

The Effect of Graphics and Visual Appeal of Bojnord Local Media on Lifestyle

Abstract

The lifestyle of people in the society is influenced by various factors, and in today's era, due to the increasing spread of local media, the question of the influence of this factor is also raised. Bojnord is one of the cities that has local media. In this research, the influence of local media on the lifestyle of people in this city is investigated. This research explores the impact of graphics and visual appeal of local media on the lifestyle in Bojnord city by correlational and applied methods. The sample size of the research was 380 people selected using the cluster random method; also, statistical software and structural equations of SMART were used for data analysis. Hypotheses were tested by calculating Pearson's correlation coefficient and structural equation modeling with partial least squares approach. The research results indicated that the average of lifestyle and local media are of typical degree. Also, the correlation between local media and lifestyle variable is equal to 0.26. The value of Cronbach's alpha coefficients and combined reliability for all the variables in the research is more than 0.9 and this was analyzed by SPSS and PLS software. Thus, local media has an influence on the city of Bojnord.

Research aims:

1. Examining the role of graphics and visual appeal of local media in lifestyle.
2. Investigating the local media of Bojnord on the lifestyle of the people of this city.

Research questions:

1. What effects can the graphics and visual appeals of local media have on the lifestyle of people in the society?
2. What consequences can the local media of Bojnord have on the lifestyle of the people of this city?

Keywords: lifestyle; local media, graphics, Bojnord

Introduction

Lifestyle is a relatively coordinated set of behaviors and activities of people in their daily life. Lifestyle, as an intertwined set of individual and social behavioral patterns, is a result of a distinct meaning system that a culture creates in a human society; in addition, since none of the human societies can be considered free of culture, therefore, it can be said that all human societies have had their own lifestyles since the beginning of history and behavioral patterns corresponding to their cultural indicators (Bourdieu, ۲۰۱۱: ۱۶۲). Unlike the traditional society, in today's society, due to the emergence of the consumer society, lifestyle and its influence in other ranges, including the cultural area, has become more essential. The changing face of cities, the orientation of young people towards consumer culture, as well as the growing individualism of youth that result in the process of modernization, are manifestations of variations in the field of lifestyle and consumer behavior. Regarding the lifestyle in Iran and especially after the Islamic revolution, the cultural diverse society of Iran became more complex and this has gradually penetrated the lifestyle of the people and this triggered the emergence of consumer society and new ways of life. On the other hand, technological developments and the expansion of the use of communication technologies such as the Internet, satellites, as well as interactions with the modern world, have made people in the society search for new values and patterns for their lives; in other words, they seek to experience new lifestyles; Cultural changes stemming from the modern lifestyle have become the basis of a coherent, simple and mechanical type of correlation to a semi-organic and complex type, which in the absence of modern and civil institutions that are the basis of organic coherence and correlation and result in the interaction of traditional and modern systems and opposition, have led to the formation of various issues, including identity changes and issues.

Today, the lifestyle in North Khorasan, especially in the city of Bojnord as a metropolis of the province, due to the influence of satellite channels, websites, internet blogs, social networks and the media space in general, have created selective capacities that have placed the traditional structure of national identity in the center of attention and power. In such a situation, the people of this province face conflict, confusion, indecision, dissatisfaction and extroversion against ethnic, national and global models. In fact, it can be said that the changes instigated by the new lifestyle have challenged the traditional ruling structure with consequences. On the other hand, with the growth and expansion of television and radio networks around the world, the role of

communication and development is still the focus of experts in this field, accordingly, it can be said that due to the communication revolution and the increasing emergence of these new communication technologies, the society and urban culture of Bojnourd in North Khorasan particularly the youth population are undergoing transition. In addition, due to its geographical location and its proximity to Turkmenistan and the existence of commercial, economic and cultural exchanges, there is a possibility of rethinking and challenging the cultural and identity-building elements and lifestyle. There are reasons for the uncertainty of the effects of the media in controversial areas such as ethics, beliefs and behavior that arouse the most public attention. The impact of the media on people's lifestyles with the emergence of new media that has more appeal than its predecessors and has had important effects on social, cultural, economic and political life; In such a situation, conducting research in this field aids in distinguishing the weakening or strengthening elements.

The review of the background of the current research indicates that regarding the topic of this research, no independent available study has been published so far; however, several works have investigated the relationship between media and lifestyle. Bashir and Afrasiabi (۱۳۸۹) based on the results of a research conducted on social networks and the lifestyle of young people, investigated the effect of television programs on lifestyle and determined that television has given special importance to a modern and prosperous society in the social dimension of lifestyle. Alikhah and Rostami (۱۳۸۹) have conducted a research entitled “Media Consumption and Lifestyle among the people of Tonekabon city”, the results show that most of the people who watch the programs of state television and radio have an unpretentious lifestyle. Bichranlou (۱۳۸۹) in the investigation of different types of media, comes to the conclusion that media pursue specific goals and are created for many reasons; in this regard, he mentions the presence of satellite channels and the fact that they gradually alter the moral values and principles of families and societies specially channels such as Farsi One.

Hersij, Oghli, Isanajad and Rahber Ghazi (۱۳۹۳) have conducted a research on the effects of media consumption on the social identity of Isfahan University students. Based on the obtained data, there is a significant relationship between the dimensions of social identity and the quality and quantity of mass media in the respondents. Written and printed media such as books and magazines and visual media such as television and listening sources (radio) have a positive and meaningful

relationship with the national identity of individuals, group and religious identity in addition to gender identity and aids in strengthens their features. Frouzan and Amini (۲۰۱۲) conducted a qualitative study on lifestyle pathology in TV programs and ways to improve it in current society of Iran; also, the final findings of the research included information on five dimensions of defined scopes for lifestyle, each of which contained sums of television damage in each element; the main dimensions of lifestyle in the research included political, social, cultural and religious issues, each of which was examined in a general way. Esmaili and Sarokhani (۲۰۱۳) have conducted a research entitled “Investigating the Role of National Media (Television) in the Development of Entrepreneurial Culture among Young People in Gorgan city”, this study concluded that the national media (television) is an effective factor in the development of entrepreneurial culture; thus, as the role of the national media increases, the development of entrepreneurial culture among the youth also increases. Noor Mohammadi Najafabadi and Seddiqi Arfai (۲۰۱۳), in their research with the title of “Investigating the Role of National Media with an Emphasis on Television on the Islamic Lifestyle of Families”, conducted by means of document analysis and by presenting programs about religious issues, concluded that the media can not only increase religious information and meditation on belief, but can also stimulate religious behavior and this encouragement takes place through the display of religious and ceremonial conducts. Mousavi and Firozirad (۲۰۱۴) have conducted a study entitled “Exploring the Relationship between the Amount and Manner of Applying Mass Media and the Lifestyle of Citizens in Tabriz City”, in this study, the relevant findings showed that there is a significant relationship between the amount of use of national television and radio programs and the degree of tendency of citizens towards traditional lifestyle and between the amount of use of satellite, internet and the degree of tendency of citizens towards modern lifestyle and tendency towards traditional lifestyle; it was also found that there is a significant relationship between the way of using national television and radio programs and the degree of tendency towards modern lifestyle and the way of using satellite and internet programs, and finally, the type of lifestyle of citizens is different based on the background variables of gender, education, age, and marital status.

In a research, Nathanson (۲۰۰۱) analyzed the methods of influencing family values based on the reasons for the importance of parents' presence when children watch television programs. The results of both studies showed that in childhood, the presence of parents while watching television programs is necessary due to the inappropriate content of some television channels for certain ages,

and considering that it has a great impact on the child's mind and thinking, it is of great importance. Bronso and Gronet (۲۰۰۴) compared six models in another study on lifestyle. The main question was whether lifestyle can play a mediating role as an important link. In the indirect effect model, the results showed that there is a two-way relationship between values and lifestyle as each has a mutual effect on the other. The findings of Tyler's research (۲۰۱۲) show that virtual social networks combined with the influence of Western powers have started a movement towards the homogenization of the world, which causes conflict and engagement in the world and the movement of some nations have moved towards failure and weakening of their national identity and traditions.

In another study, Gordon (۲۰۱۳) emphasized the influence of the media, especially television, on the family. In this research, it is pointed out the necessity of carefulness and attention of parents regarding television programs. Lu (۲۰۱۴) in a research titled "Striving for the Modern Body: Chinese Women's Cosmetic Consumption" sought to discover the meanings and ideologies by which Chinese women decided to undergo surgery. The findings of this research emphasize the importance of the relationship between consumption, forms of identity and globalization and thus show that all of these contribute to reconstructing the identity of modern Chinese women.

The research method of the current research is of the correlation type. The current research is an applied research. Applied research is in search of achieving a practical goal. The statistical population in this research is all people aged ۱۸ and over living in Bojnord city, which according to the latest population and housing census of ۲۰۱۵, are a population of ۱۷۳,۷۵۷ individuals. The samples were randomly selected in a cluster. In cases in which there is no population variance or the required percentage, the Morgan's table is applied to estimate the sample size. This table shows the maximum number of samples in estimating the prevalence rate; In this research, based on population estimation, the number of ۳۸۰ samples was determined. In order to collect information, the documentary technique was used in the field (literature, records, research topic and the attitude of theoretical foundations) and the questionnaire technique was used to collect data to test the hypotheses. For this purpose, to measure the lifestyle of citizens, a standardized questionnaire was used in the research (Eleh Dadi et al., ۲۰۱۶) and it was set up as a researcher-made questionnaire for the local media. For the validity of the variable of local media, which was prepared by a researcher, it was checked using the opinions of experts (supervisor and research consultant) and

after fixing its problems, it was approved. and the reliability of the questionnaire related to the local media variable was also confirmed after the initial test of the questions. SPSS and Smart PLS statistical software were used to perform these analyses.

Conclusion

To explore the research hypothesis, under the heading of "local media has a significant effect on the lifestyle of citizens" based on the indicators shown according to the results of Table 3, after confirming the fit of the measurement models, the structural and general model, using the significant coefficients t and examining the factor load path coefficients related to the paths of each of the main structures of the third verification was investigated. As shown in the table, the significance coefficient of t (1.22) is less than 1.96 and the path coefficients of the factor load (0.08) are less than 0.5, so the corresponding hypothesis is not confirmed. The results of structural equation modeling showed that all components of local media and citizens' lifestyles are not significant; Therefore, the research model cannot be considered a suitable model and show the relationships between dimensions and variables well. As a result, the research hypothesis that local media does not have a significant effect on the lifestyle of citizens is not confirmed. The results of this research are not aligned with some domestic and foreign empirical research. Some non-aligned researches include the research results of Hersich et al. (2013), Mousavi and Firozirad (2014) and Alikhah and Rostami (2015). Some foreign research that is not aligned with our research results, including Gordon's (2013) research, can be mentioned. According to the results, suggestions were made which are:

- Based on the research conducted, local media could not establish a positive and meaningful relationship with lifestyles. This could be due to the unpopularity of local media in the public mind, and there are various factors in this trend. Also, the local media have been weak in their implementation and performance and could not establish a proper relationship with the members of that region. Of course, political and social freedoms in the society can provide all-round participation among the citizens of Bojnord.
- In the test of the average assumption between contextual factors, as the results show, by strengthening the demographic contexts such as education and raising the level of literacy and individual and collective skills of the citizens, it is possible to increase the awareness and

information and knowledge available in the organizational process in advancing the organization to achieve a multi-year vision.

- The results exposed that what is implied in this research shows the extent of weak empowerment among media members; therefore, it is necessary to help human resources in the sector, especially management, by empowering them in different sectors to receive more of the share of social capital. This human power empowerment should be completed with special scientific principles and techniques so that organizational goals can be achieved quickly. For example, in-service trainings, scientific trips and visits to scientific and industrial centers and updating managers and fostering the spirit of innovation and creativity can be effective steps in this process.
- Since this research was designed for the citizens of Bojnord, it becomes necessary to examine the range of other examinees in other regions of North Khorasan province in future research.

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