radio shows on the network has the effect of strengthening or weakening of the facial. The reputation of homogeneity and heterogeneity of networks and applications, the reader will exacerbate this effect.

Arbore(2009) In a study on the radio audience loyalty and influence certain people like pop music executives decided to come to the conclusion that the satisfaction of the audience, the network is due to the presence of a pop performer, His allegiance to his increased and if he will leave the network, audience allegiance and satisfaction of the network is weakened.

STATISTICAL RESEARCH METHODOLOGY

This study was conducted by descriptive method – survey from the audience perspective, the ratio of Isfahan radio to be examined. In this method, questionnaires or interviews to collect data from participants in the study used and the results can be generalized to the population (Gall et al,2010,p 497)

The population consists of a collection of individuals or entities that have at least one common trait (Sarmad and others,2009,p 177)

Population of the study, it is citizens of Isfahan according to the Statistical Yearbook of the of Isfahan, the number of people they are 1/745/428(Isfahan Municipality,2010,p 35) and examination of Isfahan the radio audience is the citizens in 2011.

Sample and sample size calculations

It is said that small sample is representative of the community. Being referred to is the property of all the characters have traits that are important in terms of research, the proportion of the sample and the results can be generalized to the entire population.

First, the society is divided into classes of stratified samples, Then each class are randomly selected sample units needed (Mouzer and Calton,1992,p 63)

Because of this attitude in all sex and age classes of the population was stratified sampling was used This is a simple random sample of classes for different age groups including men and women, young and middle-aged and elderly in the city was used. Sample size is 384, according to Cochran formula However, due to the increasing loss of prediction accuracy and questionnaires, 600 samples were prepared.

Methods of data collection

To collect data for the research library of reviews, Scientific Articles – Research, Dissertation, entitled websites questionnaire were used. For this study, the questionnaire questions radio research and opinions of experts and researchers, academics and the media was prepared and was implemented, the number of 30 questionnaires and Cronbach's alpha and 0.941 reliability was confirmed.

In addition to the questionnaire, demographic information, Likert type, duration, and the use and satisfaction of their radio networks and duration of use of the network and the satisfaction of certain programs and the attitude survey questions about the programs of the network, according to three objectives guidance - educational, informative - educational and entertainment – entertainment. Also, about the relationship between people and their voice in the programs of the center were studied.

Research findings

The satisfaction of the citizens of the Radio 78.3% of respondents across all programs, province news, was given and other programs accounted for about 12 percent of that. These findings indicate that information still remains a special place in people's radio. People interested in examining how and radio programs, the findings indicate, Iranian traditional music other than music on the radio with an average of 3.87 is the most important factor in attracting audiences and Isfahan accent and use of the program with an average of 3.38 has the least impact. Isfahan accent because the dominant part of the culture and the identity of the agent could be transmitted from generation to generation.

The success rate in achieving organizational goals as well as radio, citizens' attitudes toward the radio guidance - Educational Radio, Most average of 3.78 to the religious experts on effective programs and their question and answer and the lowest with an average of 3.53, was devoted to the role of community radio in the mainstream culture.

In the fun and recreation of the citizens, the maximum mean (3.69) to fill the effective radio direction Leisure and the lowest mean (20/3) to "the music, the right of Isfahan the radio", was dedicated.

Information section - most audiences, with an average training 3.58, were believed radio audiences were able to familiarize themselves with the culture and history of Islam and Iran and provide useful information on the economic impact of radio and guide people towards appropriate investments with an average of 3.08 poorly understood.

People with the highest authorities in connection with the 3.49 related accents "of Isfahan radio, social and political activities in order to be able to appropriate information» and "Radio strengthen in line with people's participation in social and political activities is effective» and minimum mean with 3.32 to 'of Isfahan radio programs in a way that is responsible to meet the performance requirements of the building is ".

Conclusive research findings

In this section, the results of analytical study based on the research questions to be addressed.

First question: the attitude of Isfahan people towards guidance programs - educational center of Isfahan what is sound?

Table 1: Comparison of Isfahan the mean scores of educational programs, guided by the sound of Isfahan the center of the hypothetical average 3

Component	Average	Standard deviation	Deviation from the Average	t	Degrees of freedom	Significance level
Educational guidance programs	3.59	0.53	0.0313	19.249	295	0.001

According to Table 1, the mean scores of the programs are educational guidance, 59/3. t calculated is bigger than t table. The attitude of the people towards the center of sound educational guidance programs are above average.

Second question: Attitude of the people, how the application of information - of course, the sound of Isfahan center?

Table 2: Comparison of Isfahan the mean score of attitudes toward information programs - education, the sound of Isfahan center by means of three hypothetical

Component	Average	Standard deviation	Deviation from the Average	t	Degrees of freedom	Significance level
Educational information programs	3.41	0.55	0.032	12.959	296	0.001

The results in Table 2 are the Average attitude of Isfahan the people towards education information programs, 41/3. The calculated t is larger than t table. The attitude of Isfahan people towards education information programs of Isfahan center sound is above average.

Third question: Attitude of the people how is the voice of the recreational center of entertaining programs?

Table 3: Comparison of mean scores of attitudes toward recreation programs and audio entertainment center with an average of three hypothetical

Component	Average	Standard deviation	Deviation from the Average	t	Degrees of freedom	Significance level
Entertainment - Leisure programs	3.37	0.55	0.032	11.659	295	0.001

The result in Table 3 is the mean attitude of people towards entertainment, Leisure programs, 37/3. The calculated t is larger than t table. The attitude of people towards entertainment, Leisure programs of the center sound is above average.

The fourth question: Attitude of the audience, how to develop relationships between people and their radio stations?

Table 4: Comparison of mean scores of attitudes toward the expansion of the relationship between people and their radio stations with an average of three hypothetical

Component	Average	Standard deviation	Deviation from the Average	t	Degrees of freedom	Significance level
Radio stations in the development of the relationship between people and managers	3.44	0.69	0.040	11.190	299	0.001

The results in Table 4 are the average of the scores of radio stations in the development of the relationship between people and the authorities, 44/3. The calculated t is larger than t table.

The audience's attitude toward the role of radio in the relationship between people and the authorities are above average.

The question now is whether people's attitudes in relation to the radio and it were the same place? Accordingly Friedman test was used to rank the components. The results are classified in Tables 9 and 10.

Table 5: Mean classified of attitudes toward programs with different goals and radio stations in the relationship between people and managers

Components	Average classified
Guidance - Education	2.93
People communicate with authorities	2.49
Educational information	2.33
Entertainment and Recreation	2.25

The results of Table 5 shows the average classified components, is dedicated to, guided programs - education, highest rank, and the lowest rank programs, entertainment and Leisure.

Table 6: Friedman test

Number	286
Chi-Do value	52.507
Degrees of freedom	3
Level of significance	0.001

The results in Table 5 show the results of the series of four programs ranked in the $p < 0.01$ is significant. (Chi-Do value of 52.507). The research question that the significant difference between the scores of the four radio programs, there are confirmed.

The fifth question: Does the audience's attitude with regard to demographic characteristics (age, gender, education and occupation) there is a significant difference between them on these dimensions? The results show the attitude of people towards educational programs based on job information, there are significant differences. But the average for other programs in terms of age, gender and education are not significant. Difference follow up test was done of people's attitudes towards educational programs based on job information displays. Also, the attitude of the school (students) and unemployed people (soldiers - a housewife - was idle and unemployed with no income) in attitude toward information programs - there are significant differences of educational radio.

DISCUSSION

A - This implies that the general attitude of the people towards the various programs of the center sound is above average. In this case, the mean attitude of the people towards guidance programs - Education, 3.59, Relative to educational information programs, 3.41, Are the recreational entertainment programs 3.73. The mean is the attitude of people towards the development of the relationship between people and their radio stations, 3.44. Each of the four cases, t was calculated from the t table is greater, Gauge is above average.

Friedman's rank test components are allocated to programs for guidance - educational programs, entertainment and recreational highest and lowest rank. The chi-square test based on both 52.507 and 3 degrees of freedom and a significance level of 0/001 indicated that significant differences exist between the sets of scores in four types. This principle has desirable features with regard to the cultural and religious needs of the community in the next. Its impact on the growth and success factor in promoting the growth of the cultural community. When the Scheffe model of communication media to interact with the people and government in the sense makes, this results in making the radio and television - in the media horizon - match. It is noted that the results are not far from mind. And in fact, largely a result of what he has done in the media and authorities. Perhaps the power of the desired diameter (state) is the Scheffe model, but the problem is that there are due to today's audience, the audience is active and selective, The low level exposure to radio programs, entertainment, recreation decreased by luck and this is the assignment of space to play in today's competitive.

Media contacts when no other means will not be very appropriate for the guidance and training for all public officials or public relations.

B - In general, although not directly related to the research hypotheses, but results in whole or in radio planning purposes, is consideration of the highest average Question "Iranian traditional music of the music on the radio prefer» With an average of 3.87, which is also confirming previous studies. This is the Question 25 of the recreational entertainment "The amount of music broadcast network is good." Which has the lowest mean (3.20), Voice of the Centre indicated that the ability to attract the audience and strengthen indigenous culture is not much use. Isfahan accent the lowest average rate of 3.38 is obtained from the general accuracy and if necessary revise, radio programmers and managers to seek. There is no reason for of the audience something that is not desirable, it is a tool used to greet others.

C - Department of Education guidance, the maximum mean (3.78) of the usefulness of the radio programs of religious experts this is related to the ability of the religious right and the religious scholars and experts in fortunately of which radio was able to use them properly in their programs. Especially those in the community are very fortunate. Lowest mean (3.53) is related to the reform of public culture by the application of radio.

Since this is a slow and gradual improvement task culture and is associated with various institutions and organizations is justified while addressing the need for more powerful, it is discernable in radio media.

D - The recreational entertainment highest (3.69) is related to the usefulness of radio to entertain. According to this study and previous studies of radio broadcasting groups, most audiences of people with low incomes (37.2%, from 100 to 400 thousand Rials) And have a high school diploma in education (48.9%) Due to the nature of radio itself, the immanency and low cost can be a useful tool in order to entertain the people.

E - The highest educational information (3.58) of the success of the radio audience to familiarize themselves with the culture and history of Islam and Iran. Appropriate in this case and, consequently, the overall orientation of the media, particularly radio broadcasting of this issue. As noted in educational guidance, the use of experts in the field of academic and seminary strong positive effect on the audience is familiar with the culture of Islam and Iran. In addition to the cultural heritage of the historic buildings within those parameters, and the written heritage events this city has a strong background in the field of radio programming.

Lowest mean (3.08) of the provide useful economic information and guide people to suitable investments. Perhaps because of this dichotomy is to provide information in this regard. It seems that the level of presentation hardly fits in the context of the radio audience that the average education level of people who are not offered the very formal and classic. The audience for this kind of information must be provided smoother and easier to understand than. However, due to the low economic power, the audience should promote activities that do not require much capital.

F- Highest authorities in connection with (3.49) is of the questions it has been the practice of radio in social and political activities in order to inform, as well as strengthening public participation in these activities and the lowest mean (3.32) in the case of radio, the popularity of the obligation of authorities to respond to performance.

However, questions related to this sector is relatively limited and require independent investigations, however, comparing the highest and lowest mean in this section identifies in this regard, Of the pan is heavier authorities the problem of course is not on the media while waiting for the social responsibility of the media the balance is observed in this field. Right and responsibility are two sides of one coin. If the balance between these two ends, the social system and communication systems suffer damages.

G- Among the programs listed in the domain of the main programs of production volume guidance - educational, Information - educational and entertainment – recreational are also associated with people and their, 78.2 listeners who pay attention to the news this indicates the importance of this media, especially in the areas Informer and home and family program, with an average of 4.05 has the highest level of satisfaction. This program has focused on issues related to families and the various methods of using experts, consultants, particularly psychology; the studies focus on the problems and provide appropriate solutions.

Family planning should be considered one of the most successful radio Media and this problem can be studied from multiple dimensions. This program is one of the most powerful radio programs and expert. It has gained the trust and tendency of the audience, is Continuous. Telephone calls and visitors to participate in its programs evidenced. Housewives are the best audience this program. This is consistent with the results of research in this demographic statistics that are one of the largest radio audience, housewives (30.1 %) and where is the most heard radio at home (46%), respectively. This indicates that this group of people to a specific audience of radio programs and the level of understanding and education programs tailored to their needs and make additional improvements in public culture. Because their mothers and wives and housewives that constitute this society. Effective in the promotion of family and finally, it will promote growth.

H-Demographic data research jobs in the most non-governmental workers are radio audience since that 9/41% of people who listen to the radio in the car, Radio listeners are the most important drivers of business makers and program managers to the application of certain of these groups' leads. This was considered by organization and various programs and issues related to drivers or specific programs in this field, such as "road and toll" is provided.

W-Most of the time listening to the radio (65.5%) of the 7 to 10 am this morning charged. This shows that despite the expansion of television networks and other media available to them tendency however, the advantage of radio, the lack of conflicts with work and daily activities, whether at work or home environment is unique and high potential for providing more time for the program and the audience is having.

Q-The hearing of network applications, with an average of 63 minutes, this audience of the day and local radio networks to other networks 85.6 %.Due to the relatively weak position of the radio, other than the mass media seems so wrong. This can be explained by the number of this study assessed the attitudes of the people who come into operation, the radio program heard on over 90 years of research until or are listening This cross radio audience that has gathered in the audience. Those who say only during Ramadan were listeners of radio programs. It is of course desirable to study the attitude of all this intended audience. And not the exact amount of radio listeners and radio in particular, and in particular seasonal.

K-High level of audience satisfaction Quran radio programs (4.18) to a great extent on the nature this network audience returns. Religious people tended to choose this network and its programming stems from the

tendency. After their consent is obtained more easily and this program formats this network is not much, but the main reason is the strong content.

Z-Low levels of radio culture (11.8% of listeners) radio listeners with education level (48.9% below diploma) are consistent and the relative radio elitist culture which indicates this radio fits your audience is a difficult way.

M-Relatively low satisfaction nationwide radio audience requires more detailed investigation. Perhaps the competition has gone up with the TV audience expected.

N-Low audience's "other side Today"(4.3%), probably due to lack of familiarity with the program and the audience is its playing time.

S-Low satisfaction levels of radio listeners of the "people responsible" (3.62) table 4-19 was consistent with the findings says the accent is the lowest average "Radio is a way to meet officials of the actions required to make".

X-Lack of interest has been announced as the highest (24.5%) due to not listen to the radio programs of. It is clear that more time has passed most people are willing to listen to hours of public radio cafes and home radios and it's the only means of communication and making or entertainment are deemed. On radio and television for years because of strong competitors, means that new communications technologies are now subdued. What today is important? Understanding media influence, Specific audiences and their interests the media can influence absorption, allowing this audience to act.

V-Research has shown that the attitude of people towards education information programs, there are significant differences in terms of job. This difference in attitude among students (students) and unemployed people (soldiers, housewives, unemployed, unemployed with no income and income) is relatively reasonable. Because people basically studying in a different attitude and positive communication and educational materials to more than. However, these results need to be stronger radio activity to provide educational information on relevant concepts and general audience shows.

Suggestions:

Given the significant differences between the types of educational programs, guided four-fold approach, contact, information, education and recreational is entertainment improve balance, especially for quality and payments between this four types of programs are very important in determining and can have a strong effect on survival radio is necessary in applications supported by strong fundamental research, both culturally and in terms of culture media to reform and be paid the culture of citizenship. Something that the radio messages to specific audience's endurance is remarkable.

Due to the nature of radio, requires contacts and the potential for radio and other artists production and presentation of music and the amount of the fine, and the identity of the respondent is required. It is obvious that observance of religious and disadvantages of the possible effects of music is something that should be considered in this context. But this resolution should not be prevented from doing the work.

Is necessary, but it is thought that the promotion and programs are made strong and science also be given to the type and level of audience understanding and education of the and use the language fluently and making applications easier so, be helpful, for most of the audience and programs richer and deeper surveys of audiences and gaining the right time for them to be presented.

The social responsibility of the media and the interface between the authorities and the people of the Rings improve the efficiency demands of the people and their rights, the media audience will be more reliable.

Need for continuous polling of the audience and the accuracy of the content and form of successful programs, because home and family and recognize its strengths can be a source of upgrade other radio programs.

Specific audience, such as housewives, self-employed (Such as drivers and tradespeople) Specific times as well as popular radio morning something that has always been media attention, and this research will focus on them.

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