Comparative Study of Media Consumption and Students Socio-Cultural Alienation

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Abstract

Nowadays, media consumption has become a habit or even an addiction for many people in today's society. Sometimes, media consumption leads to the total submission and obedience in people. Such obedient persons would be charmed and turned into the permanent consumers supplying common cultures. They may experience new cultures and interactions and even unwanted changes. Therefore, through their increasingly significant influence on individuals, the media create new interactions and social relations imposing modern cultural values. In this way, they alienate people and impose new models of consumption, production, reference group and new social conditions in general. In Iran society, the media has a double effect. On one hand, the local media bring some contradictions and new things into mind by using their propagandas. On the other hands, they try to make people to still act in accordance with their predetermined norms and values through bombarding their religious and political cultures. Meanwhile, the emergence of the other media such as satellite and internet bring about the other demands and possibilities. They promote several possibilities including more attractive jobs, higher salaries, living in more luxurious houses, better environment, more beautiful wives, modern and better appliances, stronger cultures and even more modern values and norms. In this way, they keep people into the state of the contradiction of having a different lifestyle, even becoming a different person, being detached from self and the consequent alienation. Now, in such a context the question is about the nature of the influence of the media on alienation (alienation in general, social, religious and cultural alienation) as well as the kind of relationship among the type of preferred media, the type of programs, being exposed and the alienation itself. In this research, the attempt has been made to present some hypothesis about alienation at 4 levels by posing the independent variables of the state of media (national and foreign),the type of media (TV, press, internet ,satellite, national foreign radio, etc.), the type of satellite program(scientific, historical, educational, entertainment, Romantic-drama, concert, sport, porn and sexy programs, fiction ,criminal, spy, political, artistic, war, martial arts and western) and thirdly, the way of using internet (for job, chatting, watching sexy pictures and porn, internet games,surfing the net, sending E-mails, science, news, downloading films, commercial use, participating in discussion and forums and the other uses), gender (sex), job status, income status and educational status in relation to the dependent variables of alienation, social alienation, religious and cultural alienation.

KeyWords: Media consumption, socio-cultural alienation

Introduction

The main characteristic of today's society might be the incredible rapid change. Change is problematic whether positive or negative. Scientific, technological, cultural and social

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advancements happen so fast in such a way that no one could keep up with them for real. The past modern revolutionary product has today turned into a very ordinary and trivial thing and it would be out of date in the near future. People should always update their skills to conform to changing conditions. So many technologies and innovations in the past which were avoided or not accepted are now accepted and used very easily. Today we may feel that we can never live without them because the certain facts in the past are now alien to our society. Even the intellectuals such as scholars, researchers, teachers, managers and experts usually feel the pressure arising from such changes.

Sometimes people adapt to these kinds of changes under the social pressures but they refuse to conform to them and there would be a kind of non-conformity between their mental and physical states. People might lose the power of their free wills and capabilities feeling slaved to their doomed fates which are predetermined by their societies including the cultural factors. In this way, a kind of alienation occurs. Alienation means the state of feeling estranged or separated from self and the others. It is defined as the state of losing power in a social milieu. One might feel powerlessness, meaninglessness, normlessness, social isolation, cultural estrangement and alienation. There is always a relationship among one's social environment, namely, nature, God, work, the product of work, the other people, the social structures and other processes.

In addition to the alienation in traditional sense, It could be stated that the new determining factors in the process of the alienation have become known in the 20th century.The reason behind their emergence is the rapid formation of the complexities of modern societies. As a result, the new forms of alienation such as making a lot of decisions, political indifference and boredom, the repression of ethnic –national cultures, simulations and virtual facts have emerged which effect an increasing number of people in the developed and developing countries. The issue has been referred by some authors. LA Cheze (1976) mentioned a kind of world where the nature of the cycle of planning a function or action is disintegrated and the human power and control on his (her) life would become less and less. Nothing or no one could be blamed in this regard. In this way, Etziony (1968) considered alienation as a product of the unresponsive systems which failed to respond to humans basic needs. Alvin Toffler (1970) clearly stated that the change occurs more rapidly than ever not only in our environment but also within ourselves.

About the Statement of the problem, it should be said that Alienation is a multidimensional concept which includes the dimensions of powerlessness, normlessness, social isolation, cultural estrangement and self-alienation. Alienation is always related to the individual and an aspect of his environment-real or imaginery, objective or abstract-namely the nature, God,work, products of work or means of production, the other people-structures, processes and the other social factors. It could be even perceived that in some ways self-alienation indicates the relations among person and his (her) environment which means inaccessible real self (Simon 1959-1979,1989).Alienation always indicates one`s fleeting instant perceptions from what is considered as an internal process of empowering self by both psychoanalytic and Marxist theories. It is quite certain that the societies,institutions,the main social processes and especially the media industry may contribute to alienation.

Considering the concept of alienation as a state or an individual mental process reveals nothing about its reason. According to the psychoanalytic theory, such a thing could happen by getting influence from the other psychological states which has already been formed as an object in their minds. It has been confirmed that such a state would arise from conducive factors such as ineffective parents and harmful experiences at early life. However, the environment is not currently considered as the direct cause or some existing factors in the context of peoples life might be responsible for such a thing which is not believed because of being in proximity to the things like media (culture industry).

The critical theorists have made major criticisms on what they call as culture industry that means the intellectual and bureaucratic structures such as TV which controls the modern culture and even the humans. The culture industry which usually creates the mass culture has been defined as a biased, unspontaneous and artificial not as a real thing (Zhu,1993,p.216). Such an industry builds or select the culture, pack it by its own taste or that of its founders and then imposes that upon people. The critical theoreticians are afraid of the repressive, suppressive and the stupefying nature of such culture. At the present time, the media has easily penetrated into the traditional values within the families. They also play a very significant role in forming and reflecting the public opinion. They relate the whole world to the individuals and recreate the self-concept of the modern society. The critical reviews at the early twenty-first century indicated that media hinder the people from acting independently. But the later empirical studies have implied the more complicated interactions between media and society and people evaluate and interpret the media and the relevant information while interacting. At the twenty-first century owing to the rise of the internet and the innovative methods to present information and programmes, such a mutual relation between mass media and public opinion began to change. Some theoreticians associated with the Frankfort school (of critical theory) Max Horkheimen, Theodor Adorno, Herbert Marcuse consider the media as a culture industry which influences a mass of passive people just absorbing all kinds of information which are exposed to. (Here there is an influence of carl Marx with regards to the alienation theory).The reason for such a matter is merchandising art and culture which paves the way for manipulation (thompson,1995).Horkheimer argued that paradoxically, it is impaired due to the decline of the impulse for collective action. Adorno realized that mass media are capable of creating shadows affecting the audience to assume that they experience a nonexisting reality.Therefore,the mass-produced artificial culture replaces the former ones. About the significance of the research-underlying purpose, it should be said that at the age of the communication explosion people are constantly informed about their country, work, spouse, religion, political system, etc.They are provided by some criteria projected by several persons and then they would turn into some ideals which create a sense of belonging. People are bombarded by many possibilities reflected on TV: The rich, more prestigious jobs, living in more luxurious houses, better environment, more beautiful wives, more exciting friends, modern appliances and more powerful cultures in general.

Despite the fact that the mass media expose people to the socialization, accompanied by malfunctioned expectations or unattainable probable things. However, for the majority of them the real issue is not to compare themselves to the celebrities at TV shows or media,

rather they may encounter with a different objective possibility, acceptance of a different lifestyle, and then becoming a different person or a kind of the desired one. Therefore, they would be alienated from their real self and turn into a self-alienated man portrayed by others.

Unfortunately, such a selection could have been made based on incomplete and highly-biased information. Under some complicated conditions, the information about possibilities and alternating lifestyle might be incomplete. One might get the information from mass media or the other resources in an uncontrolled, biased and incomplete manner (Geyer,1997).

According to Marx, the alienation demoralizes the laborers because they never benefit from their hardworking (Aron,1938).

Sociologists are mainly concerned about explaining the disintegration of the social relations in terms of the people`s relation to the society or community and also other social structures. Therefore, finding the origin and the reason behind alienation has been the center of attention among social scientists. Moreover, mass media especially the foreign media such as satellite, internet, etc. have infiltrated into people`s mind by manipulating them. Therefore, one might feel alienated toward his (her) society, community and culture, unable to cope with the surrounding facts or find it difficult to do so.

Today, mass media could be found in Tehran megacity where the population is almost 10,460,835 and the number of the households are estimated as 1,660,450. Mass media is more prevalent in Tehran as compared to the other places in Iran. As the results of the study of the Iranian cultural behaviors (2002) indicates , more than 97 percent of Tehran residents have at least one TV set and the TV is daily on for almost 450 minutes and people watch TV for almost 450 minutes each day. Moreover, almost 250 printed materials are published in Tehran and of all the people who are interested in reading, each of them spends 61 minutes reading the print media. Of all the subjects in the project, 83 percent of them had radio.80.9 percent of them listened to the local radios and the average rate for listening to the radio has been 88 minutes. 20.7 percent of them used to listen to the foreign radios. Now, by a closer look at the satellite and internet which are used almost by every household, we can find out that every day people are bombarded with the idea of great possibilities such as more interesting jobs, higher salaries, living in more luxurious houses, better environment, more beautiful wives, modern appliances, more powerful cultures and more modern norms and values. Therefore, they have to deal with accepting a different lifestyle and even becoming a different person, alienating from real self and changing into an alienated person. Now, with regards to the above facts, the question is that what kind of influence the media have on alienation (cultural, social, religious and alienation in general) among Tehran young people and what kind of relationship is there among the type of selected media, the rate of exposure and the alienation (cultural, social, religious and alienation in general) among them.

About the theoretical framework: the viewpoints and theories related to the alienation, it should be referred to:Alienation from Rousseau`s point of view; Rousseau`s views in his thesis about inequality may be the first origin of the concept of the alienation. His clear image of human natural disposition and its corruption by society, his emphasis on the

equality among human beings which is posed by the nature, the inequality made by human races, his major concern about the spoiling effect of society on human nature all had raised the criticisms on the deplorable conditions of human beings (Rousseau).

Alienation from the Schiller and Fichite viewpoint: Many German readers of Rousseau`s works were not influenced by his brilliant description of the nobility of wild human. For example, Schiller called Rousseau`s description as the relaxing throw up of his paradise (Coser,1989,p.112 quoted from Ghaedi).

The years passed since Rousseau`s act of condemnation and its negative consequences, namely, the common theme noted by many scholars on eighteenth and the early nineteenth centuries. Despite their suspicion toward the integrity of the primitive people`s lives (societies) claimed by Rousseau, they were sympathizing with the human`s deplorable condition in contemporary society. Shared integrity and individual wholeness in past were in contradiction with social disintegration and human self-estrangement in modern society. For example, Schiller believed that human is broken apart due to the new trends, turning into a specific element in the modern labor society. He is not able to grow (his) her talent anymore. Through dependence on a small fragment from the whole, man has transformed into a piece unable to develop the harmony in his existence. Instead of reflecting upon the comprehensiveness of the humankind in his (her) nature, man only displays his specialties in the area of work and knowledge (Coser, 1989,p.112 quoted by Ghaedi p.16).

Alienation from Tonnies viewpoint: Ferdinand Tonnies (1885-1936), the German sociologist with an inclination toward the traditional German idealism has clearly defined the alienation in relation to the human`s motivation and action which are distinguished from each other in two different forms of communication and human convention in the name of community characterized by natural will and the type of community characterized by intellectual free will. He believes that in the process of the change in building human relations alienation takes place when modern human is detached from many crucial aspects such as love, emotion, desire and empathy which are integral parts of life.

Alienation from Hegel`s viewpoint: The first influential philosophers who raised and defined the issue of human in western philosophy is Hegel (1770-1831).Three German expressions which are translated into French as alienation are Enfremdung (estrangement), verausserung and Entausserung.According to Hegel, alienation is an enriching process. The awareness and consciousness have to pass through.

Several alienations to be enriched by the established facts to give the consciousness the integrity. At the beginning of the chapter of one of his books about absolute knowledge, Hegel writes: Alienation poses the consciousness of objectivity and such an alienation has not only the negative meaning but also a positive implication.

Alienation is not only for us or within us but it exists for itself. The negation of the object or the uncontrolled destruction of the object is positive in his view. On the other hands, the consciousness realizes the non-existence of the object since self is alienated. Because the consciousness raises self-alienation as an object or because the unity of the integrity of self poses the object as self. On the other hands, sush a deed includes the other moments, that is, the moment which has preserved and eliminated the consciousness of alienation and such an objectivity in itself. In other words, sometimes the self in others seems like the

very self. Consciousness moves in this way. While moving, it embraces its moments. The consciousness should refer to the object in accordance with its whole objectivizations and understand the object in accordance with each objectivity (Aron 2002,p.227).

Marx's theory of alienation (1818-1883): Karl Marx`s remarks about alienation could be regarded as a turning point that changed a number of 1846 definitions of alienation from idealistic and ontological viewpoint to a sociological theory.

Marx has provided a different definition from Hegel. According to Marx, Hegel has combined the idea of objectivity, namely, human's existence in nature and society with alienation. As john Hipolit states Alienation is not objectivity. It is natural. There is no need to be alienated to realize such objectivity. Rather it is a natural expression (Aron,2002 p.277). According to Marx, alienation is a manifestation of a sociological process by which human beings in the society construct a collective organization where they lose their inner self. The interpretation of alienation from sociological viewpoint is a historical, ethical and sociological explanation of the current social order. In a capitalist system men are alienated. They have lost their inner self in group and all of them have a root in economical alienation. The work is alienation. It is sheer slavery, based on exploitation through exhausting and demanding tasks. In "the principles of political economy" Marx says: When looking at the fulfilled conditions, we will realize that values are transformed into capital. The productive labor is considered as a sheer consumptive value (versus capital), the productive labor is nothing but a simple means for benefiting unproductive and objectified labor which influence that with its lively spirit, bring it back to life. As a result, the work is the production of the wealth the workers are estranged with, intensifying the deprivation of labor force. There is nothing complicated in this area. The objective real conditions for being beneficial to the productive labour (raw materials, tools, the means to earn income and survive) are provided in the process of production, having objectified in form of independent and alienated facts (being consistent with the type of stranger`s life (that of capitalists).For that reason, the power of labour force (labors) are detached from that condition and they encounter with self-existent values being alienated with them in such a way that they belong to the capital. The objective conditions for productive labour which are only existent in workers themselves and have the value of their own type (The sheer consumptive value not the exchange one) are independent and separate. Through that seperation,the process of production only involves in reproducing them in a very large scale (Risse,p.147,quoted by Coser 1988).

According to Karl Manheim alienation is mutually dependent on the feeling of loneliness, powerlessness, absurdity, loss of identity and it is originated from industrialization, industrial relation in modern society, rationality, expertise (specialization), materialistic pursuits which cause that human in industrial society is influenced by the structure of dominant social relations, turning into an alienated being and losing freedom of will and identity while being situated in a particular state of the mind contributing to the formation of the above correlates.

Jürgen Habermas views alienation as a thing produced by practical and technical rationality and the reduction of the objective intellect to the technical ones as mutually dependent on feeling of powerlessness and absurdity. According to Habermas, in their lifetime, humans

reach a consensus by communicative act and language. But they easily construct the system and its means (money and power).Unless the human issues in the world are not resolved by means of language and discourse, the system and its tools control the situation and the world will be exploited by system and alienation occurs (thompson,2001).

Like Kent, Durkheim knows that society is based on consensus in nature. In his view, the conflicts are not considered as the factors initiating historical movement or the unavoidable requirement for any community life but as a symptom of a disease or a kind of anomie. The distinctive feature of the modern society is the predominant interest in economic activities, putting sharp distinctions among individuals and tasks and the consequent collapse of social consensus.

But Durkheim is mainly concerned about disoreder, collapse of the social consensus (the main threat to modern society), the position of human honor, individual freedom, independent judgment and cultural mind as sacred values of our time. He believes that social problem is mainly an ethical issue and the crisis in contemporary society as a moral crisis which embeds in system. He assumed that the traditional religion is not appropriate to the requirement of what he called as the scientific spirit. In his analysis, Durkheim made a distinction among three types of suicide: egoistic (personal), altruism and suicide because of normlessness (anomic suicide)(Aron,2002 p.5).

The lexical analysis of alienation: Alienation is considered as one of the most complicated words in different lexicons (Williams,1976).The root of such an English, French term is the Latin word"alus" (the other). The prefix "en" in Latin is an adjective maker. Therefore, Alien means attributed to the other (or the others) which implies taking something from someone and transferring that to another person, as it happens in every transaction (Dariabandary, 1990).

The term alienation comes from Latin word alienation which means the transfer of ownership, free or under various conditions. Aliene refers to someone who has lost his (her) senses. In Latin the infinitive form is alienare which means "sell", "betray", "transfer", "losing senses" and "emotions"(not implying the insanity or being possessed by devils).

Alienation is equivalent to the loss of mind and logic which leads into expressing helplessness in knowing "life realities". There are different types of "alienation" such as mental, psychological, social, egoistic, ethical, practical, cultural and religious alienation. In Middle East, the primitive life required the submission to the unconquerable forces in nature and it was expected that human would feel a kind of hatred and estrangement against nature. However, by reviewing the past we realize that the more savagery in the context of surrounding nature happens, the more harmony is felt by human. In this way, the sense of unity, stability and safety was more enriched as compared to the middle east (Samii,1975). It went so much far as the issue of alienation was implied in the dialectic by Heracleous (470-530). He said "If there is no move in any phenomenon and living thing, the break down would happen". At a temple in Ephesus, he mentioned the reality of movement and the infinity of the universe and the necessity to look at humans. He also said that "turning into something" not just "being" is real. The universe and the world affairs are in unceasing

movement, they come and go in different situations and if such realities are unknown to people, they would be alienated with their own self and universe (Arasteh khu, 1991).

Aristotle (322-384) believed that the rational and argumentative mind were essential in knowing the things and phenomenon and without them humans were powerless and alienated to their own self and also the whole world.

 According to Plato (341-427BC) whatever manifests against its own nature is alienated. In his book "chastity", he said man should ask God to fulfill his dreams according to his (her) own wishes and give him (her) a sense of enlightenment. He added that unlike Cyrus the great, khashayar couldn't put things in order. Then by his own free will and the lack of the spirit of sympathy and cooperation, he recruited some mercenaries to work and fight for him. He entrusted the fate of Iran to aliens…He was estranged .Plato believed that before any treatment, a doctor should create self-awareness (in terms of the way of life, nutrition,etc.) in his patients or change their lifestyles. If the patient refuses to do so, he should stop treating him. According to Plato, many courageous and wise men (from their own perspectives) are in fact stupid and timid or they suffer from ignorance and living with ignorance brings about nothing but the most extreme end of ignorance and the most extreme end of ignorance means the ignorant person believes that he is knowledgeable…The lovers of freedom without knowing themselves and the other people`s demands and not even the freedom itself are in fact moving toward obliterating and eradicating the freedom…freedom should be balanced…one should be the servant to God. Most humankinds are entrapped in their own imagination and fantasy and the fantasy is related to the lack of cognition on one hand and personal view on the other hand (Arasteh khu, 1991).

Socrates (399-470) believed that evilness should not be eliminated because in this world it should remain in contrast with goodness…The most superior human is the follower of the path of justice and truth and knowing the path is being knowledgeable and not knowing that, is the extreme end of the ignorance and the consequent wickedness.Therefore, the one who is far from knowledge is estranged to himself. He then prays: "O,God! grant me the inner beauty and make it in harmony with my appearance. Give me the insight to find the richness in knowledge. Give me that much wealth which is needed for wise men. I say my prayers for you my friends too. Because friends should share with eachother". Plato acknowledges that men are mortal and the mortals cannot perceive the immortal things. It seems like not being able to stare at the sun and realize its nature…then few people are capable of understanding the essence of universe…being flawless and in virtue whether in speech, mind or in their deeds…then the men should put their "self" in test.There are three criteria for such a test: knowledge, good willing and honesty. If these three traits are put together in one, he (she) could be the touchstone for the others (Arasteh khu,1991 p.46).

Heigel (1770-1831), the German philosopher believed that when there is a dialectic gap between self and the essence of the human being, man is alienated to himself. He assumes that the layers of alienation should be recognized to solve such a problem because alienation is such a complicated and multilayered issue.

Eric Fromm (1995) considered "alienation" as a state of the experience by which human being is estranged to himself or experience himself like an alienated entity. John Dewey

(1859-1959) proposed the concept of duality in personality instead of 'alienation'. There is no doubt that such a concept reflects the multiple personality. Some people believe that alienation originates from major emotional frustration that makes human to be alienated and in conflict with himself and his society and regard his sad experiences as an example of the experiences related to the mankind frustrations (Arasteh khu, 1997).

There are different views about the concept of the "alienation" in sociology, psychology and psychiatry. According to Swat Dipung (1980) alienation generally means the negative biased imbalance of the emotions and the critical view against a particular social context. Keniston views alienation as a sort of individual response or reaction against pressures, stresses, the adversities and also the conflicting individual and social point of view (quoted by Mohsen Tabrizi, 1991). According to Sutherland (1989) alienation in general means the feeling of life meaninglessness, being separated from friends and hating the social values. In psychiatry the concept of "alienation" is used to describe the sense of detachment from society and feelings (Kaplan,Saduk 1991,Bahrami and Manavi 1991).The various theoreticians have studied different forms of feeling alienated (Dean 1961,Simon 1959,Kobasa and Huver 1979).

The new forms of alienation and their relation to the media: Review of the literature the forms of the media effects on alienation

1. The media on average makes people familiar with the recurring things concerning their country, jobs, spouse, religion, political system, etc and they help them to pose high criteria in this regard. They are internalized by many people and changed into their ideals. Through TV programmers, they are bombarded with a lot of possibilities: rich men, attractive jobs, higher salaries, living in luxurious houses, better environment, more beautiful wives, more exciting friends. They involve them in more charming exploitation. The recent phenomena such as "relative deprivation", "the revolution in increasing expectations" are the product of the influence made by mass media in daily life.

2. And this is half of the story: despite the fact that mass media expose middle class to the dysfunctional socialization with high expectation and unattainable possible goals. The real problem for a majority of them is not that their lives are comparable to the characters displayed by TV but rather they are confronted with exposing to the objective matters having a different nature, accepting a different lifestyle and living in a dream of having a different life and becoming a different person as a result and may be their ideal character. The excessive complication of the context which is brought into families by media is not just a matter of relative deprivation not a matter of polarity. Rather, it is a matter of sheer difference without the implication of relative deprivation. If one makes sure that his (her) job, house, spouse, country and ideology are satisfying and interesting enough, he (she) will give cold shoulder to that by realizing the fact that he cannot possess everything. However, in case of people with high potential for reducing their surrounding complications implying the majority of the educated middle class exposed to the information overload by western countries, the truth is that their internal complexities are only enough to register the recurrent matters not for optimal and objective-oriented selection of these options for desired selections (Kazenoeuve1986 ,p.230-231).

The issue of maddening hyper selection is more highlighted for the people who realize that these are their own objectives which are changing, possibly not in quite predictable way but as a result of their choice in adapting to their own situation not following the other conditions. One has an unclear perception of becoming a different person. He (she) will alternatively move into the areas of feeling, thought and practice having different goals and satisfactions. If people put themselves in one of the above conditions which are usually quite possible, they can immigrate, begin a career, and choose a sexual partner or a new religion.

The people with complicated personalities are almost flexible by definition and therefore they usually realize that the individuals including themselves don't have a fixed trait rather they develop the traits and features which are acquired by certain temporary interactions. On the other hands, they have clearly figured out that the conditions and alternations create people of different natures but they are unable to reduce the complications at the environment in an effective manner to know with quite certainty that in what ways they would be affected by certain changes in different conditions Therefore, they don't have meaningful criteria for appropriate decision making about the possible changes at their surroundings (Geyer 1991,p.10-28).

3. The continuous overload of appealing alternatives in personal lifestyle in the absence of reliable criteria to choose such a thing seems to be frustrating but under the condition of hyper selection, one cannot avoid that by refusing to choose only because he is adapted to choose under the more classic conditions of powerlessness or having few alternatives while encountering a relative hyper selection, a high amount of pressure existing in making selections. At the same time, one is under constant pressure to do so in spite of incomplete information-at least when a person decides to preserve the game rules and optimize the interactions with his (her) surroundings.

There is a pressure for making choice because the majority of the alternating options which are presented to people are not possible and realistic by themselves-but they seem to be wild and uncontrolled. In fact, if someone has a desire to achieve something adequately, his (her) wish is often fulfilled by abandoning the other thing. Now, in less than a century after Marx and Freud everything is potentially attainable in such a way that one could be present in a travel agency in Tahiti, if he really wants to pay the price for that-although he may understand that Tahiti is more like a trap for tourists not a paradise. Any social scientist just ten years left to his death can make a realistic decision to be a nuclear scientist. Despite knowing the fact that there is no enough time to fulfill such a desire. In past, the possibilities for making progress were more limited. However, it is still the case-our social scientist cannot be a jet pilot or a marathon runner-but the possibilities remained still present him a confusing array of options.

Unfurtunately, such selection should be made based on the incomplete and highly-biased information. The information on the possibility and recurring lifestyles may be incomplete under the condition of the complexities in surrounding environment. An individual usually acquires the information through mass media or the other uncontrolled, incomplete and biased means of communication. As it has already been mentioned, a person cannot interact

except by identifying through reading books and watching TV to get realistic feedback as a consequence (Geyer 1991,p.24-25).

Modern forms of alienation

It has clearly pointed out that whatever conceptualized under the title of modern forms of alienation may exist while accompanying the classic forms. The determined factors for such classical forms are certainly have not been eliminated and as long as the human being suffer from form or forms of alienation these classical forms are common in general: As long as people are involved in the models of interactions limiting the freedom to interact in social and individual context and as long as the psychological and sociological alienation continue to create five dimensions of Simons alienation, The works of Freud and Marx will still preserve their importance.

Here, especially the focus is on the new forms of alienation which are mainly felt by individuals who are sensitive to the rapid rate of complicated distinction between men and their surrounding environments. It is acceptable that so far they have been applied for a small proportion but growing part of whole population and these kinds of new forms of alienation as compared to the classical forms are mainly a matter of elites and snobs. However, if the current processes continue, they will be of importance and will be common in a rapid way:

1. The growing importance of the mass media and cosmopolitan environments: The mass media present a high number of people with a growing number of alternatives on various aspects: living in an urban society, cosmopolitanism and communal.

2. Improving education and schooling: There is a growing tendency to conform to such alternatives. Because improving education for a significant part of a population will increase the internal complexities and then increase their abilities to reduce the complications in their surrounding environment which is considered as a prerequisite to realize the alternates in the initial phase.

3. The equalization of opportunities: If the current process in equalizing opportunities in some countries even in terms of income continues, a higher percent of presented options could be achieved. Such a thing will put the pressure on people to make a selection from among the perceived options.

Methodology

In the present study the descriptive method with an analytic holistic approach and comparative goal is used. The descriptive method includes techniques for specifying, displaying by models or the explanation and description of the phenomena which happen naturally and without manipulation.

Unlike research based on assessment of estimates, descriptive method is aimed at hypothesis making and its testing, the analysis of the relations among non-manipulated variables and developing general rules. Therefore, the present study through a library research as an initial step has found out the various theories and viewpoints about alienation, its different forms, the media and the ways of their influence and sociocultural components and devising a framework on that basis to develop its own hypotheses. Then after formulating the major and minor hypotheses which amounted to 32, the researcher

made an attempt to present a theoretical and operational explanation of the hypothesis variables constructing a mean based on a survey method to implement that. In a survey method which is a descriptive-explanatory method and could be regarded as the subcategory of the descriptive method, a random sample representing the subjects are selected and by using the questionnaire, opinion surveys or other methods the research was carried out to study the present condition including the attitudes, ideas, behaviors and extracting information about the life conditions and the factors which distinguish individuals from each other. In the present research the sample of the study consists of all the students from the faculty of psychology and social science at the Valiasr complex including males and females and from all educational levels. Using Cochran sample size formula for estimating the size of the samples and the validity coefficient of 95 percent and the coefficient precision of 0.035 and the maximum range of variability (p=.5 and q=0.5), the size of the sample of the present study was estimated as 784 which was increased to 800 to provide more accuracy and to prevent problems. In this research the multiple cluster random sampling in proportion with the size of the study is used. The method was used to analyze the number of the fields of the study at the university and the quota sampling was applied for each major. Then the representatives of a part of the groups were selected. Two methods of test-retest reliability and internal consistency reliability were used. In measuring the retest reliability of the research instruments, it was administered in two phases and with an interval of one month on the university students of Valiasr complex and then the correlation coefficiency between two intervals was calculated. The coefficient was 0.82 which indicated a high correlation. First, In measuring the internal consistent reliability of the items related to the dependent variable (the socio-cultural alienation) were determined and then the Cronbachs alpha were estimated (0.935) which indicated the consistency among the items of the instrument.

Results and Discussions
A) The analysis of the main findings (the frequency table)
As the table 1 shows, of all the 800 respondants, 789 answered the item about their age and 2 of them didn't respond to that. The majority of the respondents were 28 years old. The mean of age distribution was 23.5 and the average has been 23.2657.

Table 1: descriptive statistics related to the subjects distribution of age

	Cumulative percentage	Reliable percent	percentage	Frequency	Age
.9	.9	.9	7	15.00	Reliable
4.1	3.3	3.3	26	16.00	
9.3	5.1	5.1	41	17.00	
15.4	6.1	6.1	49	18.00	
21.6	6.1	6.1	49	19.00	
28.8	7.3	7.3	58	20.00	
35.3	6.5	6.5	52	21.00	
41.0	5.6	5.6	45	22.00	
50.0	9.0	9.0	72	23.00	
58.5	8.5	8.5	68	24.00	
67.3	8.8	8.8	70	25.00	
72.3	5.0	5.0	40	26.00	
79.9	7.6	7.6	61	27.00	
89.0	9.0	9.0	72	28.00	
100.0	11.0	11.0	88	29.00	
	100.0	99.8	798	Total	
		.3	2	Unknown	
		100.0	800	Total	

As the table1 shows, all 800 of the participants have mentioned their sexes the highest number of them were females with a number of 419.381 of the participants were male.

Table 2.The descriptive statistics related to the subjects sex distribution

Cumulative percentage	Reliable percent	percentage	frequency		Sex
47.6	47.6	47.6	381	male	Reliable
100.0	52.4	52.4	419	female	
	100.0	100.0	800	total	

Table 3. general descriptive statistics related to the media preference

The first priority in media preference

Cumulative percentage	Reliable percent	percentage	frequency	Type of media	
				TV	Reliable
56.9	56.9	55.3	442		
74.4	17.5	17.0	136	Satellite	
91.1	16.7	16.3	130	Internet	
96.7	5.5	5.4	43	Press	
98.5	1.8	1.8	14	Local radios	
99.5	1.0	1.0	8	Foreign radios	
100.0	.5	.5	4	Others	
	100.0	97.1	777	Total	
		2.9	23	Unknown	
		100.0	800	Total	

The study of the first priority in media preference (table 3) shows that 442 persons, that is, 55.3 preferred TV which is the highest number and then satellite (132 persons), internet (130), press (43 persons), local radio (14) preference are ranked respectively. The foreign radio (8 persons) and the others (4 persons) as the media preferences were ranked below the other items.

Table 4: Descriptive statistics of watching TV

Cumulative percentage	Reliable percent	percentage	frequency	Watching TV	
94.3	94.3	94.3	754	Yes	Reliable
100.0	5.8	5.8	46	No	
	100.0	100.0	800	Total	

As the table and its diagram shows, of all the 800 754persons 94.3 percent watch TV and only 46 persons, that is, 5.8 percent don't watch TV.

B) The analysis of the findings (hypothesis testing)

The analysis of the direction and the share of each hypothetical variable on the basis of Alpha coefficient for alienation

With regards to the question about how much influence on alienation are made by the determined media factors and five influential variables of the sexuality (gender), place of

the residence, educational backgrounds, age and income independently and by media and also their significance and the influence of any of them, the path analysis was performed. As the results of estimating the regression (Table 4-1) shows, all hypothesized variables (r =0.242) and r2 =0.059 had an effect on alienation and the other effects are related to the variables which are not related to the present study and there was no mention of them. For example, the factors related to the large scales or the compulsory structures and also personality, genetic, biologic and even peer and reference group factors, etc. Estimating alpha at this level irrespective of the indirect effect of variables (Table 4-80) shows that using the type of media (Beta=0.156) was the most effective factor and then reading press (Beta=0.125), preferred media (Beta=0.083), using the internet (Beta=-0.082), family income (Beta=-0.069), satellite programmers (Beta=-0.059), the type of TV programmer (Beta=-0.055), sexuality-gender (Beta=0.054), the place of residence (Beta=-0.44) education (Beta=-0.042) and age (Beta0.024)respectively.

Table1   The variables entered in linear regression

Method	Variables Removed	Variables Entered	Model
			1
Enter	.	Preferred media, Family income Age, satellite progrmmes,the type of TV programme press publications, place of residence, using internet, education,the type of media	

a Tolerance = .000 limits reached.
b Dependent Variable: the alienation in general

Table 5: A summary of the regression model

Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
51.67221	.042	.059	.242(a)	1

A)Constant predictors: Age, family income, the preferred media, The type of TV program, male, using satellite TV programs, the place of residence, the press publications, the type of media, education, internet.

Table 6: The results of the variance and regression analysis

Sig.	F	Mean Square	Df	Sum of Squares		Model
.000(a)	3.610	9638.341	11	106021.749	Regression	1
		2670.017	638	1703470.811	Residual	
			649	1809492.560	Total	

A. Constant predictors: The type of the program, male, satellite program, age, family income, preferred media, type of media, education, using internet, the place of residence, press publications, TV.
B. Alienation in general

Table 7: The results of the correlation of linear regression including β the standard error, Beta, T and the significance

Sig.	T	Standardized Coefficients	Unstandardized Coefficients			Model
Std. Error	B	Beta	Std. Error	B		
.000	14.460		22.370	323.460	(Constant)	1
.162	1.400	.055	.501	.702	Type of TV program	
.002	3.086	.125	.054	.167	Reading press publications	
.131	-1.513	-.059	.085	-.128	Satellite programs	
.057	-1.906	-.082	.054	-.103	using internet	
.166	1.386	.054	4.127	5.720	male	
.001	3.354	.156	5.145	17.255	Type of media	
.586	.545	.024	.573	.312	Age	
.348	-.938	-.042	1.864	-1.750	Education	
.271	-1.103	-.044	.334	-.369	Place of residence	
.084	-1.729	-.069	.000	-5.53E-006	Family income	
.070	1.814	.083	1.724	3.128	Preferred media	

The variable not entered

Collinearity Statistics	Partial Correlation	Sig.	T	Beta In	Model
Tolerance	Tolerance	Tolerance	Tolerance	Tolerance	
.000	.	.	.	.(a)	1 female

a. predictors in the model (constant): The type of satellite program, male, age, family income, preferred media, type of media, education, using internet, place of residence, reading press publications, TV programs

b. Dependent variable: the Alienation in general

To determine the coefficient of the path and to estimate the direct and indirect effects of the variables using regression, first a diagram is drawn and the separation of the paths are made based on the beginning of the arrows indicative of the independent variables and also the end of the arrows which are representative of the dependent variables. In this process at each stage, one of the variables as dependent variable related to the beginning of the arrows toward the above variable, as independent variables for analyzing the regression are used so that the Beta coefficients which show the direct effects of the independent variables on dependent variables could be estimated (A full explanation of estimating the regression of determined path is provided in appendix "b").

Table 8: The results of the correlation of the linear regression on using internet including EMBED Equation.3, standard error, Beta, T and significance

Sig.	T	Standardized Coefficients		Unstandardized Coefficients		Model
Std. Error	B	Beta	Std. Error	B	
.001	3.317		9.820	32.572	(Constant)
.000	6.788	.257	.394	2.673	Age
.000	-9.310	-.353	1.262	-11.750	education
.009	2.612	.094	.239	.624	Place of residence
.019	-2.351	-.084	.000	-4.09E-006	Family income
.026	-2.224	-.079	2.978	-6.624	Male

a. dependent variable: using internet

As the table 8 shows, at the first step the dependent factor "using internet" and the independent factors" sex (gender), place of residence, education, age and income are considered and according to the calculations and the resultant Beta number, the direct

effects of the mentioned independent variables (estimated by Enter method) on dependent variable.

Diagram 2: The separate diagram of the first stage of using internet
Sex
 Place of residence
Education
Age
Income

Table 9: The results of the correlation of the linear regression on satellite programs including β , standard error, Beta and significance

Sig.		t	Standardized Coefficients		Unstandardized Coefficients	Model	
Std. Error	B	Beta	Std. Error		B		
.020	2.325		6.060		14.091	(Constant)	1
.008	2.644	.108	.243		.643	Age	
.003	-2.964	-.121	.779		-2.308	education	
.398	.847	.033	.147		.125	Place of residence	
.896	.131	.005	.000		1.40E-007	Family income	
.725	-.352	-.013	1.838		-.646	male	

Dependent variable: satellite programs
As Table 9 shows, in the second step the dependent variable of "preferred satellite program" and the independent variables of "sex, place of residence, education, age and income" were taken into consideration and on the basis of the calculations made and the estimated number of Beta, the direct effects of the above independent variables (estimated by Enter method) on dependent variable, that is, the preferred satellite program in a split its diagram is specified.
Diagram 3: The split (bubble) diagram in the second stage of preferred satellite program

Sex
Place of residence
 programme
Education
Income

Table 10: The results of the correlation of linear regression on reading publications including EMBED, standard error, Beta, and significance

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		Model
Std. Error	B	Beta	Std. Error	B	
.000	8.937		9.906	88.527	(Constant)
.000	-4.090	-.164	.397	-1.625	age
.005	-2.824	-.113	1.273	-3.595	education
.014	-2.459	-.093	.241	-.593	Place of residence
.472	.719	.027	.000	1.26E-006	Family income
.303	-1.030	-.039	3.004	-3.094	male

Dependent variable: Reading press publications

As table 10 shows, in the third stage the dependent variable of "reading press publications" and the independent variables" sex, place of residence, education, age and income" are taken into consideration and on the basis of the calculations performed and the estimated Beta the direct effects of the above independent variables (estimated by Enter method) on the dependent variable, that is, reading press publications which is specified in Diagram 4-33.

Diagram 3: the split(bubble) diagram of the third stage of reading press publications

Sex
Place of residence
Education
Age
Income

Table 11: The results of the correlation of linear regression of TV programs including standard error, Beta, T and significance

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		Model
Std. Error	B	Beta	Std. Error	B	
.000	13.208		1.040	13.737	(Constant) 1
.440	-.773	-.032	.042	-.032	age
.686	.405	.017	.134	.054	education
.971	.037	.001	.025	.001	Place of residence
.266	-1.113	-.043	.000	-2.05E-007	Family income
.644	.463	.018	.315	.146	male

As table 4-8 shows, in the fourth stage the dependent variable of "preferred TV program" and the dependent variables of "sex, place of residence, education, age and income" were taken into consideration and on the basis of the calculations performed and the estimated Beta the direct effects of the above independent variables (estimated by Enter method) on dependent variable, that is, Preferred TV program is specified in diagram 4-34.

Diagram 4: The split (bubble) diagram of the fourth step preferred TV program

Table 12: The results of the correlation of the linear regression of media preferences including standard error, Beta, T and the significance

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		Model
Std. Error	B	Beta	Std. Error	B	
.000	17.263		.349	6.025	(Constant)
.417	-.813	-.031	.106	-.086	male
.935	.081	.003	.014	.001	age
.648	-.456	-.019	.045	-.020	education
.039	2.071	.081	.008	.018	Place of residence
.789	-.268	-.010	.000	-1.66E-008	Family income

a Dependent variable: media preference

As Table 12 shows in the fifth stage, the dependent variable "preferred media" and the independent variables" sex, place of residence, education, age and income" are taken into consideration and on the basis of the calculations performed and the estimated Beta, the direct effects of the above independent variables (estimated by Enter method) on dependent variable, that is, media preference are specified in its diagram.

the split (bubble) diagram of the fifth stage

Media preference
Table 13: The result of the correlation of the linear regression of local and foreign media including standard error, Beta, T and significance

Sig.	t	Standardized Coefficients	Unstandardized Coefficients		Model	
Std. Error	B	Beta	Std. Error	B		
.000	13.944		.120	1.674	(Constant)	1
.001	-3.446	-.140	.005	-.017	age	
.170	1.374	.056	.015	.021	education	
.013	-2.490	-.096	.003	-.007	Place of residence	
.014	2.454	.094	.000	5.22E-008	Family income٥	
.816	.233	.009	.036	.008	male	

Dependent variable: The type of media
As table 13 shows, in the sixth step, the dependent variable "local and foreign media" and independent variables" sex, place of residence, education, age and income" were taken into consideration and on the basis of the calculations performed and the estimated Beta, the direct effects of the above independent factors (estimated by Enter method) on dependent variable, that is, local and foreign media are specified in diagram 4-11

Conclusion
Nowadays, media consumption has become a habit or even an addiction for many people in today`s society. Sometimes, media consumption leads to the total submission and obedience in people.
Such obedient persons would be charmed and turned into the permanent consumers, supplying common cultures. They may experience new cultures and interactions and even unwanted changes. Therefore, through their increasingly significant influence on individuals, the media create new interactions and social relations imposing cultural values. In this way, they alienate people and impose new models of consumption, production, reference groups and new social conditions in general.
In Iran society, the media has a double effect. On one hand, the local media bring some contradictions and new things into mind through their propagandas. On the other hands, they try to make people to act in accordance with the predetermined norms and values through bombarding their religious and political cultures. Meanwhile, the emergence of the other media such as satellite and internet bring about some demands and other possibilities. Several possibilities are posed including more attractive jobs, higher salaries, living in more luxurious houses, better environment, more beautiful wives, more modern appliances, stronger cultures and even newer values and norms. In this way, they keep

people into the state of the contradiction of having a different lifestyle, becoming a different person, being detached from self and the consequent alienation.

Now, in such a condition the question is about the nature of the influence of the media on alienation (alienation in general, social, religious and cultural alienation) as well as the kind of relationship among the type of preferred media, the type of programs, being exposed and the alienation itself.

In this research, the tempt has been made to address the main eight hypothesis about alienation (which imply 32 hypothesis) at 4 levels to address the issues as follows: the independent variables of the state of the media (national and foreign), the type of media (TV, press, internet, satellite and radio (local and foreign etc.,), the type of satellite programs (scientific, historical, educational, entertainment, romantic, concert, sport, porn, fiction, spy-criminal, political, art, war, marital arts and western). 3) The way of using internet (job, chat, watching porn, internet games, surfing, E-mail, science, news, film download, commercial use, participating in chat rooms and forums and other uses), sex, job status, income and education in relation to the dependent variables" alienation, social alienation, religious alienation and cultural alienation".

In this research, of all 800 participants of sample size, 381 persons, that is, 47.6 percent were man and 419 persons (52.4 percent were women). The highest frequency in age was related to the participants having 29 years of age and the lowest frequency in age was among 7 persons aged 15 years old. The oldest subjects were 29 and the youngest were 15 years old and the subjects median age was 23.287. In terms of the education, 335 persons (41.9 percent) were employed and 454 person (56.8percent) were unemployed, of them the university students with a number of 167 persons had the highest frequency and the soldiers (12 persons) had the lowest frequency.

In terms of income, the subject`s average salary was 207218 Tomans and the subjects family's average salary was 766690. The sample of subjects were taken from 22 districts of Tehran as it is explained in Table 4-9.

In terms of the preference in using the media, the most preferred media was TV, internet and satellite respectively and averagely the subjects watched TV for 3.2270 each day of which the highest number preferred the entertainment programs and the others stated the least preference for economical programs. Of all the 800 participants 321 person listened to the local radio. The average amount of listening to the local radio was 1.3799 and 52 persons listened to the radio with an average of 0.2065 hours in a week. In terms of reading press publications, the highest priority was given to the events and then the socio-cultural, sport, scientific, politics and economic issues and the others had the least preference in other topics.

In the terms of the preference for the satellite programs, watching show was the most preferred and watching porn, fiction, war, marital arts and the others are ranked among the least preferred, respectively. Of all the subjects, 547 persons used the internet and 240 did not have an access to the internet. In the age of communication and information, such a figure could be regarded as a disaster. However, it indicates a positive development (in the researcher`s former study, the average number of using internet by Tehran families has been much less than this figure). However, the internet users averagely spent 4.2854 hours

in a week in front of the internet and highest amount of use was to surf in science, music, sending E-mail and seeking for job. And the lowest rate of use was for watching porn pictures, commercial use, participating in chat rooms and forums ant the other uses.

In relations to the hypothesis of the "the presence of difference in alienation (alienation in general, social alienation, religious and cultural alienation) among users of the local and foreign media, there is a significant difference at the level of 0.99 and the comparison of means indicated that the subjects with a preference to use foreign media as compared to the others who used local media are more alienated.

The bias in local radio programs are relatively based on the present situation in Iran and the exaggerated realities are displayed in the media based on the socio-cultural conditions in the country. Therefore, an Iranian person may not find the realities of his life as unattractive or humiliating since the criteria for comparison are based on the realities which have been experienced and not on an ideal condition. However, what is portrayed by foreign media under the influence of the social and cultural situation existing in the producers life and especially in western societies may seem more appealing and alienate one from his (her) society, culture and his (her) life in general.

In relation to the hypothesis" the difference in alienations (alienation in general, social, religious and cultural) among the groups who prefer the specific types of the media, the one-directional variance analysis test was used and the results of the estimates showed that in terms of alienation (in general, social, religious and cultural) among different groups, significant difference exists (99 percent) and the comparison of the means indicated that the alienation in case of the groups who preferred internet and satellite in comparison with those who prefer TV has been less in four areas of the alienation (alienation in general, social, religious and cultural).

The cause of such a result may be in the diversity of the internet and satellite programs in such a way that one is capable of making selection based on his (her) inherent needs. At the same time, because of the network variety and the excessive complications in satellite and TV programs people would get confused because of having the too much possibilities to choose and the further complications resulting from such varieties. Moreover, since the accessibility to the satellite is possible in every time and place and the focus may not be on a particular ideological matter which is against the audiences wishes, they will be alienated due to the excessively influences of being exposed. Even it could be said that sometimes the people exposed have a tendency to extract the information easily through sources which are consistent with their own wishes and they may have been in confrontation with the opposite views which are usually expressed by powerful sides. As a result, the tendency for consumption is increased without any interaction and dialogue on this matter.

In relations to the hypothesis "the presence of the differences in alienation (alienation in general, social, religious and cultural) among the groups who prefer the particular satellite programs, the one-directional variance analysis test was used and the results of the estimates showed that there is a significant difference with regards to social alienation (99 percent) and alienation in general (95 percent) among different groups which prefer certain programs and the comparison of means indicated that there is a significant difference (95 percent) in terms of social alienation among the persons who watch porn, show and the

news programs and in other areas the mean value has been more for porn and sexy programs.

The comparison of the mean in terms of the alienation in general indicated that there is a significant difference (95 percent) between the persons with porn preference and those who preferred scientific programs and the people who watched porn were more alienated both in terms of the mentioned areas and the other fields such as news, sport, art, etc.

As to the hypothesis "The presence of the difference in alienation (alienation in general, social, religious and cultural alienation) among those who use internet for various purposes "the one-directional variance analysis test was used and the results of the estimates indicated that in terms of the alienation in general and also the social and cultural alienation there is a significant difference (99 and 95 percent) among different groups. However, the difference in terms of religious alienation is not significant and the comparison of the groups included in the study showed that there is a significant difference (95 percent)in terms of the social alienation, alienation in general and the cultural alienation among the persons who use internet for scientific purposes and those who use internet for chatting and in all of these cases the people who used internet for scientific purposes in comparison of those who spent their time on chatting were less alienated. Also, the persons who tended to watch porn and chat were averagely more alienated in terms of the social, cultural alienation and the alienation in general.

While analyzing the reasons for such a matter, it could be stated that the people who use internet for scientific purposes have higher education tending to reflect more on the current situation in Iran as well as the interactions and relations, culture and religions.

For those who use internet for watching porn and also chatting, the selection is made just at one level and since their minds are not involved in selection and even thought or reflection and their aspirations and wants are easily gratified, then the comparisons are not made enough especially in terms of the social relations and cultural matters and even the type of use for chatting and watching porn prevents people from face to face communications and interactions and makes them alienated. In case of facing with several possibilities, these kinds of people use the "either-or" approach and would like to make selections from among the possibilities. However, with regards to the restrictions and strong pressures in the society of Iran a less degree of flexibility is offered to them and making selection as well as raising the desired issues may put them at some risks or may create the fantasy of being endangered in them. As Merton says such an issue causes the lack of harmony between the purposes and the means to achieve them and bring about alienation or aggravate that. As Geyer (1991) states:

The categorization method "either or" resulting from the simplicity of life and time is ineffective to include the increasing complexity of the process of the internal codes which is required by the growing environmental complexities. There is a need to the more flexible categorization "and-and" capable of increasing the tolerance for ambiguity in the higher levels needed to maintain the individuals in an ambiguous and unclear environment and move them in the process of multiple supplies (p.10).

Meanwhile, the persons who use the internet for chatting and watching porn may tend to satisfy their own desires and are less concerned about the socio-cultural issues in their

societies or they may consider such issues as meaningless as opposed to their inner desires. Sometimes these kinds of people find neither objectives nor means as appropriate for their purposes and since they are unable to confront with them, they take refuge in the world of chat and sex and being alienated.

In relation to the two hypothesis "the gender difference in terms of the alienation (alienation in general, social, religious and cultural alienation) "and the presence of the differences in alienation (alienation in general, social, religious and social alienation), the t-test was used and the results of the estimates showed no significant difference between males and females in terms of alienation (alienation in general, social, religious and cultural alienation). It seems that both groups have been influenced by the components in the alienations irrespective of their gender and such a matter is mainly related to the inflexibility of the social contexts and mass media which have been exposed to. The factors responsible for being alienated or not being alienated are almost the same and the slight differences between two sexes which indicates more alienation among men in comparison of women is not significant cannot be considered as a criteria for explanation.

In relation to the hypothesis "the presence of the difference in terms of alienation (alienation in general, social, religious, cultural alienation) among the groups with different job status" the one-directional variance analysis test was used and the results of the estimates showed that there is no significant difference (95 percent or more) in groups with regards to the social, cultural and religious alienation and alienation in general. It might be said that since the majority of the subjects were unemployed young people, the job by itself cannot be mentioned here as an influencing component. Seemingly, in case of young people the other factors rather than jobs have been influential.

In relation to the hypothesis "the presence of the difference in alienation (alienation in general, social, religious and cultural alienation) among the people with different income status "the one-directional variance analysis test was used and in that test the subjects were divided in four groups having different level of income status based on the standard deviance and following administering the test, the estimates showed that there was no significant difference among them in terms of alliance in general, religious and cultural alienation. In this relation, it could be said that considering today`s extensive and easy communication, the income may not play a significant role and wealth may be regarded as more important component in this regard.

In relation to the hypothesis of "the presence of the difference in alienation (alienation in general, social, religious and cultural alienation) among subjects from different educational groups, the one-directional variance analysis was used and the estimates showed that in terms of social alienation (alienation in general, social and cultural alienation)" there is no significant difference at 95 percent level or more. The main reason could possibly be stated that the range of changes related to the education was not so much significant. The majority of the subjects with a number of 142 persons didn't finish the high school, 244 persons had finished high school, 2 persons were illiterate, 9 persons were just able to read and write and 6 people had PhD.

In relation to the significance of the variables in this research as independent variables and the extent of their influence on alienation (in general) path analysis was used. As the table

shows in summary the effects of the hypothetical variables (Table 4-9) the type of foreign and local media (Beta=0.165) had the highest influence on alienation. Such an influence could be attributed to being exposed and the continues bombardment of foreign media which their programs is not quite consistent with the Iranian young people`s social and cultural status. After the media, the following figures are extracted respectively: reading press publications (Beta=0.125), the type of the preferred media (0.083), using internet (Beta=-0.082), satellite program (Beta=-0.059), gender (Beta=-0.056), the type of TV program (Beta=0.055), age (Beta=0.047), place of residence (Beta=0.032), family income(0.017) and finally, the education (Beta=-0.012).

The implications and suggestions for further research

1. Owing to the fact that local media have the highest number of audience and the people are mostly exposed to them, it seems that the programs and their inherent messages are related to the people inner states. The foreign media present biased and tedious programs which alienate people. However, It should be noted that rate of using internet is growing among young people.

Therefore, creating change in media policy makings and providing more preparations for young people to face the facts and select the information from foreign media can be proposed as the best option.

2. As to the fact that the persons who tended to watch porn, sexy programs or shows on TV, satellite and internet have been more alienated (alienation in general, social, cultural and religious) and the need to consider the socio-cultural context of young people in this regards, It is suggested that the required awareness is raised among young people and the families about using such kinds of programs or some measures should be made about the way of having access to them. 3. Owing to the fact that the variety in an appropriate program can meet people`s inherent demands with various inclinations and tastes, the increase in the number of publications in terms of the variety in special fields, quality and also the increase in the more specialized responsive networks can be effective in decreasing the alienation. 4. Owing to the fact that the contextual complexities especially the output contexts which deal with the information are regarded as alienating conditions, there are two alternatives: people's capacity in dealing with the complexities should be increased or some flexibilities should be created in them. Also, the individuals have to be made familiar with complexities in their environment to prevent them from being frustrated and the resultant alienation in case of the incompatibility between the output and input. 5. Owing to the fact that the media especially, the internet provide information and increasing data which are often inaccurate and inappropriate and also are often misled at the time of comparing the data and information, some solutions should be presented so that at the time of having to making selection, one can make a right choice and such a choice will be possible by preparing the exact and accurate criteria.6. Owing to the fact that among a lot of information and data which are presented in the complicated environment, the people with higher levels of education and income and also the scholars have to make a selection. The arrangements should be made so that these kinds of selections are not necessarily made

in form of "either-or" and a person should have the possibility of selecting various options and combining them and the selection in form of "both-and" should replace "either- or".

7.Owing to the fact that in an informative context surrounded by data, a person has to spend more time and there would be no enough time for social interactions. Therefore, there would be an increase in social alienation. The arrangements should be made to pave the way for interaction either in form of face-to-face communication or by means of writing letters, sending E-mail, chatting, etc. so that there would be a decrease in alienation.

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