

Cultural Colonialism and Satellite; Oral Tradition and Human Single Intellect

Hojat Allah Abbas Beigy pour¹, * Parivash Fallahi², Farogh Kazem Beigy³

¹Payam Noor University of Ilam, Department of Social Sciences

²Ilam University of Applied Science,

³ Faculty member of Medical Sciences - Faculty of Health - Department of Environmental Health and Social damage center , Ilam University of Medical Sciences

Received: February 14 2014

Accepted: May 1 2014

ABSTRACT

From long ago Islamic Iranian Higher Culture, the most prominent identity of eastern world and Iranian Plateau has been attacked by different enemies historically and occasionally encountered with many problems and when national state of Iran moved towards degeneration and weakness, it was the higher culture of its people that caused its revival, dynamism and promotion. At this point of time, due to closeness between cultures and disappearance of geographical and mind borders through the world, we saw the devastation of subcultures and customs of weak countries disappearing by cultural invasion and dominated influence of hegemonic countries. To combat with valuable and original cultures of east world, hegemonic countries took action to design different cultural plans and instruments among them is satellite that can be easily accessible throughout the countries as a strong tool for their willing. Therefore, all people must stand out against cultural invasions enlightened enough and attempt to promote national and religious identity of Islamic Iran. The methodology of this study is by surveying, using interview, questionnaires and other documents for data collection and “Cronbach’s Alpha Test” was used for validation. The population of this study includes all students, male and female of third grade of guidance schools of Ilam (totally 30164) and by stratified cluster random sampling; author selected 384 students, male and female. For this reason, this study aimed to briefly introduce invasion and its main target, i.e. young people. Undoubtedly, considering types of families and different educational and determination methods, they use different ways of combating with cultural invasion. Although it is impossible hiring cops and official control forces everywhere in the society, but it is possible to vaccinate families against such overthrowing treats by properly training the families. By controlling their children, families may be very helpful for the safety of themselves and their community.

KEYWORDS: Culture, Cultural Imperialism, Satellite

INTRODUCTION

From long ago Islamic Iranian Higher Culture, the most prominent identity of eastern world and Iranian Plateau has been attacked by different enemies historically and occasionally encountered with many problems and when national state of Iran moved towards degeneration and weakness, it was the higher culture of its people that caused its revival, dynamism and promotion. At this point of time, due to closeness between cultures and disappearance of geographical and mind borders through the world, we saw the devastation of subcultures and customs of weak countries disappearing by cultural invasion and dominated influence of hegemonic countries. To combat with valuable and original cultures of east world, hegemonic countries took action to design different cultural plans and instruments among them I satellite that can be easily accessible throughout the countries as a strong tool for their willing (Malik, 2004). Therefore, all people must stand out against cultural invasions enlightened enough and attempt to promote national and religious identity of Islamic Iran.

Today, leisure time is a need for man and is very important such that one of the preoccupations of any regime is filling the leisure time of its people. According to the competition basic between institutes, today, television has a close relation with training systems and family and this media tries to have a vital situation for directing and controlling the people in the community particularly adolescents and adults; therefore this media may provide the grounds for bliss or mislead of future generations; thus planners require to coordinate the educational system with programs of this media, but due to information explosion of political regimes, TV waves as uninvited guests, broke all family privacies and forced itself to the society. It must be mentioned that in Golestan province, because it has been located in the borders of Caspian Sea and its neighborhood with newly independent states, can easily receive TV waves of such countries and this will have negative effects on modeling trend and attaining identity of foreign countries. As mentioned above, this

* **Corresponding Author:** * Parivash Fallahi, Ilam University of Applied Science

study aims to find the causes of trends of young people and adolescents to watching the programs of such TV stations and why National Media plays little role comparing with international ones? And or how one can make young people and adolescents more interested in watching the programs of national media and how we can reduce the role of foreign TV stations for filling the leisure time of young people and adolescents?

In this way, of course, the enemy tried many weapons to attain its goal, but the courage and sacrifice of our young people, taking assistance from believes of Islamic revolution is certainly a big barrier against their goals and resulted in their frustration and failure in the field of military strategies. Thus, wounded and defeated enemy decided to find hidden and of course fetal methods to devastate this regime. During this period, inside transformation and depleting the value concepts of the society is the most important aim of the enemy. Cultural invasion and ambush began just since 1989, i.e. the end of forced war between Iran and Iraq and used the void made due to war issue. Increasingly development of satellite, developed slipshod, and comprehensive corruption in the society as well as decline of some young people and development of alcohol usage, making some west band groups such as Heavy Metal, Rapper, and Satanists, tendency to fashion,.... All indicate that this invasion is targeting special groups. This time, using mental software and propaganda methods, besides previous periods when invaded physically, it aims to invade the heart of society, i.e. women and young people (Hermidas, 2004).

Sociologists believe that basics of any society rooted in its values and belief system. Therefore, to weaken any society, it is enough to weaken its culture by which the society will be alienated and behave against their cultural truth. For its cultural invasions, enemy needed efficient tools. Therefore, as the need for a military invasion is military weapons, the need for cultural invasion is also some tools with cultural toxic shots, thus it began to use satellite, internet, radio and distributing anti-cultural books among the people of a society to overthrow the opposition and weaken them (Held and McGraw, 2004).

It can be said that family is the focusing center of attacks of modern tools of cultural invasion and by weakening it, the enemy may attain to most of its objectives. By a glance to the functions of family, we can see its importance. As a fundamental institution in the society, family has usually different functions with different performances and intensities in different cultures; some of such functions include:

Regulation of Sexual Behavior and Fertility

In different human cultures, family is considered as a safe place for meeting the needs of collective life of man. One of the fundamental needs of man is its desire to sex and reproduction. Human history indicates that there was no place for satisfying the human instinct safer and more calm than family (Hermidas, 2004).

Care and Protection from Children, Disabled and Elderly People

Because such people aren't able to take care of themselves, so, family is the best place for maintaining and protecting from such people. In addition, this institution is one of few social institutions that promoting the spiritual and emotional dimensions of man (Claude, 2005).

Socialization of Children

Through the human history, family has been considered as a bed for development and transfer of values and norms of social systems from generation to generation. Initial approaches and knowledge of children has always many effects in their next knowledge. Therefore, what people learn of their family during their childhood is the basis for their next thoughts. In most cases, parents are accounted as a model for social life and behavior of their children (Ibid).

Economic Security

Almost in all societies historically, family played important role for supplying the economic needs and materials necessities of its individuals. Therefore, during different living ages, particularly in the early and late years of living when individual isn't able to meet his economic needs; he would be supported by family. Different societies certainly comprised from smaller units like family. For this reason, the most important goal for destructing a community and its culture is devastating the individuals by disturbing their mental, social, economic and cultural peace, so it targets the family. As can be seen, cultural planning system of enemy mostly shakes its belief, political and cultural system by influencing on the family. By targeting the instinct dimensions and immediate pleasures, this planning system tries to attack vulnerable classes of society like adolescents, adults, women and other groups. Some of such attacks to families detailed as below:

Marital Struggles

In the frame of recreational programs, books, images, TV movies, cultural enemies try to change the approaches and believe of people. As we know, initial beliefs and approaches of an individual forms by his social environment; therefore,

individuals may not be considered as the norm for the social environment and community they live, but in the best state, individuals are considered as the norms of communities well behaved with their measures (Glisson, 2008).

It can be well considered that if such situation occurs, individual may be rejected by community. Here we can see the contrast between individual's dreams with external realities that caused its rejection by community and rupture of family system. By their direct and indirect trainings and propaganda, cultural programs of foreigners, in the frame of TV series, photos, romans,..., try to change the intellectual foundations of individuals and this mostly resulted in value differences of families and their disability to accept each other and such difference continues to divorce.

Family and Children Struggles

As stated above changes in the belief foundations of family may provide the field of differences between beliefs and individual refusals. This, besides marital struggles, may causes struggles between generations and even full thought difference between children and refusals between children (Malik, 2004).

Cultural Invasion and Families

Undoubtedly, modern designers of cultural invasions provide their information and main guidelines from intelligence organizations of countries who intend to govern whole the world. Studies indicated that in CIA Organization, there is a special branch concentrated on anti-cultural studies and planning against Iran with the annual budget of 25,000,000 dollars in previous year and increased to 75,000,000 dollars in current year; this means increased invasion up to three times. The most important objective of mental and thought fighting against enemies include main capital of this nation, i.e. its young people particularly the specific role of young because the youth due to its specifications such as happiness, prosperity, renovation, defiance and though immaturity is a susceptible place for being invaded with new splendid thoughts and doubts (Glisson, 2008).

Due to his life in the family, young people are very important, because degrading and deflecting a young in family means destruction and reduced power of the family he/ she lives in. studies indicate that psychotropic substances and narcotics can be easily and cheaply accessed by young people. You decide, isn't the importance of thought dominance to young higher than adults' and elderly people? Each one of course has its special situation. Deviating the young people of such families may provide the field for major concerns of family and making lack of mental ad thought focus for parents. A glance to the structure of accepting the invasion by families and its types may help us understanding better.

Active Families

In such families, the social and religious norms are normally and logically being internalized and while cooperation in their massive living and responding to thought issues of their children, such parents simultaneously may increase the information needed and providing logical interaction with their young. Cultural imperialism will hardly enter to such families because of the safe security of this family and in such family, young people have no series problem for discussing their thought, mental and belief issues; therefore, they have no unknown points in their mind by which they could be attacked by such cultural invasions (Hermidas, 2004).

Passive Families

In such families, due to mistakes in the duties and main functions of family with their final goal providing the material needs of their children than their mental issues, there occurs a sensible gap between parents and children. Basically, such families have fewer opportunities for family conversations with only musical relations. Assuming to meet the main needs of their children, they more deal with providing cloth, food, recreation and education for their children with less considering their main duty i.e. mental correlation with their children and their spiritual training. Perhaps, here parents might be influenced by cultural invasion tools and conduct it to their children with no logical and proper solution to going out of this crisis. Economic issues and unlimited willing of families also provide such families with dystopia rushing towards ending to a disappointed point. Mostly, such people feel that they might not be threatened with a special issue and they live safely and securely, and they may not think for a solution. Therefore, the first solution to encounter with such problem is finding the statement. It must be stressed that clearing the problem may not be considered as the final solution for a question (Greiling, 2006).

According to cultural- religious structure of our society, we need another classification as well:

- **Traditional Families:** such families specifically stress on traditions and customs governing on a society, whether religious or national. This class may itself be divided into two groups: (a) fanatic; (b) flexible.

a- **Fanatic Family:** Such families don't concern the temporal conditions and the main measure for their next selections is what they learnt before and or compatible with their traditional aspects with no flexibility.

b- **Flexible Family:** this family while strongly follows its traditions, but to some extent tries to be flexible against conditions and such thought followed by their children by time.

- **Intellectual (Open Minded) Families:** Comparing with previously mentioned families, such families more stressed on wisdom and intellectual and logical measures and try to use wisdom to solve new issues dividing into two groups: (a) Value-based; (b) Valueless

a- **Value-based Families:** they besides more concentrating on intellect and wisdom, but their intellectual measures have supported by value mostly religion. Therefore, they only consider affairs concordance with value measures and wisdom.

b- **Valueless Families:** this category comprises people who try to encounter with issues by their wisdom. Intellect is a tool for attaining their goal. This class may not follow from a clear value measures with considering free wisdom. For them, goal is important, expressly, the goal can justify the means. For example, in our view and even European scientists, American people are mostly instrumental rationally and goal-oriented people and for them, goal is the only important thing but not tool. Mass destruction, aggression and invasion are among tools they use to attaining their goal. Therefore, because such instruments are the best tools to attain their goal, can be suitable. While in our tradition and value-based person historically, way of attaining to the goals is always the main necessity (Held and McGraw, 2004).

If we intend to show such families in a spectrum, there are fanatical traditional families in one end and valueless intellectual families in the other end. These families are considered as extreme families. Traditional fanatical families resist against any new subject. Because such families couldn't adapt themselves to their time conditions, they mostly encounter serious issues with the possibility of deviation of their members.

Second classes, i.e. valueless intellectual families are people who comparing with first class may not consider common traditional values. This group is mostly non-ethical and unreliable individuals. On the other side, such families are likely to be collapsed because they are welcomed to any new fashion. Immediate values difference in such families on one side and their ignorance to ethical issues on the other side may collapse this family. But what is considered here as accepted families include flexible-traditional and value-based-intellectual families. Both groups consider a mixture of wisdom and value-based traditions, whether religious and national. Such families are certainly less vulnerable against new and great issues of life and by their tolerance, they think for solving the problems and by the power of their faith, ethics and patient, they interact flexibly with their environment.

At this point of time, due to closeness between cultures and disappearance of geographical and mind borders through the world, we saw the devastation of subcultures and customs of weak countries disappearing by cultural invasion and dominated influence of hegemonic countries (Malik, 2004).

To combat with valuable and original cultures of east world, hegemonic countries took action to design different cultural plans and instruments among them is satellite that can be easily accessible throughout the countries as a strong tool for their willing. Therefore, all people must stand out against cultural invasions enlightened enough and attempt to promote national and religious identity of Islamic Iran.

Besides increased size of mass media, global revolution of communication made the development of symbols and believes. In the light of this development, mass media provided the field for awareness and recognition of human communities and it is apparently irrevocable that simultaneously with size of mass media they have considerably influenced on the identity and culture of different communities. It can be indeed said, the influence of mass media on culture and social structures and international system caused the globe to be encountered with a challenged called "**Identity Crisis**", a crisis is waning the culture and turning it to anonymity. Among them, there are satellite programs particularly TV programs playing important role in such cultural transformation; visual media like satellite, by their recreational long term programs may result in evening the tastes of different classes of community and on the other side, this super-media has made new gaps among social classes. By satellite, TV networks could communicate internationally and framed culture of transmitter of such symbols and messages will be possessed by receivers with no resistance and enters into the center of family followed by community. It is irrevocable multi-purpose and continuous studies as well as scientific and social preventions by which satellite and or TV can be used as a most prominent and extended mass media in the objective service of a community with no physical and mental damages as well as individual and social side effects. Today by development of mass media and electronic devices as well as increasingly technical and industrial facilities beyond the borders, and transformed not only the human relations, but also their way of usage and we can see some concerns of wise people everywhere. Cultural decline is the general outcome of satellite programs. Another outcome and complications of satellite programs is increasingly development of general illiteracy because of unlimitedly watching such programs and non-concentrated and thought to different subjects, reduced emotional transactions in human relations, wading the human values and religious believes as well as national symbols followed by risk of collapse in social culture more than past and such complications not only are being invaded by developed countries like Europe and USA, but although internationally.

Unfortunately, in this era, the number of people who lied in a side and watching satellite programs is increasing and past active and creative man turned to a passive one watching TV and the more is the speed of data sharing and report of events from place to place, the less is the speed of movement and activity in its watchers and it is a factor for human inactivity and sedentary living style. Another problem is that today satellite isn't considered as a tool for transferring the knowledge, but it is a tool for spending time! All things provided by satellite programs is the same for all receivers. But it couldn't be seen any grouping and different social classes and ages as well as any grouping for different thoughts, tastes,... in the contents of such programs. The unmatched extension of satellite as a mass super-media among different communities as a communication device and its presence even in the privacy of people, turned this device as the most acceptable messenger tool and social and culture ruler. Cultural destruction in modern communities may be also conducted by written media. But satellite and or TV are the most sensible and effective ones, lone rider in the social arena; because they can play their role without wasting the time for trafficking, purchasing newspapers and magazines and even spending time for reading them only by a magic TV box with various programs and with effects deeper than all other media. The policy makers of colonial countries may make more benefits from such satellite programs; in the new global discipline, or better, in modern mono-dimensional world, these countries are trying to enamor other communities to their imported culture by broadcasting attractive images and programs. The introduction of satellite to the third world, particularly nations with religious and traditional believes promoting their spirit, caused more devastating effects. This issue unwantedly entered to our society as well and what is more attractive when studying mass media, is this fact that media and their outcome may not indicate the general thought of the community at all, but it actual image of community besides popular opinions and based on what it is, is emerging in the media and lack of such reality may force people towards the mirage-like truth of other media. Besides such issues, development of communication technology and enjoyment of given classes of society from this device has caused class gaps in a community. It is obvious that it is necessary to fight culturally against cultural invasion. Cultural and art programmers as well as organizers such as Department of Culture and Islamic Guidance, Islamic Propagation Organizations, Education Organization, Higher Education System, and other public organizations must invest on enriching and making this culture safe. It is necessary to apply cultural induction when combating with cultural invasion to be effective; it is necessary to provide safe recreational facilities, programs and activities because banning and combating may not be considered as the only way. As a small town with its low economic and cultural facilities, Uromieh isn't excluded from this rule; i.e. all complications with all satellite canals as a great flood. Comparing to Tehran, the capital of Iran, and or other great cities of Iran, Uromieh has no sign of progress and technology as well as facilities necessary for a dynamic community. There are no facilities such as various national broadcasting canals, recreational sites, forum centers, and places for expressing the ones' believes and thoughts, and most importantly the young generation and or a canal and way by which such needs can be heard by authorities. Ever since, there is no practical solution for this complication with only some recommendations. Authorities may provide financial facilities and human resources to fight with satellite TVs by making attractive programs overwhelming such programs. This needs national attempt and funding to provide a strong antidote for detoxifying and or vaccinating different classes of community and national culture and believes (Hermidas, 2004).

Culture is the precious legacy and result of thousands years of intellectual, art and industrial attempts of past generations. Any generation transfers its cultural deposits and living experiences by different methods to next generation. And next generation will also add its deposits and transfer it to future generation. This has been always continued historically; as the personality of a man is the result of its individual experiences and provide a point for him/her, culture is also the result of thousands of years of bittersweet experience of that society and it is the culture of society that forming its identity and differentiates it from other communities. Such culture and cultural space has surrounded us like atmosphere such that we can feel it through our individual and cultural living and be influenced of.

Like any other precious goods, this culture is always exposed to the risk of robbery by robbers and hustles, particularly in recent centuries when powerful countries tried to destruct the culture of nations by two main reasons:

a- Obtaining to their Political and Economic Purposes

To take the fate of a nation, colonizers enjoy from great material and non-materials sources for their benefit; in the first step, they try to eradicate cultural barriers that are the most serious one; for this reason, they use different methods and tools, particularly apparently attractive satellite programs by which they weaken the native culture and propagate their culture. Thus, invaded nations will go away from their culture and face to foreign and colonizing culture.

b- Globalization of West and American Culture

In recent years, globalization of western culture has been considered more important for the leaders of hegemonic states. This view, besides using political, propaganda and industrial tools is supported by scientific-like

theories as well. For example, Global Village Theory of Maclo Han and likes frankly tries to provide the favorable bed for accepting the western culture with reducing the probable sensitivities. Therefore, by such cultural invasion, first people doubt in their culture and its reality and positivity, therefore they loss their beliefs to the efficiency of their culture and then they gradually become ready to attract foreign culture all of them resulted from planned programs shown by satellite TVs.

Overt Enemy and Covert Invasion

The era we are in is the age of communication and age of media dominance on man living. Undoubtedly, radio and television programs succeeded in changing the thoughts and beliefs of many people. To propagate secularism, west decadent civilization took action to establish thousands of TV and Radio Stations broadcasting different programs day and night. Unfortunately, accessing to such programs in our country is very easy. It must be noted that when speaking about satellite, initially its anti-cultural issues will be attracted, and then it's political, scientific and sports issues. Most Persian language TV networks, in a regular classification, divided into political and non-political networks, and by studies conducted, these networks, and despites having different objectives and tastes, cooperating to invade religious principles each one combating with Islam by a specific mission. Although such invasion began very calm and covert, but it targeted belief principles of people and carefully crafted to comprise different groups of the community (Claude, 2005).

Satellite Technology and its Approximate Statistics

First it seemed that satellite media development is absolutely a suitable event and is necessary for attaining to a global village, while in short time and during several years of experience, it approved that some of its disadvantages may culturally damage the communities.

AlvitTofler, social author and critics says: "Satellite technology and other new media may disrupt national cultures and this is a threat for national identity that is kept by states for their individual purpose."

It noteworthy that the process of distance communication and using satellite and other mass media for wide broadcasting is like a double-edged sword that can come with both positive and negative outcomes. Modeling the young people and adolescents from visual media during recent decades attracted the attention of psychological researchers. According to statistics, on 1998, 35% of young and adolescents out of 67 million people through the country could be accessed to satellite TV and watching 2 to 3 hours a day. The highest rate was 4.5 hours and lowest one was one hour a day (Greiling, 2006).

According to statistics as mentioned in national magazines and newspapers, 73% of young people in the center of provinces could easily access to the satellite TVs.

Improper Approach to Satellites

Today, most people throughout the community spend more time to watch specific satellite programs and this followed by weakened family system in Iran. According to some experts, today, people believe that simple mass media like TV and or video may not meet their needs, for this reason, they are always seeking for a way to communicate with others by different devices and tools.

According to social pathologist outcomes of satellite on young people stating that: "however satellite programs have also scientific and instructive contents, but young people mostly don't choose to watch its scientific programs and more intended to see other programs cannot be watched in national media and indeed they use it for watching vulgar and obscene programs providing the field of their ethical deviation and fall. As stated by Islamic prophet, Mohammad, peace be upon him, "what is to you when you consider bad actions as good ones" (Glisson, 2008).

Promoting Prostitution and Promiscuity

Undoubtedly, showing vulgar and obscene programs by satellite TVs and displaying them is one of the main factors of developing promiscuity and prostitution.

The enemy who considers the promotion of religious culture and belief to god as a main barrier to its goals, to wade such beliefs, attempts hard to deviate them and remove their identity by making disruption in the beliefs of your people.

About risk of promoting the bad actions in Islamic society, Koran warns and says:

"People who like promoting the bad actions among believed people, they will taste a painful doom in this and that world".

According to the view of Quran, indeed, interpreting the bad actions and providing and promoting them is forbidden; because it will overt the bad actions. Imam Reza says: "one who promotes the sin will be rejected from god and one who covert the sin, it will be blessed by god" (Malik, 2004).

Satellite TVs are advertising anti-ethical aspects between their programs and like other progressing tool, this media may be advantageous or disadvantageous for human promotion and now it is mostly disadvantageous for man because of promoting the prostitution among young people.

Propaganda Techniques- An Art for Penetration

This section will briefly mention different propaganda techniques in satellite programs to make it clear whether such programs are helpful for human societies or accelerate their ethical decline.

a- *News and Report*

Paying attention to news and reports as well as interviews broadcasted, indeed including the informational sources of watchers of satellite programs, we can perceive that they always follow seriously facts censorship policies such as enlarging small facts for hiding the great truths, denying or removing a part of facts of a subject for distorting the truth wholly, together with its specific analysis for destructing the original subject; expressing a fact and combining it with different tales to wade the effects of that truth; selecting negative words for expressing a valuable truth aiming to rejecting the audiences from that truth; inducing special political, economic, social, cultural, historical and scientific thoughts in the frame of a news and report; destructing the suitable characters and promoting the elements of corruption by propagating some subjects about them; anyone who links to such news sources, although he may believe some parts of such tales and deviations by time, and thinking for them, intentionally or unintentionally, he/ she will follow their objectives, particularly considering that some psychological principles are effective in the formation of its perception and even correct data is provided later, the audiences will accept false ones (Glisson, 2008).

b- *Drama or Sports Programs*

Sports programs comprise main part of contents of satellite networks and during studying them, followings must be considered:

- 1- Most of these programs focus more on drama aspects than sports purposes;
- 2- During broadcasting sports programs and amidst those programs it advertise the models of cloths and other sports tools, dance, singing, and showing negative mottos;
- 3- The sportsmen with corrupt and incompetent thoughts and functions have been made as idol and this may provide young generation with a main danger.
- 4- Female nudity in the frame of sports such that the female athlete is accepted by audience only in the light of her nudity and by time, female nudity may be accepted by audiences;
- 5- Sports is considered as the main aim, consequently winning means winning in all things and losing means losing everything.

c- *Panels and Cultural Bombarding*

Social and cultural discussions and even religious and ethical issues in the frame of interviews, panels, voting, explanation by experts and like may come with devastating outcomes and cannot be considered as cultural exchange; because broadcasters of such programs are sole speakers and their audiences and only listeners and viewers cannot reflect the thoughts and views of audiences, but they bombard the viewer such with similar and colorful views that don't let him/her to think about and compare between bad and good.

d- *Movies and TV Series*

Movies and TV series with most viewers from different classes through the world mainly comprised from several subjects and supply it in various aspects.

- Distorting what has been holy since;
- Focusing on nudity of women and men's sexual orientation and summarizing the relation between man and woman to sexual pleasure;
- Inducing the disappointment from human future and making despair from trend of history and movement of human societies;
- Making fear in the viewer by watching horrifying scenes by benefiting from light changes and color of images and playing exciting tracks in order for motivating the audiences and finally losing his willing and mental stability;
- Justifying the brutal violence as a final solution for dispute resolutions among people, even in the frame of carton movies and PC games;

- Showing the colorful conspiracies, libels, hustles and all ethical vices regular in the frame of relation between characters of movies making pessimism in the viewer to others;
- Promoting obscene and denied acts in its ugliest form in the frame of attractive stories by psychological justifications such as types of rapes, homosexuality,...
- Making despair to human values and moral virtues in human societies;
- Inducing the preference of westerns against eastern and or inducing the preference of political systems of west against it and promoting the human-based thoughts instead of God-based against divine thoughts that can be seen in most movies.

Interaction of Religious and Western Culture in Satellite Programs

Focusing on some examples of culture of invaders may confirm our claims:

- In our culture, covering is a value; in western culture, nudity is a value and is a factor of promoting the character of woman;
- Privacy in private issues is a virtue in our culture, in TV programs of west, disclosure and openness is a sign of courage and strength of character of individuals;
- We appreciate the chastity and preventing manifest of women; they consider it as a highest score;
- In our opinion, it is necessary having understanding, maintaining the peace among individuals, whether elderly, young, children besides following of our religious values; but they are always seeking for difference between generations of their community and paroxysm following the principle of relying on contrast between generations;
- Self-sacrifice and maintaining others' benefits is valuable in our culture and school; but in the west culture, individualism is everything;
- We consider perfectionism, value-orientation and being spiritual as a tool for future; they encourage viewers towards invaluable amusements, immediate joys.
- For us, love has a heaven face; for them love is interpreted as a most beast stage;
- In summary, we try to unlock the gifted talents of man, promoting his rational faculty and sensual refinement; while west, according to its culture, tries to stimulate the sensual powers and demolish natural and divine forces of man (Hermidas, 2004).

Alternatives Recommended

a- The main mission of cultural authorities is securing the people, particularly young people and adolescents against foreigners' invasion and increased powers of resistance. Securing is only possible by coordinated and long term planning for making the religious culture, development of divine knowledge and empowering the original religious beliefs in the society by which one can force society to self-awareness and self-esteem. On the other hand, it is necessary to benefit from physical impacts and limiting methods for using satellite and internet,... only as a complementary way and a method of securing the society.

b- Should limiting the usage of satellite programs is applied without replacing suitable programs interesting for young people, it may not come true, and young people will fall to other deviations. Therefore, by choosing proper programs or replacing other activities instead of watching devastating satellite programs, one can prevent its negative outcomes.

c- For development of Islamic culture in the society, following methods can be enjoyed:

- Performing school and national values by authorities;
- Removing unnecessary limitations in different fields to prevent turning them to an anti-value;
- Preparing movies with subjects proportional to Islamic trainings.

Objective:

Main objective of this study is comparative recognition of role and situation of Iranian TV broadcasting and Foreigners' TV broadcasting in filling the leisure time of young people, reasons of attracting to such programs and providing a proper alternative for reducing such interest and its sub-goals including: reviewing the hours allocated to Iranian TV programs and Satellite TV programs, reasons of tendency of young people to watching satellite TVs, recognizing the role and situation of TV in such countries for filing the leisure times, studying the relation between educational status and general qualifications of students by watching Iranian TV programs and satellite TV programs, role of Iran's TV broadcasting and other countries as a model for young people, situation of Iran's TV and foreigner's TV in obtaining the identity of young people, recognizing the ways of attracting young people and adolescents to watching Iran's TV networks and providing alternatives for cultural security of Golestan Province.

METHODOLOGY

This study has been conducted in the framework of existing views of social psychology and exchange school sociology and based on three elements in view- recognition, feeling, and preparedness for action- and five theorems of Homnz including: success, motivation, encourage and punishment, limitation and saturation and quarrel and for transformation in the view there was used of theories such as: “Sap and Harold”, “Tesri”, “Gronberg”, and “Havland”; and there were also discussed some theories based on existing realities and theories. The dominated methodology in this study is surveying, using interview, questionnaires and other documents for data collection and “Cronbach’s Alpha Test” was used for validation. The population of this study includes all students, male and female of third grade of guidance schools of Ilam (totally 30164) and by stratified cluster random sampling; author selected 384 students, male and female.

RESULTS

By above discussions, we intended to briefly introduce invasion and its main targets, i.e. young people. Undoubtedly, based on the type of family and educational methods and making decisions, combating with cultural invasion is also different. Undoubtedly, considering types of families and different educational and determination methods, they use different ways of combating with cultural invasion. Although it is impossible hiring cops and official control forces everywhere in the society, but it is possible to vaccinate families against such overthrowing treats by properly training the families. By controlling their children, families may be very helpful for the safety of themselves and their community.

By kind behaviors, families may help improving the community and while internally controlling the families, taking action to externally controlling them and finally securing the community by compassionate cooperation. It must be stated that a good boy is always born and nurtured in a calm and logical family and a good community comprises good families. Families are like a bridge for lading the community towards noble goals.

By more effective presence in the family, higher parents may make the family with proper educational functions by emphasizing the soul and mental needs of their children. It must be remembered that children and members of family need mental relaxation and understanding more than their physical needs and proper and kind relations between father and his family secures the survival and health of family it is like living to attain the perfection by having this goal in our mind.

Most people assume that they are protected from social damages and such issues only happen to others. Most parents don’t learn by observing the hairstyles and fashion in their children as well as observing the deviations of young people such as addictions, sexual deviations and immoral behaviors and mostly ignore them. It must be noted that clearing the problem itself may not be the final solution, but at first it is necessary to consciously recognize the problems and take action to resolve it. As pathogenic viruses can endanger our body, anti-cultural viruses can also cause identity, generation, sexual, belief and even political and economic crisis even more than viruses’. Therefore, as we taking care of our family members against physical diseases, it is necessary to secure them against very risky cultural diseases as well.

Some Solutions for Facing with Crisis

- We must believe that we like others are exposed to such damages;
- It is necessary to become aware of risks threatening us and our families;
- Know the needs of our children and try to solve it;
- For detecting the family needs, it is necessary to consult with them, but it is to note that the more damage to the family with lack of facilities, the more risky is meeting their false needs and continuous welfares is.
- By increasing our awareness, we can lead our family towards more adaptation;
- It is necessary indirectly controlling the members of our family particularly our adolescents and young. It must be noted that associating with bad fiends on one side and leaving our children alone on the other side can have the same danger.
- We must try to be the best fiends for our children.
- It is better to occasionally share the family issues with our children and ask for their opinions. This may cause their feeling of maturity and feeling that they are belonging to the family.
- Establish a moderation between kindness and strict on our children.
- Make best decisions under bad conditions.

Boys are less interested in watching Iranian TVs and more interested in watching satellite TVs and its reason is related to “National Iranian way and limitations considered for females as well as customs and norms of society.

There is no significant relation between age of female and male students with watching Iranian TVs and satellite TVs.

There is significant relation between field of study of students- liberal arts, mathematics and physics, basic science and vocational and technical- with watching Iranian TVs and satellite TVs for leisure time.

There is no significant relation between students studying in public and non-public schools for watching Iranian TVs and satellite TVs.

There is reverse relation between average of male and female students with watching Iranian TV and satellite TVs such that the less their average, the more is their usage of TV for their leisure time.

There isn't significant relation between residence of male and female students with watching Iranian TVs, but, there is significant relation between watching satellite TVs and residences, such that burges students spend more time to watch satellite TVs than rural students.

There is significant relation between place of study for young people with rate of using Iranian TVs and satellite TVs and this is resulted from cultural, geographical and social differences between regions.

There is significant relation between occupation of fathers of students with their usage of Iranian TVs and satellite TVs, but with no significant relation between mother's job and watching TV.

There is no significant relation between education of parents of students who watching Iranian and satellite TVs.

In the opinion of female and male students, Iranian TV network has no various programs, and vice versa, due to presence of various programs in satellite TVs, female and male students spend more time for watching such TVs.

The more is the interest of students to study, the less is time spent for watching TV programs.

There is significant relation between immoral programs of satellite TVs with time spent for watching them and this is encouraging factor for both male and female.

There is significant relation between noncompliance of Iranian TV programs for meeting the young's needs and their usage of satellite TVs for passing their leisure time. It means, the more negative is the programs broadcasted by Iran's TVs, the less time they spend for watching such programs and more time spent to watching satellite TVs.

The fidelity of families to religious affairs has no effect on watching satellite TVs.

There is significant relation between sensitivity of Iran's regime to hours spent to watching satellite TVs.

There is significant relation between watching satellite TVs and modeling of young behaviors.

Recommendations

- Taking persuasive policies and making necessary knowledge for abusing the watch of satellite TVs by conversation with young people as well as aligning the TV programs based on the logical needs of students;
- Making various and attractive TV programs and attempting to prevent extreme censorship of programs;
- Serious programming for making fruitful and various programs for Iran TV particularly at summers based on the leisure time of students by providing them with training and educational programs and facilities such as training the family for institutionalizing the views and values by which there can be made significant difference between children of religious families with non-religious ones'.
- Using indirect tools and preventing extremism and more sensitivities;
- Using justified characters in mass media and coordination between words and deeds in individual and social life;
- Broadcasting attractive programs, suitable movies, preventing national and international news censorship, not participating in political and parties conflicts, making proper religious propaganda methods, inviting the cons and pros in different panels, preventing sanctimonious habits and logically encountering with subjects, providing logical models for modeling the young people.

REFERENCES

1. Claude, Martin,, "Defining culture international statistics program and communication for the purpose of national andprogram", New York: Oxford, 2005.
2. Glisson, Charles ,(2008). "Therapist Turnover and New Program Sustainability in Mental Health Clinics as a Function of Organizational Culture, Climate, and Service Structure", A dm Policy Mental Health.
3. Greiling, Dorothea ,(2006). "Performance measurement: a remedy for increasing the efficiency of public services?"Protestant University of Applied Sciences, Darmstadt, Germany.
4. MR Malik , " Economic Globalization " Publisher : Institute of science and contemporary thought , Edition: First , 2004, pp. 26, 25 .

5. David Hermidas BAVAND article " Mao West : cultural challenges Iran and the West in the Age of Globalization", Source: book, " Proceedings of culture in the age of globalization , challenges and opportunities ", compiled by Mohammad Tawhid shades, published by Aperture , printing first , 2004, p 97.
6. David Held and Anthony McGraw , "Globalization and Its Opponents ," Translation Erfan Sabeti, Phoenix Publishing , first edition , 2004, pp. 5855 .
7. UNESCO, 1950 , 1986 , 1989 , 1997 Organization for Economic Cooperation and Development Quote from: David Held and Anthony McGraw , "Globalization and Its Opponents ," Translation of permanent Gnosis , pp. 5352
8. John Gol-Mohammadi , the article "Globalization and Culture " book " Proceedings of culture in the age of globalization, challenges and opportunities ", compiled by Mohammad Tawhid shades , p 84.
9. Kazem Motamed -Nejad , " Critical Studies in Media " Media Journal , No. 9 , pp. 3 , citing Seyed Reza Naqib al-Sadat doctor , "globalization" , 4239 , p.
10. <http://www.hawzah.net>