DEFINING ROLE OF THE RADIO OF TOWN IN PROMOTION OF A CULTURE OF CITIZENSHIP

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Abstract

This research aims at defining the role of the radio voice of the town took place in the promotion of a culture of citizenship. The Statistical Society of all citizens of the city in 14 metropolitan areas to the number formed from the 1591682 people in the southern region in the North, 5, the East, West and the downtown cluster random sampling number 384 people using statistical sampling Cochran as an example calculation and choice. Validity of the tool based on estimation of cronbach’s alpha coefficient was 0.90. For descriptive analysis at the level of the average and standard deviation and at the level of inference of single t-test, Friedman test, variance analysis and T test and LSD was used. The findings showed that the average City sound radio plays in the promotion of a culture of citizenship citizens (4.34), and in the strengthening of citizen electronics with average (27/4) was more than the average level.

Key words: radio voice of the city, citizen, citizen electronics, culture

Introduction

The media of the most sophisticated means of communication are the most impact in the formation of the cultural, social and economic system. The most important role of the media can be found in information transmission and public enlightenment and providing knowledge and insight to the people society in such a way that the field most of the developments and social change despite. One of the areas that the media can be in shaping to be effective structures and its new human environmental practices; the urban tissue and in the form of culture is the culture of citizenship the conceptual citizenship and pause and an observer to the overall style of urban human life. Culture and consequently acquired the citizenship phenomenon, culture transfer possible, dynamic. achievements of civilization fan the status of citizenship with such concepts as culture, media literacy, technology, globalization and the new culture and a new interpretation of the culture-changing citizenship has shaped not only the format used for the past but also with an intense desire to change and that there is a time to keep is in transformation. In the media may change, especially the local media cannot be in terms of distance. Because the role of the local media in the development of a culture of citizenship, the role of endogenous. Media and citizenship of the topics that matter to those in the fields of urban development, social communication, social participation, the importance of attention yet. Hence the role of the media in shaping the culture of citizenship and culture domain communication researchers attention to their busy. Contemplated in this would need to pay attention to the dimensions of the elements, attributes and unique functions of culture and the media. That to what extent the media delivery and construction elements are involved, the culture of citizenship is a question that this research has emerged in response to it.
1-The Expression Problem
The culture of citizenship is social and conceptual definitions of culture and environmental change with requirements of citizens, there is a dependency. The culture of citizenship has always been with the concept of the citizen on the one hand and on the other hand, the multiplicity of definitions of urban areas and the span of culture.
In the sphere of the culture of urban citizenship, accountability, flexibility in the Act of being citizens, the norm of the basic concepts of urbanization patterns. The rate of participation in the consideration and implementation of the duties of citizenship as laws and regulations and the principles of urban life, of its regulatory, the influence of beliefs and principles for conducting citizenship and overall customs and laws, and finally all the behaviors and that approval of a city as a member of its community and is responsible for its obligations contained liability can be in the form of the culture studied civil [1].

With the formation of the concept of civil society and the manifestation of the concept of the rights of citizenship the concept of culture in front of assignments, with the concept of civil rights concerns. In addition to the life skills, human relations and social etiquette, urban discipline [2].

The emergence of the new media culture of citizenship that challenges with it raging, the role of the media in shaping the cultural identity, cultural goods, consumption-driven change of the cultural needs of public opinion and citizen culture management in General is one of the issues that the media has created today.

The media of the most sophisticated means of communication that the most important and the most impact in the formation of the cultural, social and economic system and the most important role in the transmission of information and public enlightenment and providing knowledge and insight to people.
Nowadays, the process of globalization with considerable success, such as the spread of technology and new communication technologies, in particular, the nature of such communications is made. Therefore, on one hand, information and communication the main source of power comes into account and on the other hand the identity and the identity of the functional structure of the bio.

Today, in a study of urban culture and citizenship should issues such as globalization and the technological civilization has been. Nations and Governments increasingly have been established with mutual. Collaborative production at the international level is rising. Resources are increasingly common and shape globally about the operation. A sense of life in the international community to strengthen and grow. A person in all areas of life is a broad lineup of interdependent. The global village is no longer a myth, but a reality. Now more reasons and justification for this wish that the world of lesser divisions of the experts and everyone shared their sense of fate is at the disposal of the citizen education affected by future technological revolution and two e-categories and the process of globalization [3].

Technological revolution and global citizenship subject to that process citizenship video converter, based on this feeling of belonging to the national borders are more permeable borders and pale cultures and civilizations and to strengthen threatened location.
Citizen electronics, a new identity and virtual cyber space is that a person in the business of e-space is a concept that is associated with the computer and the Internet. In this interpretation of a citizen not only with electronic instruments has been able to gain speed and ease in life; but in this space, the identity of the new concept, which with certain symbols and marks to be interpreted. Among the issues that emerged in the field has brought changes to the new
communications society. This would, in turn, has created a new form of identity. In the age of the Internet and electronic media, agents of the national identity outside of the search and national factors. Internet and media believes that the new electronic identity of individuals is based on the user data.

In the Internet world the concept of a citizen is a citizen, electronic means, this means that citizens need to learn how to become a real citizens in electronic communities and how Internet services in order to get to use their citizenship. Technological areas of generation leap into life, including culture and cultural identity has undergone much change and developments. In such a variety of issues, such as the virtual space of the citizens with cultures, subcultures, cultural identity and cultural crisis in therefore multilateral encountered. This wave is parts of the world that are in control of the technology to put you're severely affected and face a new scenario in relation to culture [4].

In the definition of citizen electronics have sufficient literacy, desire and trust in the use of information technology and general culture use the services of this technology as the electronic citizenship principles of consideration takes place; increase the efficiency in the provision of municipal services, improving the quality of municipal services, the removal of the archaic and provide one-stop service, the exact and complete information, increasing the participatory role of the people in the decision making and urban decisions, justice services, monitoring The performance of organizations, increase transparency and reduce the people's welfare, bribery, preserving the environment, saving time and energy, reduce social problems and entrepreneurs as the benefits the city and citizenship behavior such as electronics and entry into the privacy of individuals, Internet addiction, violence and the formation of a false identity including its damage is considered [2].

Multiple and diverse research in the field of culture and media in a variety of fields such as cultural identity, citizenship, culture, education, citizen electronics, national and global identity has taken place that it is among the global communication can be in world citizenship [5] the jurisdiction of the information and communication technologies [1] urban facilities[5]. Institutions and effective factors in the citizenship education [6]. Organizational structure and culture, citizenship [7] the role of the media in the development of cultural identity, and the media [8] electronics [5], pointed out. Media influence on human life span, this possibility has created it as a tool to manage various areas of social life. But the question is whether radio as a cheap and traditional media is that it is possible through the arena of social life it can be used to manage citizens?

Whether the media are particularly specialized radios that urban institution such as municipalities through support, a tool to convey the concepts of citizenship or not? Or to the factors such as adequate training for French culture, citizenship, and community schools flexibility training can boost the adequacy of civil culture elements, the question that urban authorities and mind your busy investigator. The media was a unique role in the genesis of social character in urban amenities, such as the identity of the elements, and have had a partnership, but it can be found in specialized media in the culture of citizenship as well as urban radio View?

In any way, what in this research as a researcher is facing the problem, though, in spite of the importance that the media in shaping the social character of the community and people of this social and cultural developments of the field and eventually led to development will be stable; the local media (Radio City) to what extent is involved in the promotion of a culture of citizenship? In other words, the role of culture in promoting sound elements radio maker citizenship in what level?
The media has been an important source for the production of patterns and customs that have more people than it will be awarded a special social cohesion field patterns and provides citizenship and promote culture elements.

In general it can be the importance and the necessity of paying attention to the issue posed in the following cases:

1. Pay attention to the culture of citizenship would be able to increase the quality of social life.
2. The perfect tool for today's local media management of urban planners and city managers to communicate with citizens, with less cost to put on.
3. Local media (reo town) that has been the public face, the possibility of responding to inquiries and urban design issues directly has been in such a way that one of the tools the city managers Association converter.
4. The culture of citizenship due to the power specification that is based on the cultural development of endogenous elements must necessarily be to his consistency and maintain stability of the local media, which seems to be from the heart of the urban community is reflecting in addition to cultural and social issues and problems, among them, language and literature, has led the city of near citizens and improve the communication media, and ultimately the field of cultural development of endogenous It provides.

2- Question Research

1. What Electronic components of civic culture in which it has an effect on radio?
2. How Radio City citizens involved in the promotion of civic culture?
3. What radio station in the city is involved in education citizenship electronics?

3- Research methodology

How to do research, descriptive of the type of work. The statistical population consists of all the citizens of this research is that the number of them, according to the latest census, was 1591682 persons. 5 among the 14 regions, region in North, East, West, South and Central was chosen randomly. The total volume of the sample in this study by using the formula \( n = 399 \) Cochrane was estimated for sampling. Sampling in this research cluster randomly according to the size of the 5 Northern regions, based on the South, East, West and center of the face. 5 area of the city, the representative of as among the areas through the Excel software. Then the number of the part of the community, and to calculate the number of samples calculated ratio and a questionnaire among the citizens of these regions which had culture and lyricists of mosques, traffic distribution and questionnaire were collected. In this study, to specify validity of questionnaire of the coefficient of cronbach's alpha, 0.90 was calculated.

The findings of the research

<table>
<thead>
<tr>
<th>Component</th>
<th>KMO</th>
<th>Factors Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>The emphasis is on the ability to use the services of e-Government</td>
<td>0.747</td>
<td></td>
</tr>
<tr>
<td>The emphasis is on learning through the network (how to network communications, interactions, etc)</td>
<td>0.720</td>
<td></td>
</tr>
<tr>
<td>Familiarize the citizens with the cultural norms in the world of technology (moral rights, copyright, etc.)</td>
<td>0.872</td>
<td></td>
</tr>
<tr>
<td>Risk behaviors of a network for families</td>
<td>0.638</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.763</td>
<td></td>
</tr>
</tbody>
</table>
Familiarize the citizens to govern its purchases online and adherence to the commitments  
0.146

The emphasis is on how to deal with the violence and deviant behavior e  
0.716

Create desire and trust to take advantage of the possibilities of virtual space  
0.760

Create a desire to join in the e-forum  
0.604

Emphasizing the necessity for the ability to obtain information from the virtual space  
0.300

Respect for the privacy of an invisible electronic others  
0.760

Citizens of the advantages of the e-citizen services with (paying bills, getting familiar with the building and licensing stages...)  
0.750

I’m making the citizens towards different areas of municipality in the e ports (cultural, social service, etc.)  
0.661

Based on the findings of table 1-most factor components citizen electronics related to the risk behaviors, abstaining of the network for families with 763/0 factor and the lowest factor coefficient is related to the necessity of the emphasis on the ability to obtain information from cyberspace has been 300/0 with the time factor the value of KMO on adequacy of sampling have been high and the value of the 872/0 against acceptable. It also loads a factor any of the following components of the e-citizen component on all higher than 0.3.

The second question How Radio City citizens involved in the promotion of civic culture?

Table 2-comparison of the average radio plays the voice of citizens in the city to promote the city's culture of citizenship with the hypothetical average 3

<table>
<thead>
<tr>
<th>Promote city’s culture</th>
<th>average</th>
<th>deviation</th>
<th>mean SD</th>
<th>t</th>
<th>significant</th>
<th>degrees of freedom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.334</td>
<td>0.37</td>
<td>0.027</td>
<td>64.675</td>
<td>332</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Based on the findings of table 2-average radio plays the voice of citizens in the city to promote a culture of citizenship, 4.34. A larger table of calculated t. So the roles of culture in promoting Citizenship City radio the voice of citizens, more than the average level.

What radio station in the city is involved in education citizenship electronics?

<table>
<thead>
<tr>
<th>Component</th>
<th>Statistical Indicators</th>
<th>Very High</th>
<th>High</th>
<th>somewhat</th>
<th>Low</th>
<th>Very low</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasis on the ability to use e-government services</td>
<td>Frequency</td>
<td>236</td>
<td>118</td>
<td>14</td>
<td>4</td>
<td>1</td>
<td>4/56</td>
</tr>
<tr>
<td></td>
<td>Percent</td>
<td>63/1</td>
<td>31/6</td>
<td>3/7</td>
<td>1/1</td>
<td>0/3</td>
<td></td>
</tr>
<tr>
<td>Emphasis on learning through the network (interaction, communication network, etc.)</td>
<td>Frequency</td>
<td>227</td>
<td>131</td>
<td>14</td>
<td>0</td>
<td>2</td>
<td>4/55</td>
</tr>
<tr>
<td></td>
<td>Percent</td>
<td>60/7</td>
<td>35</td>
<td>3/7</td>
<td>0</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Familiarize citizens with the technology in the world of cultural norms (moral rights, copyright, etc.)</td>
<td>Frequency</td>
<td>217</td>
<td>144</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>4/52</td>
</tr>
<tr>
<td></td>
<td>Percent</td>
<td>58</td>
<td>38/5</td>
<td>2/4</td>
<td>0/5</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Risk behaviors, a network for families</td>
<td>Frequency</td>
<td>256</td>
<td>104</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td>4/63</td>
</tr>
<tr>
<td></td>
<td>Percent</td>
<td>68/4</td>
<td>27/8</td>
<td>2/9</td>
<td>0/3</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Emphasis on how to deal with electronic Misconduct and Violence</td>
<td>Frequency</td>
<td>210</td>
<td>144</td>
<td>16</td>
<td>3</td>
<td>1</td>
<td>4/49</td>
</tr>
<tr>
<td></td>
<td>Percent</td>
<td>56/1</td>
<td>38/5</td>
<td>4/3</td>
<td>0/8</td>
<td>0/3</td>
<td></td>
</tr>
</tbody>
</table>
Table 3-findings indicate that most electronic components citizen response average score, with the 63/4 to avoid risk behaviors of families and a network for the lowest average score of 4.07 with answers related to emphasize the necessity for the ability to learn from virtual space.

<table>
<thead>
<tr>
<th>Create utilize the willingness and confidence in cyberspace</th>
<th>Frequency</th>
<th>Percent</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>219</td>
<td>58/6</td>
<td>38</td>
<td>2/9</td>
<td>0/3</td>
<td>0/3</td>
<td>4/54</td>
</tr>
<tr>
<td>Want to create an electronic membership</td>
<td>194</td>
<td>51/9</td>
<td>38/5</td>
<td>2/9</td>
<td>2/1</td>
<td>3/7</td>
<td>4/33</td>
</tr>
<tr>
<td>Emphasized the need to obtain information from cyberspace</td>
<td>176</td>
<td>47/1</td>
<td>28/9</td>
<td>6/1</td>
<td>8/3</td>
<td>9/1</td>
<td>3/97</td>
</tr>
<tr>
<td>Respect the privacy of other electronic invisible citizens</td>
<td>196</td>
<td>52/4</td>
<td>13/9</td>
<td>2/4</td>
<td>0/8</td>
<td>0/8</td>
<td>4/43</td>
</tr>
<tr>
<td>citizens with the advantages of electronic citizen services (pay bills, get familiar with the building permit process.)</td>
<td>198</td>
<td>52/9</td>
<td>41/4</td>
<td>3/7</td>
<td>1/3</td>
<td>0</td>
<td>4/46</td>
</tr>
<tr>
<td>Understanding of the citizens in the municipal area of electronic devices (services, cultural, social, etc.)</td>
<td>142</td>
<td>38</td>
<td>44/9</td>
<td>13/9</td>
<td>2/4</td>
<td>0/8</td>
<td>4/16</td>
</tr>
</tbody>
</table>

Based on the findings of the Table 4 -the average citizen in the city-bred voice radio plays electronic 4.27. A larger table of calculated t. So the role of the citizen in the city-bred voice of radio electronics, more than the average level.

**Table 4-comparison of the average citizen in the city-bred voice radio plays electronic citizens of the town with the hypothetical average 3**

<table>
<thead>
<tr>
<th>Electronic Citizens</th>
<th>average</th>
<th>deviation</th>
<th>mean</th>
<th>SD</th>
<th>t</th>
<th>significant</th>
<th>degrees of freedom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.27</td>
<td>0.44</td>
<td>0.023</td>
<td>54.740</td>
<td>362</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

**Discussion and conclusions**

Radio City is the traditional media as a cheap and convenient, can be used in strengthening or weakening of cultural identity, tend to use the electronic e-citizen facilities, institutional and social trust through regular communications between the shaping of urban authorities and effective people.

In a growing population with the culture and the different elements and components in various fields they attempt to appropriate the role of its estuary and earns and under way and enjoying it all your effort and hard work are used and civil rights in the system of public culture is one of the larger areas of the community. Explanation of the different factors in the development and consolidation of the role they play. And the media and means of communication group as the devices which may be used in deepening and improvement of the status of any extension of subject is entitled to play a role. Thread a long civil rights of citizen records in various communities in the different theoretical approaches have been allotted but this is in our country is outspoken and has pioneered literature. This issue has caused this issue from the various investigations and necessary with respect to the interpretation of its role in the functioning of the media and the consolidation of civil rights is very key.

In this regard, human communication in General and of the same national become more integrated, knowledge and human groups and complex mobilization in line with the social development and achieve a significant national role.
The other approach, the attitude of the structural communication and development, communications infrastructure and the precondition for the growth and development, and communications can be part of the knowledge organization and mobilization of the masses and for the social development of metamorphic rocks can lead to social, help. The fundamental and pervasive part of the communications system is part of the life of the community and how to use effective communication in forgiving the acceleration of the development and the fundamental axes of wishing to.

The fundamental pillar of social communication as human life has always been raised during human history communications to fractions of human welfare and development background provides. In today's world as well as with the development and spread of electronic communications, especially communications and computer systems, the role of this factor in the increased prosperity, progress and development of human society and as a percent of the very role of the axial to achieve development. At the same time the most experts believe communication, human communication as the Foundation of this science of the importance and the place. In other words, the precondition is for the development of communication in the various dimensions of the right to adequate attention, human communication between the individual and the group.

Hence it is recommended that the port city radio, to introduce different pay for different areas of life that needs the answers. The introduction of these ports can be used to support the municipality of port, banks and shopping and port transfers, about how to work with a lot of help for this port to work practices and awareness for this port was a part. On the other hand can be found using these ports to communicate with citizens, guided by the citizens through the lottery prizes and competitions such as triggers can be effective.

References