

THE RELATIONSHIP BETWEEN CULTURAL CAPITAL WITH PERCEPTION OF QUALITY CULTURAL PROGRAMS STUDY OF TV CHANNEL OF ISFAHAN

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Abstract

This study aimed to investigate the relationship between cultural capital of the audience (Khorasgan University Branch) and perception of network Quality Cultural Programs of correlation was performed. All students of the humanities research community to the number of 6428 people formed the University of Isfahan. Of these 362 patients was calculated by the Cochran formula were selected through stratified random sampling method. Data collection tools to measure cultural capital of a questionnaire of 28 questions in three dimensions Objectified, Embodied, and institutional and questionnaire 9 questions the perception of quality. The validity of the questionnaire structure and reliability verified through Cronbach's alpha coefficient scale cultural capital (0.86) and to the perception of quality (0.78) were estimated. To analyze the data in the analytical correlation test was used. The results showed the audience the cultural capital of the relationship with the perception of network quality cultural programs ($r = 0.130$). Only in the institutional relationship with ($r = 0.329$) was significant and there was no significant correlation in other dimensions.

Key words: Capital, Cultural Capital, Quality, Culture, Perception, Audience

1- Introduction

One of the concepts put forward in the field of sociology and cultural studies "cultural capital" is that in the last few decades of the great fortunes in a cultural analysis about consumption is used. Cultural capital in fact refers to treatments that are members of a community are trying to stabilize their power and position to recover it. Cannot be denied that a significant part of today's cultural capital in the form of the power of the individual in cultural goods and will be products. Due to the growth of technology are more cultural products through audio and visual media that fills the most influence TV is transferable. On this basis seems to be a relationship between cultural capital and mutual use of TV programs is present in the subject research; it is fulfilled.

2- The Expression of Problem

Cultural capital is one of the topics of special importance to full intensity in the area of culture find the question of social sciences. This issue, along with increasing the use of information and communication technologies, as well as issues such as growing urbanization and the formation of cultural capital consumption is the subject of a lot of academic research on the screen. The cultural

capital for the first time by French sociologist Pierre Bourdieu was raised. The concept of cultural capital of the society and focusing almost find culture in social stratification can be entered [1].

Harker (1990) by examining the accumulation of cultural capital Bourdieu perspectives of cultural knowledge knows that the position and the power of the individual in the social system and enhances durability.

According to Bourdieu the origin of the cultural capital and educational and social experiences of the people and can be used to make a three-way, embody, and objectivity are the Division of institutional [2].

On embodiment of capital or intellectual property (physical) includes that person and his mood has been exchanged, the mortal and the inner and so is not transferable to another. While the objective of cultural heritage collections and cultural capital, literary works and masterpieces of art which is then transmitted through the material and institutional investors such as the qualifications and professional qualifications shall include the contractual value guaranteed by the Government for institutions and individuals [3].

Most cultural capital in the sector in developing countries can be found on the collegiate tastes and leisure preferences, use of English, access to information and communication technology, learning skills, and gain confidence in learning sentiment is found [4].

The cultural capital for an individual creates social influence [5] and can also be fitted to the individual's ability to enjoy the social benefits of more tracks [6] The use of cultural capital can be deviant behaviors reducer [7] Not only reduce abuse behaviors but also in creating the life style and the selection of priorities and the selection of individuals is in the form as well as the role of cultural consumption.

In recent decades, television has gradually increased its influence in how people and society of leisure, aware of the political and social reality and shaping of personal values in the domain of culture and ethics. Just as a massive presence, media content in the media and its role in the daily life of the greater part of the message to the community, the impact of the media on leisure activities, and social and environmental community about arbitration, economic and political. Practices, continuous system of icons, TV contracts and intervention is always facing the audience.

Nowadays, due to the presence of the media, especially television's influence on people's lives, share the benefit of TV programs is more than before. It is dominated by TV media with the effects it is obvious and for the ultimate criteria in that viewers and non-viewers both with a large part of its content are familiar. TV is so pervasive that virtually everyday life can be with a human to overhear and everyday life become safe areas [8]. The major cause of the popularity of the TV is a great concern for the entertainment and the viewer with a very low cost and with minimal hassles provides. So that is almost the size of the listening to the radio is a convenient and low-cost. In view of the risk that the television is not the postman by is transitive and recreational, but the risk is that he wants in the television categories, such as the fundamental science and politics and religion and religion, history and culture and sport news or ideology, as the dissemination

Although in the past the people of a society as viewer or listener audience were merely programs, but nowadays the passive nature of the audience has turned into an active nature, as Jarvis believes more media than the people they control have come under the control of the people in [9].

In fact, this means that a wide variety of content to get by today's mass media such as radio, television and personal mobile phone, these contacts are the ones who set what content is worth being seen. The audience in this sense is an active person, i.e. the purpose and motivation, and in addition to that their content needs with the purpose of gratification the program does, hence are able to view the content of your favorite applications have a reason [10].

According to what was proposed seems to be the understanding of the content of programs with social status, education, job, people, etc.. Is linked to each of these factors to the cultural capital

indices are somehow. However, the understanding of the changing quality of the programs is to assess it in relation to the cultural capital is more important for research, has not yet been considered. Cultural capital in a society there can be cultural development instrument field; it is that it seems to a large extent depend on the content of the television program, based on the theory that the reflection of the media reflect the reality of society, and the relationship between the cultural capital program with the media means that the content of the media programs can strengthen the cultural capital is in the midst of the audience.

The development of the cultural capital cultural development instrument platform and consequently entering the sustainable development of society would be. On this basis, a researcher in the wake of a relationship between the cultural capital is discovers in three dimensions with an objective and subjective, the perception of the quality of the content of TV programs are there?

One of the effects of television on society sharing functionality is available. Beyond the value of transfer of learning skills related to critical thinking, being inclusive with the phenomenon of mass media has a great importance in contemporary society.

3- The Research Hypothesis

1. *There is significant relationship between the cultural capital of the audience with the perception of the quality of cultural programs in TV network of Isfahan.*
2. *There is significant relationship between the cultural capital (Embodied dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.*
3. *There is significant relationship between the cultural capital (Objectified dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.*
4. *There is significant relationship between the cultural capital (Institutionalized dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.*

4-Research Methodology

Method study Descriptive -Correlational. The statistical survey of all Community College students of Humanities University of khorasgan branch to the number 6428 people. Sample size the sample size using the Cochran formula 382 individuals. Data collection tools' using two researchers was likert with a range of five degrees. The analysis of this information in two levels of description (describe the situation and provide the answer with the mean and standard deviation) as well as the level of descriptive statistics inferential statistics at the level of the frequency, percentage, mean and standard deviation of inferential statistics and Pearson.

5-The findings of the research

There is significant relationship between the cultural capital of the audience with the perception of the quality of cultural programs in TV network of Isfahan.

The table 1- correlation between the cultural capital of the audience with the perception of the quality of the network's cultural programs in Isfahan

Statistical Indicators Predictor variables	Perception of Quality Cultural Programs		
	Correlation coefficient	Square of correlation coefficient	Significant level
Cultural Capital	0.130	0.016	0.028

The findings of the table 1- shows the correlation coefficient between the cultural capital of the audience with the perception of the quality of the network's cultural programs in Isfahan ($r = 0.130$) is significant. I.e. between the cultural capital of the audience with the perception of the quality of cultural programs, there is a significant relation between Isfahan network. Based on the coefficient of determination (r^2) cultural capital with a percentage variance 6 ± 1 audience perception of network quality cultural programs in Isfahan has been shared. The amount of shared variance means that the two variables changes percentage 1.6 concurrently happening according to the original hypothesis that between the cultural capital as the audience with the perception of the quality of the cultural programs there is a relationship network, Isfahan, has been approved.

There is significant relationship between the cultural capital (Embodied dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.

Table 2- correlation between the Embodied perception of cultural capital with quality of the cultural program of Isfahan network

Perception of Quality Cultural Programs			
Statistical Indicators Predictor variables	Correlation coefficient	Square of correlation coefficient	Significant level
Embodied cultural capital dimension	- 0.04	0.0016	0.316

Results Table 2- shows the correlation between the subjective perception of the quality of cultural assets and cultural programs of the network ($r=-0.04$) is not significant. The cultural capital between the subjective perception of the quality of the audience with cultural programs of the network, there is no significant relationship. The coefficient of determination (r^2) 0.16% of the variance of the subjective perception of the quality of the cultural program of cultural capital of shared network. The first hypothesis is that between the subjective perception of the quality of the cultural program of cultural capital of their network is not verified.

There is significant relationship between the cultural capital (Objectified dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.

Table 3- correlation between Objectified cultural capital audiences with the perception of the quality of the network's cultural programs in Isfahan

Perception of Quality Cultural Programs			
Statistical Indicators Predictor variables	Correlation coefficient	Square of correlation coefficient	Significant level
Objectified cultural capital dimension	0.023	0.0005	0.321

The findings of the table 3- shows the correlation coefficient between the objective cultural capital, after an audience with the perception of the quality of the network's cultural programs in Isfahan ($r =$

0.321) is not significant. I.e. between objective cultural capital audience with the perception of the quality of cultural programs, there is no significant relation between Isfahan network. Based on the coefficient of determination (r^2) 0.05% of the variance of the objective cultural capital, after an audience with the perception of the quality of the cultural program is a shared network, Isfahan. The second hypothesis so that the next objective of cultural capital between the audience with the perception of the quality of the cultural programs there is a relationship network, Isfahan, has not yet been approved.

There is significant relationship between the cultural capital (Institutionalized dimension) of the audience with the perception of the quality of cultural programs in TV network of Isfahan.

Table4- institutional dimension of cultural capital of the correlation coefficient of the audience with the perception of the quality of the network's cultural programs in Isfahan

Perception of Quality Cultural Programs			
Statistical Indicators	Correlation coefficient	Square of correlation coefficient	Significant level
Predictor variables			
Institutional cultural capital dimension	0.329	0.010	0.000

The findings of the table 4- shows the correlation coefficient between the institutional dimension of cultural capital of the audience with the perception of the quality of the network's cultural programs in Isfahan ($r=0.329$) is significant. The institutional dimension of cultural capital, i.e. between the audiences with the perception of the quality of cultural programs, there is a significant relation between Isfahan network. Based on the coefficient of determination (r^2) 1 % of the variance of the institutional dimension of cultural capital of the audience with the perception of the quality of the cultural program is a shared network, Isfahan. The amount of shared variance means that 1 % change two variables simultaneously happen so the third hypothesis based on this cultural capital between the institutional dimension of the audience with the perception of the quality of the cultural programs there is a relationship network, Isfahan, has been approved.

6-Discussion and Conclusions

The second levels of the program have been in low level network and communication as cultural capital with a subjective dimension does not put on. In fact, in the view of mental capital could be the difference in the perception of things such as create and maintain literature (poems, proverbs, motels, and Canon are), keep the Qur'an and Hadith, literary information (literature, language, etc. Art awareness (information related to art) and historical information identifying the target audience can understand and change but the program offered by radio and television has been that in the surface as it was expected that with the level of cultural capital have associated people. However, it can be argued that the individual have a high memory size that is of the mind and the memory of the great change cannot be well in their perception of the quality of a program;

This is to be expected from someone who has more knowledge of the phenomenon have a quality more because your knowledge of indicators can be compared, but the assumption is that when the validity of the subject under discussion is a specialized topic.

For example, someone who has knowledge of the engineering program in engineering can be compared to understand more than someone who does not have knowledge of it.

But in the field of TV programs to popularize the index as well as in the present study has been examined more than specialized knowledge will come to the question of public knowledge is based on this question can be expected between the mental and cultural capital and perception of quality, there is no significant relationship between programs. To the researcher for this reason can be found between and cultural capital of the quality of the relationship in terms of the cultural capital in whatever amount between more people,

The diversity of experience and knowledge between them is more the same would be expected to increase the quality of the programs. On the other hand the quality programs should be level with the increased awareness and also to increase the diversity of experience. Although the cultural capital is expected to increase understanding of the quality of TV programs also increased as a result of the present investigation and this confirms the positive relationship, but the correlation coefficient between the cultural capital and the perception of the quality of TV programs is down to a great extent.

In fact, with the increasing cultural understanding of capital quality TV content in a small amount of provincial network will increase. The reason for this weak relationship can be the first of several analysis perspective on economic capital of Isfahan continued Community funds the power of differentiation is more than a cultural capital; In fact, the cultural capital of Isfahan in the community the ability to create a high distinction between people does not.

As Pierre Bourdieu as well as in the book, the symbolic violence posed the distinction that in the French community in cultural capital 60 was through a form of economic capital that was in the form of cultural capital in the form of cultural distinctions and found incidence; The same applies to cultural purposes triggers were also included in the media field is one of the most prominent funds is the increase of it. But in Isfahan appears to be happening with the concentration of French society has not occurred.

On the other hand, in the present understanding of the research program the research as one of the variables studied, in fact their media consumption and as a form of cultural capital can be raised while that perception of the quality of a category is quite different.

What the results of this research can take shape in mind is the cultural capital of the content, or the content are not quality or provincial network broadcast programs on a level below the different aspects of cultural capital in the foul to understand. In fact cannot be denied that with the increasing cultural understanding of capital increases, the quality of the programs and the results of this research also confirm that it is, but the relationship between the coefficient of reflection of the place down is that it requires more detailed investigation in the case. Seems to be a significant part of the perception of the quality of the program with an objective not subjective dimensions change, the reasons for this are discussed in the next review of the assumptions is located.

In the present study the factors such as maintaining literature (poems, proverbs, motels, and Canon are), keep the Qur'an and Hadith, literary information (literature, language, etc.) Art, knowledge (information related to art), having historical information and subjective elements of cultural identity as the capital was considered, these elements due to the knowledge that is related to the later could not understand the quality of the content of TV programs have made significant contributions. It seems this topic can be a couple of his analysis of viewpoint. Although the first mental then merely the domain knowledge of individuals and can later give them cover cognitive. This question cannot be in the public understanding of the subject to make much difference; understand the people who

have the experience of various environments or different than the issues in different fields of knowledge acquisition of specialized subject to have a different quality than people understand, however, is a subject little relationship with the dimensions of public knowledge of them. For example, whether people can speak several languages, or a large difference in the language of the program will not have the TV, while people who have experienced different environments through a variety of different understanding than experience programs will be; as well as those social needs of society know more ability than those who know poetry than the quality of the programs that will be made for general audiences Website. Because the quality is a perceptual issue and caused some sort of comparison of what the individual expects and what feels and sees the result would be.

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