Human Societies, Manners and the Media

Mohammad Reza Taghieh

Islamic Azad University, branch of Eghlid / PhD student at Shiraz University, Iran
taghiehmr@yahoo.com / taghieh@iaueghlid.ac.ir

Raziyah Taghieh

Student of Speech and Language Pathology, Shiraz University of Medical Sciences, Iran
raztaghieh@yahoo.com

Abstract
This article will explain the topic of personality formation through the media and the role of the device in the transmission of values and new criteria and to communities under the topics of media and behavioral character, character, character, character of the exterior, multiple, stable and homogeneous raised issues and the media as one of the social institutions, cultural heritage and social transfer function and values of communities.The character of the people in the current age according to the obvious role of the media in society and inform about topics of social, political, cultural, etc. trying to enter new patterns to the culture of the community to the alternative culture and values and patterns of the past.

1. Introduction

The character of the people from the issues deserves attention when the media today are effective in its formation should be looked at more closely, the media are an integral part in the current era of people's lives; "increasing interest in expanding contacts makes note of mass media such as newspapers, magazines, radio, television, and more recently the Internet and cover them to exercise is" (Seurin, 1983). People throughout the day and night of political, economic, and social content, and educational and entertainment media.

The current generation of society from the beginning of the birth of big media with this tool in the formation of his character is effective, information and communication in the world today, this is a huge part of the generation of the culture, values and norms of their community and other communities of the media. "The presence of the media, to the continuous and interdependent such that a small crisis in a section, it impacts on the rest of the shares on the place" (Rithchie, 2004).
The contemporary era to the information age and the information and communication society is a

huge part of the community's famous flexibility of generations can be done through the media and the influence and impact of the media to the point that some communication theorists believe that subjective preference and even behavioral media we set and if we learn how not to think about, because what we learn to think. "Thus, the mass media not only can be used as a stimulating force in the social and cultural changes as behind, yes it can be a factor for political mobility in the national and international stage, to take into account" (Kamali, 1995).

In familiarizing the media as agents of change and transformation in the values and norms are raised, so that the struggle with the traditions and is a factor in changing the attitudes and behaviors of the new generation. "New media system with provision for the slap of the images, slogans and conflicting thoughts, human beings in the choice of the previous and new values, "Wilder (Tafler, 1992, 218).

According to the influential role of the media on all members of the community and especially the current generation and some of the problems of social media tools and the environment come before, "mass media, the Visual stimulus, constituent value of cultural and social identity of the cause of the (national and ethnic) in each community and are a way to see and interpret the world" (Subramanian, 1999). Media as one of the devices inclusive and broadly available to the public on the transmission of cultural content and the transmission of values and norms, and the impact they have on the formation of a generation or a lack of formation between the generations. "The role of the media in the social life of many responsible, including whether to create a scene that is political life on display, the culture, the fashion wing unfolds, the Golan, the program of the new style and boast to life norms" (Lazar, 2001, 136).

2. The media and the formation of modern personality

In each period of the history of human life, human artifacts between tools and with the social system and how to shape human life, there is a direct relationship. In such a way that some in this field since many years ago about the impact it would have reminded. "I make to my TV world reminded the elders. Many years ago one of the Prime Ministers of the UK press about this issue and I were reminded today say that much of TV news and print content has more powerful, the sense of responsibility should be the first letter in this recovery, "(Clark).

One of the most important achievements of the social and political life of the human being on the human impact of communities, mass communications. "Despite the widespread mass media with each other people among the rulers of modern times are very strong" (Lowell, 2000).

The impact of new communication tools, in the formation of social and political systems and human living environment and ethnicity is so deep, "there is no doubt that the national media, as well as any other organization of the ethnic groups affected and will affect them. (Hlams and Piper 1994, Phinny 1996) so everyone can easily with another person at any point other than the world communicates. Nowadays, the media, political, cultural and geographic boundaries of the instructions and the increasing expansion of their scope and the increasing socio-political character of the contemporary human being exceeded, also affected, so that it can be today's human characters have been named media personality. "In the meantime, in the dissemination of news information to the correct and exact role, and have important place" (Asnafi and Ansari, 2007).

The role and the impact of new communication tools and media in the formation of the human character is the character with the concepts of contemporary media and modernity. We can see many values beyond prejudice and stereotypes (Eşi, 2010, 140-146). This means that your character is associated to another product should exist so I created and be understood.

The character through the understanding and communication with others is formed and the character of the subject is more than that which we have a relationship and according to others. Your image and video of others about the person.

This is the beginning of the formation of the new character. This debate is particularly vital for the community and it is important, because we are experiencing a new era and we're in this transition period our character with major concerns and challenges can be met, in the midst of the media has an important role to play. "The importance of the educational task of mass communications in contemporary societies has to some degree that some sociologists for whom the role of permanent value are continuing or parallel training" (Motamed Nejad, 2006: 14-13). It cannot be the role of the media in the challenges the characters ignored, "failed to anticipate the consequences of some of the conflict and the activities of the media are considered to be" (Metron, 1936). The relationship between the character and the media can be justified from the perspective of another.

Conceptual character is dependent on its essence, but human nature is to be made by the community and in the context of social change and transformation of mass communications in the field of highly effective agents. "Mass communications such as the phenomenon of live, active and effective domestic competition with each other as well as mutual cooperation, recognizing the impact and communication means in compliance with the terms of the tether and providing significant communication the importance of family harmony" (Sarikhani, ,2008 -2009: 120).

So the question is not innate and instinctive character, but also acquired, and human-based education is voluntary. From this perspective the media as one of the factors in the formation and evolution of the character finds the importance especially in the contemporary world that the era of celebrity connections. However, the human characters in the world of media faces specific and distinct from other characters.

3. The outer personality and media

Media personality rather than the individual, but also developments within and from the outside and social developments through media expands takes shape and steer.Such a figure is very dependent on the personal and the logic of its own, but from the outside because of the media. In fact, with the development of tools of communication, more impressed by the character and social control system to internal control. In the modern world, human character of guided human surrogate outsourcing within the guided.

4. Homogeneous media and personality

Media with post and promote your message via the spread of mass communications to various kind of homogeneous building characters and character hands and strengthens public personality; that no matter the types of social classes and their culture and to the means of communication and influence their message in different social layers, for your unit. The media have created the underlying

character of the different ethnic groups and religious and national in the light of the message and its content, shared clothing and one color and tone are the same. Also, this question should not be with the instability and the monotony of traditional communities to the characters in a sense assumption.

5. Media and the character of the Group

The media due to the association with a broad section of people, sometimes trying to decide the character of the dominant tribal group and the creation of a personality type, "the media should note that the purpose of the management of ethnic groups, the development of the system is not in the country's tribal" (Coughlan and E, 1993). The media kind of individual character to the character and converts the ethnicity question and sometimes this causes the transformation of individual characters in the Elimination of individual creativity.Essentially, the culture of the group based on lived with emotions, feelings, dilute and carefree getaway. Because of their inherent function of the media to collect more audience, by virtue of their simplicity, and strengthen the Group and populist culture and with shaping public opinion and its management to build and process the culture and character of the team they lost to in the times, the power of this ability in line with multiple personality and scrambled past Utah bus crash.

The goal of mass communications, covering a specific group that is not in a category. The character of the group, is dependent on the personality of the group, nor its affiliates, so its existence and existence is dependent on the social changes and social damage is not infallible.

6. An unstable personality and media

In the new world of the human character of the traditional focus of the past and the stability of the release and on the path of becoming a permanent transformation and change. In other words, the character is not a new product but a process, in the world of contemporary media, with continuous infusion of information and knowledge to the human characters, new community had in the context of permanent formation. Modern human beings throughout life may be over as a result of the transformation of the subjective and find new information new personality and another man. Himself or the character in this regard and can be changed.

A world that is constantly changing and the evolution of human and cannot be incompatible with the outside world, because it is a social personality and social character should be between the individual and the individual's social world is the world of communication and personality variables in this world we are trying to create a permanent flow of harmony. In today's world is the definitive and final character. In the past, due to the stability of society, communities, the character is almost definite and specific manner, but in today's society, we constantly are changing.

The character of its stability, the focus of his uniform in the world, virtue and the quality of the last variable and dynamic and contrasting today's world has become. New is the instability of the characters involved himself and never put in place. Hence the wanderer. In general the media portrayal of what character is constantly exposed to new information and messages by commentary and necessarily change.

7. Media and multiple personality

The media through the creation of a variety of different patterns and messages and to make the display of the different culture and thought, characters and fixed scrambled past Utah bus crash and multiple personality can create. Modern man in comparison with more traditional introduction to the resources of the community. Media and new technologies of communication of human resources at the disposal of this place today and through facilitating individual and social communication, various thoughts and ideas of opportunity and participation in the global arena. The other one is not limited within the framework of a specific structure and more freedom in the acquisition of knowledge and information. So the traditional character TeX reference to today's multiple personalities and a few resource converter. Today, the man with a lot of intellectual systems, cultural interaction that each has its own meaning and message to him. This is particularly true of the acceleration and greater depth.

Multiple personality and the character of the man today is diverse and by moving the world towards globalization this question becomes bolder. Traditional human societies that emerged from the special character of the social system of his family and was a particular intellectual and cultural structure was stabilized. In fact, prior to his coming to the world social situation and cultural character of the human being he was designated in advance and the person hardly and rarely would have changed the nature and destiny of their capture. One according to Heidegger, "the video that was God or the gods of the eye can be seen and his character is the product of the operation of a system of preset and ordained religious beliefs and ritual and mythical and in other words, in the world of the past, a past that was based on the character of the sentence is the today's personality, the more factors that drove in the formation of that effect and can no longer be awarded to someone based on his understanding of or one of the actions And his thoughts and predictions.

8. Affiliate and media personality

The human personality is more influenced by the character and the influence of the media. This behavioral patterns that through film, advertising and various techniques of media delivers in the formation of the human individual and social character of the Orient today has a significant impact. Dependence on cinematic and television personalities and prominent landmarks of unaffected by media personality of these patterns. The man the media realize their unmodified character in fantasy and techniques and those on behalf of media exposure and introduce more people to the template, so it is one of the fundamental variables in shaping the character of the people, the media.

9. Distracted by the media and personality

The human character is dependent on her awareness of her humanity even as well, IE how much each one is more aware of, the possibility of evolution and is also more excellence, this fact includes not only the individual human personality, but he was also explaining the social character. One of the vulnerabilities of today's information explosion of human existence, the communication of information by means of a new bombing. Multiple culture media could be brought into existence;

mentally robust but not mentally that the useful content is accumulated and mental dependence and replace creativity. The human mind under rainfall information and knowledge can be distracted. Distracted and confused mentality is also disorganized and distracted to lead character and the character of the crisis emerged. Of course, this character's crisis in communities in transition, deeper and more extensive.

10.Conclusion

- The individual character of their independent advertising media personality crisis lost in this field so far in advance that goes missing your think.

- Slice of historical and cultural past and of its attention solely to advertise and to apply everything under the title of the program or movie and the person of their history and culture, and the remote media attachment.

- When the media learn dependence on more than usual, the person suffers from a kind of mock dependency can be caught to the media that he has separated from the family gathering, even while it's in a family environment but imprisoned in their room and from any of the others face to face communication can be elusive.

- The behavior and speech is combined with such people this impatience and aggressiveness that tolerates no more than two such as hearing from others.

- The loss of the power of decision and the lack of the program and to consider the tools and mass communications of the template.

- Media dependency in the vast and wide range makes up society dominated by media advertising process under your character has lost his mind and language and be full of thoughts and ideas has been induced by the media.

- So finally we have, in such a way that the independent status of captured humans, not the power of the media and good enough interest on the one hand and of these instruments is achieved, not individual metamorphosis and caught it.

References

1. Eşi, Marius Costel (2010). Promoting the Human Values Beyond Prejudice and Stereotypes. Petroleum - Gas University of Ploiesti Bulletin, Educational Sciences Series, Vol. 62 Issue 1A, 140-146.

2. Panahi, Mohammad Hossein (2004), "The gap generation in Iran and its effect on education", Journal of the Social Sciences Faculty of Social Sciences University of Allameh Tabatabaei, number: 17.

3. Tafler, Alvin, (1992). "The third wave", the translation of Al-Khwarizmi, Tehran: Shahin dokht new publications.

4. Sarikhani, Scientific journal of the Association of professional "Public relations", Iran (2010, issue 74)

5. Clark, Arthur c, (March, 2003 & 2004), an Internet magazine, the first year of the seventh issue

6. Lazar, Judith, (2001), "Public opinion", trans. m. kulayni, first edition, Tehran: Nashr Nay

7. Motamed Nejad, k. (1992), mass communications, school of social communication, publications, Tehran Allameh Tabatabaii University.

8. Eller J. D. & Coughlan, R. M. (1993). The Poverty of Primordialism: The Demystification of Ethnic Attachments. Ethnic and Racial Studies.16 (2)

9. Helms, J. E. & Piper, R. E. (1994). Implications of Racial Identity Theory for Vocational psychology. Journal of Vocational Behavior, 44.

10. Subramanian, N. (1999). Ethnicity and Populist Mobilization: Political Parties, Citizens and Democracy in South India. Delhi: Oxford University Press.

11. Merton R. K. (1936). Unanticipated consequences of Purposive social action. American Sociological Review, 1.

12. Rithchie, B. W. (2004). Chaos, Crises and Disasters: A Strategic Approach to Crisis Management in the Tourism Industry. Tourism management, 25.

13. Seurin, P. (1983). "The Future of the Olympic Games". FILEP. Bulletin ‹53.

14. Lull, J. (2000). "Media ‹communication ‹culture. Cambridge". Polity Pres M/Baseballs Digital Disconnect.

15. CT: Y.R. (Ed). (1995). "The U.S.media and the Middle East": Image and perceptionWestport Kamali pour Greenwood.