

The Impact of Mass Media on Rural and Nomadic Lifestyle of Gilangharb, Iran

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Abstract – The main aim of research is to evaluate the impact of mass media on rural and nomadic lifestyle of Gilangharb. Method of survey and the sample size of 380 patients were assessed using Cochran formula. Stratified sampling technique samples were selected and data were gathered. Using Pearson correlation, T-test, ANOVA and multiple regressions and path analysis of different hypotheses were tested. Data analysis was performed using SPSS software. The results show that the media variables, age and style, there is a direct and positive correlation between the consumption of cultural goods. Average life based on social class and gender are different from each other but did not show significant differences in terms of education. Regression analysis revealed that the independent variables 7/30% of lifestyle changes and explain the most effective ways of variables, education and cultural goods are consumed.

Keywords – Way of Cultural Product Consumption, Lifestyle, Rate of Mass Media Usage, Media and Social Class.

I. INTRODUCTION

The entrance of technology has created signs of drastic changes in living, feeling, thinking, lifestyle, and culture of modern man. Cultural consumption varies depending on the classes and social strata and social space in which the person lives; it means that, it's dependable on the investment scopes which are available and accessible to every class of symbolic capital and cultural norms that each class is associated with its distinct works (Tavasoli, 2004: 15). And during this process have their own legitimacy and maintains the distinction and excellence (Fazeli, 2003: 47).

With the development of urban life and the increasing importance of the distinction and identity issues, life has become more important than before. Man Tries urban lifestyle using his status to show others something that was not needed in smaller communities. When the social world is changing, we need to understand the new concepts. Including many of the concepts is lifestyles that are used in today's world. They could study lifestyles and behavior prediction capability for more accurate recognition. The study of actual behavior consistency and pattern discovery approach is to say a good alternative to examine the attitudes and values (Fazeli, 169:2003).

Consumption rate is based on the perceptions and practices, because it is the choice of attitudes, values and talent on the rise. Taking a symbol of feature that a person should be judged by their lifestyle is the construction of social situations on the basis of personal choice. The principle of equal opportunity in the modern world is born of choice. Lifestyle is one of the concepts in the social, economic and cultural texts that have many applications, this means less than a century old, and it is considered a

product of modernity. So the concept of lifestyle has no place in traditional society, because the homogeneity and shape of lifestyle does not give up the possibility of differentiation. In modern society, the diversity of goods and personal freedom in the use of its features is the possibility of diverse lifestyle (Majdi, 34:2010).

Lifestyle is a term that is not used much in the traditional culture, such as concomitant with a selection of the many available possibilities. Speaking of plurality elections should lead to the assumption that has all the options open to individuals. Or that all the decisions regarding their choices with full knowledge of all existing facilities have been chosen. What worked in the fields and in the arenas of consumption for all groups that have been released from the shackles of traditional activities, there are various options in life (Rahmat Abadi and Mr. Bakhshi, 2005).

The main subject of this study is the influence of media and cultural goods consumption in rural and nomadic lifestyle. Lifestyle can be interpreted as a set of behaviors that a person uses them; he will meet not only current needs, but also a story that he has chosen for his own personal identity to others will portray (Giddens, 2003, 143).

Lifestyle is as the foundation for the growth of consumerism culture differences, distinctions and has become social identity. Private individual modernization process is created on certain areas of social interaction, such as taste, style, fashion and lifestyle is based of character, today lifestyle means how to live the lifestyle? And how to be like this! Through daily decisions questions about how to behave, what to wear and what to eat is answered (Giddens, 2003, 140). Lifestyle means relatively coherent set of behaviors and activities in daily life that requires a certain set of habits and orientations. So it has a kind of unity (Giddens, 2003, 121).

Today media as well as the press, television, internet, satellite, books, videos and ..., arguably they are an integral part of everyday life. Use or benefit status (planned or accidental) of media in our daily life is certainly important because every day of our lives in minutes or hours dedicated to the media and they are part of our social life. No media can even adjust their relationships with others, or to plan for your lifestyle, because, the media is a source of information in today's complex life.

Opening roads and expansion of media and broadcasting activities related to the development of the first cities can be related with changes in the business model or as villages and tribes. Producing and broadcasting radio messages to inform the city with the culture of the urban lifestyle for the villagers and nomads payment and paved

roads associated with the use of private cars and public transportation, creates the opportunity to visit the villages and tribes and face-to-face communication more and more to the villagers and nomads who were provided with cities and then they could gradually access to TV and telephone.

Villages and tribes in Iran, due to the benefit of modern technological achievements, and because of its relatively affordable accommodations in a course on cultural change - socially, have been relatively widespread move from their traditional lifestyle towards a new lifestyle to experience. It can move and changes as a result of numerous factors, the most important pictures in their heads have modern facilities and infrastructure communication. This situation has caused the judge to allow rural communities and nomadic lifestyle is probably in some ways away from its traditional form, but the current situation has not almost been established. Values and attitudes, particularly among young people in rural and tribal villages and tribal communities of the future are almost unknown. It seems lightweight media consumption (amount and type of treatment, radio, press, television and a variety of devices - audio, video), as well as people looking to compare it with the traditional lifestyle of the modern urban lifestyle, it can look they imposed a cultural, social and economic impact and thereby the overall development of rural and tribal communities to be effective. Understanding these issues can help us in community development perspective. This understanding of various aspects of village life and tribal management plan seems necessary.

It should be noted that communication in all its forms and ways, increase information and consequently, a new understanding of the equipment will enhance information and knowledge. It can create suitable conditions for the formation and changes in the lifestyle. Like all communities changing in recent decades, society has also changed in many aspects of social, cultural, economic. Several reviews of these developments have taken place in recent years, however, rural and tribal communities as well as society are in transition, this transformation has been the subject of sociological analysis, but has not been considered.

Repeated observations of village and tribal researchers in recent years reflects changes in the lives of villagers and nomads, in addition there are changes in consumption patterns and structures such as solidarity, innovation, individuality and a spirit of cooperation in life, there has accelerated the changes in rural and tribal communities than in urban communities. So that it can be referred to as the phenomenon named "urban village". In many villages, the trappings of modernity and the use of such technology and the power of mass media such as TV, Satellite and ... And have the basics of communication between the city and the country code, internet, automobiles, electrical appliances, home and have been benefited from many other new gifts. In other words, lifestyle in rural communities, lack the features that lead to last media in such communities. Thus, Iranian villages due to the achievements of modern technology and communication facilities have, in the course of history, culture change.

Socially, they have been relatively widespread from their traditional lifestyle towards a new life experience. It can move and change as the result of numerous factors, the most important pictures of modern amenities, high rural education, generational replacement, service, and construction projects in the villages and tribes and benefiting from culminating in the communications infrastructure (Rezvan Zadeh, 2004: 5).

Undoubtedly, these changes in social, cultural and economic have impacts in rural and tribal communities. Given the media's role in creating changes in the rural and tribal population we use the sociological approach. According to what was discussed in this paper, this study seeks to answer these questions of life is there a meaningful relationship between society in the international media and rural and tribal life?

II. REVIEW OF LITERATURE

Social scientists examine various aspects of life and each of their perspectives and the factors that influence lifestyle choices are explained. In a general classification, these theories can be placed in three categories. The first category of theories has examined lifestyle at the macro level. Another class of theories explains role of the lacking of lifestyle factors. Some other sociologists of both micro and macro levels in the study were given lifestyle which is referred to as the fusion theorists who briefly refers to the three categories.

From the perspective of macro-level theories, styles of life, social structure, and location and any associated structural transformation of the social structure are causing diversity in lifestyles. Macro-oriented scholars, considering the wide range of structures and analyze the lifestyle. This broad range of structures, the ideas of Montesquieu and Ibn Khaldun geographical and climatic conditions, the thought of Marx, the economy and living, thinking of Alexander Weber and Parsons, Durkheim's notion of cultural and social structures and the thoughtful sociologists such as Mannheim, covers historical circumstances. The idea of these theorists, the dominant structures on individual performance and the actions they can have in terms of behavior-modifying agents are within the structure (Pour Jabali and Saraei, 2007: 94).

In Montesquieu's outlook, weather influences on the formation and strengthening of cultural habits and overall spirit. According to him, people who wear the clothes, the food they eat and the music that they use and beliefs and those beliefs are all derived structures reflect the climate and environmental conditions. According to Montesquieu thought, climatic variability is associated with different lifestyles.

Ibn Khaldun's ideas depending to the weather conditions there are a variety of lifestyles and customs of people affected by morality, race and geography will be formed. On the other hand, he refers to a way of living communities. He considered that the living in desert is the cradle of civilization; it is a way of living that people put in front of the psychological nature that will prepare them for life in such circumstances, the people who live in

desert are the bravest people and compared with urban populations that have different ways of living form kind of spirit and dedication to defending human life.

Another way of living noted in Marx works. He divides society into different phases and believes that, at any stage in the history of a most basic way, there are certain lifestyles that fits the kind of living that is completely deterministic process on behalf of the owner and the owners of the means of production have been imposed on the oppressed masses. Two approaches have been considered in imposing structures can be seen on the lifestyle. A different way of life and livelihoods in different geographical conditions can require a different lifestyle (ibid: 95).

Theorists have debated the wisdom of life, their emphasis on actors as active and creative, and the actors will glow according to their thought and knowledge and act according to their freedom. From this perspective, the social structure is nothing but an act of actors. Therefore, equally important is the actor who plays the role of the dominant structures on actors act is diminished. According to Mead and Blumer, actors make choices from different known. The selection of the meaning and interpretation of symbols and how the choices are made by the actors during the process of socialization and internalization of values takes place. Despite the power of actors in this process and interpret the position and selection of unique and independent of them, humans can live in their own unique way and style who choose for their life.

In addition, there are theorists who were expressed in micro and macro levels, also theories that have tried to integrate these two levels. Sociologists believe that the major factor in explaining the phenomena, not the action itself and not just the structure, but combining the two levels are important. Collins stated that the social structures of the actors that make up an integral and interaction patterns of these structures are essential elements. Bourdieu as a fusion theorist, on the one hand as a factor to consider is the actor who relied on their own initiative, he chooses consumption preferences. On the other hand, the selection is based on the actor's mental structure and level of enjoyment capital, economic, social, cultural and symbolic place (ibid: 98).

Modern nature with the "lifestyle" but its theme and cognitive factors can be found in the opinions of experts in classical sociology. Lifestyles, consumption patterns, understanding and valuing products are different. With regard to the impact of an understatement greats such as Marx, Weber, Simmel and Veblen examined in the context of their theories, models, and way of life to pay (Khademian, 2009: 59).

Marx's theory in analyzing the financial aspects of production in shaping the social structure and the place where people are very capable of Weber's theory is a complete theory, how to clarify the influence of non-economic factors in one's place in the social structure. Bourdieu's theory of how exciting the admiration of both a coherent theoretical system has been incorporated. Bourdieu's theory of life, in comparison with other theories, in terms of explanatory power and flexibility

consider various factors while comparing the different social conditions in several advantages, that it has, such as "unity and the lack of integrity reductionism" (Smith, 2004: 39).

Bourdieu's theory of life, including classification and classification into one of the day or night areas such as, for recreation and exercise type, conversable lifestyle, and the house furniture, custom passing the way to go speaking, found fact, the objectivity and preferences embodied in individuals. On the one hand consumer lifestyle practices of social agents that have different ratings for dignity and social legitimacy. These practices reflect the social system hierarchy is used, but the terms of the dialectic of distinction Bourdieu suggests taking just a way to show the differences, but there is a way to distinguish (Bakak, 2003: 96). Aesthetic tastes and preferences of different lifestyles make different populations. So "lifestyle" product that is systematic manner through its bilateral relationship with the procedures described to be understood as a system of signs, which will be evaluated by the community. As such, respectful, and shame ... (Bourdieu, 1984: 172). Bourdieu, the term also refers to the use as a system of signs and symbols of social distinction that is raised as a function of the difference arises come down to framework.pdf is nothing but a, it is not of that Bourdieu's discussion of the response to biological needs are not addressed, but the use of military expenditure as a sign and symbol is raised (ibid.: 66). During the course of these signs and symbols used are produced. Hence, the consumption in Bourdieu's idea, unlike classical Marxism, is not merely a dependent variable.

Influenced by the lifestyle and tastes consequence disposition [Queen or disposition, and the temperament and character set (sentiment durable) applying permanent displacement (Khademian, 2009: 93)] and the disposition of the product of one's place in the social objective structures'. One's place in the social structure that specifies the level of benefit from the types of capital [For example, the cultural capital that tends to accumulate cultural objects and cultural artifacts such as education and social capital, which is overseeing the actual and potential resources is a member of the social network of actors or actors comes (Khademian, 2009. 101), will shape his character and the character has also produced two systems: one system of visuals and evaluation procedures, the same taste and military establishment of procedures to be applied to the classification of the interaction of these two systems create a lifestyle. But this is one side of the equation; because it constitutes an expression of lifestyle and consumption processes, it is also a system of classification and classification system applies. Hence it's used as an independent variable in the process of creating a social hierarchy is discussed. More importantly, the relationship between character and social structure, not unidirectional, Bourdieu speaks of the dialectical relationship conditions that cause changes in the distribution and disposition of assets and the balance of power in relation to and a system of perceived differences and distinct assets that are created in the distribution of

symbolic capital investment is legitimate and does not distort the objective truth (Bourdieu, 1984: 172). Earlier known as symbolic capital and product recognition by others and therefore requires that the issues of understanding and perception of the practices and procedures used by others to identify themselves as superior.

Categories of lifestyle that can be achieved through the application of Bourdieu's models, simply describing a set of facts, but it allows for the prediction of other qualities and characteristics and can give another explanation of the collision predicting friendship and the desire to give. Bourdieu's analysis of the aspects explained in two aspects: the more obvious aspects of the relationship between social status, character and lifestyle is the second aspect of lifestyle categories that are due to the predictive power of the explanatory aspects. Bourdieu's account of the life style is most appropriate for the analysis of life style. He separated from his Marxist legacy in addressing consumer culture as an independent risk factor, as well as a factor in considering the distinction, therefore, is influenced by Weber's concepts can be utilized in the Weberian tradition. Another strong point of Bourdieu's theory of the dialectical relationship between agency and structure is established. This dialectical relationship is especially important in the analysis lifestyle. Coherent theoretical structure and richness of Bourdieu's theory has caused many companions in cultural studies of consumption and lifestyle of the theoretical approach used (Shalchi 2006. 102).

Giddens role of the media in promoting life styles are different. Range of lifestyles, with such ambitious projects are in the media may be limited, but a life style that are broader than those normally in their daily lives in terms of where they are. Giddens believes in the new world of media and the way while allowing them to lose narrow interpretations of roles or specific life styles are also offered. All people who live in communities of their choice. Although it is possible to select more groups, such as wealth increases, one of the factors that choice.

Lifestyle can be more or less integrated set of functions that used to have individual interpretation. Bring him back because not only current needs but also a narrative of his personal identity has chosen to make embodied others.

Lifestyle into everyday practices come in the form of functions that cover food, workmanship, and a favorable environment for meeting others are embodied in a decision that a person's daily life is (What wear, What I eat, how I work, you are finished with whom I met on set routines are involved.

Each lifestyle requires a set of habits and orientations. So enjoy the kind of unity that in addition to its importance in terms of security, while continuing bond between the sides choosing a more or less regular pattern is also provided. A person does not commit itself to a certain lifestyle choices of others do not necessarily see themselves outside the norms and standards.

Giddens believes that certain features of modernity, mobility, effect of changing worldwide and is deeply traditional. Modernity causes more people from the

shackles of tradition typically provide them with choices that will be released and thus person "insecurity the choices possible emphasizes the diversity of puts and because the quality is not the foundation, does not provide much help to the individual to make choices that she would have to help." The ontological security person is injured, the person to restore their ontological security, the choices are not random and create a pattern of consumption that is just part of.

The purpose of the framework, making it possible to model assumptions, concepts and variables can be extracted from the plant to test the hypotheses of the study population. Only after some assumptions and reach the final rule amending the theoretical model and framework, along with a school of theory. Media influence on attitudes toward the villagers and nomadic lifestyle of urban, rural and tribal community have provided them.

One of the theoretical bases of this research, that the Rogers comments on the social and cultural innovations spread through the media which life in the village is within the means of dissemination through repeated use and display the material in serials, movies and television advertising takes place. The media is controlled and directed by the city are constantly urban culture and urban lifestyle depicts and even in some cases Scapegoat rural lifestyle and culture programs and messages to their humor. In this way they try to quote Gruenber most common style of urban living are.

Socialization theory is include of control element and media with repeated messages in the style of a single member of the public trying to make a lifestyle and a community, and reinforce the status quo has stabilized overall. In this respect, it is always to destroy minorities, traditional lifestyles and subcultures act.

II. MATERIALS AND METHODS

The method of this issue is based on survey. The unit of analysis in this study is subject (15-74 people living in tribal and villages' city of Gilangharb). The population for this study is all persons 15-74 years old in rural and tribal which according to statistics obtained from the Census and the governor (central part), total is 37,417 people and sample size 380 people. After identifying the sample, select the sample from the target population stratified sampling method was used.

To analyze data and test hypotheses and research questions, the data are analyzed at two levels. Since the statistics of a set of techniques are available to researchers and as regards objective data obtained from the questionnaire included two stages of data collection and data analysis are at this stage, the statistical analysis of this study will be discussed. The analysis is performed both descriptive and analytical; Using SPSS software, based on what the goal is, data types, variables and scale of the project, and choose the most appropriate techniques and test research hypotheses will be tested.

Validated measurement tool, based on the expert judgment. It is to the credit of indices or identifiers will be determined by referring to the jury. To determine the

reliability and validity of the formal validity and reliability to determine the type of questions and items, Cronbach's alpha is recognized as the most appropriate. The alpha reliability coefficients for the main variables are described below:

Cronbach's alpha values of variables between the 63/0 to 83/0 to indicate that the internal solidarity and harmony between the variables related items is appropriate and acceptable. In other words, the reliability and trustworthiness is essential. Cronbach's alpha values of the dependent variable equal the lifestyle 63/0, which has a moderate to high internal harmony.

Research hypotheses

- 1) The mass media and lifestyles in rural and tribal communities have a meaningful relationship.
- 2) The consumption of cultural goods and lifestyle practices in rural and tribal communities has a meaningful relationship.
- 3) Between individual characteristics (education, age, social class, gender, income and family size) and there is a significant relationship between lifestyle.

III. RESEARCH FINDINGS

Survey respondents by gender shows that most of them with 52% of males and 48 percent of the girls in the fall. Shows the age distribution of respondents between the ages of 16 to 70 years and a majority (25 percent) and the ages of 29-25 years have been a quarter. 21% aged 24-20 years have been. About half of the respondents were married and 46 percent are unmarried. A few percent of the divorced spouse has died or are unanswered.

Distribution of respondents by education level shows that the majority (31%) are high school graduates. About 26 percent less than high school diploma and a bachelor's degree are the same. Illiteracy rate among mothers and fathers is high in respondents respectively 51 and 82 percent. Most of the subjects (1/27%) of their monthly income between 201 and 400 thousand have said. After this, those with monthly income between 601 800 and 401 600 dollars respectively 25 and 1/22 of round wood are paid. 45 or 8/11% of the respondents did not specify their income. Survey respondents by social class shows that 26 percent of those surveyed in the lower classes, 40 percent and 34 percent of middle-class community located on the top floor. Most of the subjects (28%) of the members of their households with five people. 22% of households and 20 percent have a household of four are six.

Most of the subjects of items such as radio, newspapers, books and the Internet, are not used. Television is the most used by respondents during the day. So that 94% of them are using this medium. Approximately 12% of an hour, two hours, 26 percent, 24 percent, three hours, four hours, 19 percent and 13 percent for the five hours of television benefit. Use of mass media such as television, radio, newspapers, books and the Internet for scientific, medical, historical documentaries, fiction and film, the economic development, sports and recreation, social and cultural rights, news, politics and advertising. The subjects of the story and screenplay as well make the most of the news

department, but advertising program, political, scientific, medical, historical documentaries, as well as economic development not pay much attention.

Studies show that in total represent their lifestyle, simple living and loving is non-diversified. So that the majority of the subjects with a family spends most of their time (75 percent). Most agree that more needs to be noted but not others (62 percent). Also often believe that working outside the home for men and for women, things like cooking and washing are only for women and how our lives should be like the religious scholars and Imams (simplicity). However, belief in the importance and necessity items such as furniture, dining, bedroom and luxury goods and services in the home aquarium, the ability to use computers and services such as email, we words and deeds of and appearance of the type of coverage same actors and domestic and foreign readers and speech and deed and dress and appearance should be similar to internal and external actors and singers do not. The results show that the subjects watching local and international TV (satellite) have put a priority on their agendas. Music is also of great interest to both internal and external. But buying clothes, bags and shoes moderately fun and fun is done.

IV. TESTING HYPOTHESES

1) The type of media being used and there is a significant relationship between lifestyle.

Suppose h1 represents the relationship between the type of media being used and lifestyle programs.

Suppose h0 not indicate the relationship between two variables, the type of media being used and lifestyle programs

To assess the correlation between the type of media used and the way of life according to their level of Pearson's correlation coefficient was used to measure the distance. Because the researcher seeks to measure the position and orientation variables did not change, so should be used two-tailed hypothesis test.

Pearson correlation between the type of media being used and the style of life equal to 240/0 and its significance level is 008/0. Due to the significance level of the correlation coefficient is less than 5%, so there is a significant relationship between the variables and the assumption is rejected and deemed approved. In other words we can say that the use of mass media programs is higher than the level of lifestyle is and vice versa the degree of contrast media used in applications is lower, will decrease the amount of lifestyle. Relationship and direct correlation between the two variables is observed that there is a probability of 99%.

Pearson correlation table between types of media lifestyle

Correlation index	Significance level	Index rate	Result
Pearson correlation	0/008	0/240	There is positive Relationship

2) *The consumption of cultural goods and lifestyle practices in rural and tribal communities has a meaningful relationship.*

Levels lifestyle and way of measuring the consumption of cultural goods both quantitative variables (interval) are. Therefore, to measure the relationship between two variables, the Pearson correlation coefficient was used. Furthermore, because the researcher does not seek to measure the direction of change variables, assuming two-tailed test should be used.

Table Pearson correlation between the consumption of cultural goods and lifestyle practices

Correlation index	Significance level	Index rate	Result
Pearson correlation	0/008	0/240	There is positive Relationship

Pearson correlation coefficient equal to 542/0 significance level is zero. Due to the significance level of the correlation coefficient is less than 5%, so there is a significant relationship between the variables and assumptions, and assuming approval is rejected. The consumption of cultural goods is higher, and vice versa lifestyle increases the consumption of cultural goods is lower, life will be reduced. Relationship and direct correlation between the two variables is observed that there is a probability of 99%.

3) *Between individual characteristics (education, age, social class, gender, and family income) and lifestyle, there is a significant relationship.*

To assess the relationship between individual characteristics and lifestyle of different tests used. Variance in educational level and social class, gender T-test and Pearson's correlation coefficient was used income and family size.

Table of significance tests between individual characteristics and lifestyle

Individual characteristics	Significance level	Test amount	Test type	Assessment level	Test Results
Educational Level	0/202	1/48	Analysis of Variance	ordinal	Lack of symmetry
Age	0/016	0/215	Pearson Correlation	interval	Significant correlation
Social Class	0/002	4/48	Analysis of variance	ordinal	Significant correlation
Income	0/013	-0/238	Pearson correlation	interval	Significant negative correlation
Gender	0/00	-3/67	T student	nominal	Significant difference
Family Aspect	0/229	0/075	Correlation Pearson	interval	Lack of relationship

The results show that the average lifestyle in terms of education, no significant difference, but lifestyle Posts by gender (male and female) and also in terms of social class (very low, low, medium, high and very high) but there were significant differences. Pearson correlation coefficients between age and income are significant lifestyle but not significant correlation between family size and lifestyle.

The multiple correlation coefficients are equal to 554/0, which indicates a moderate relationship between the independent and dependent variables. The coefficient of determination equal to 307/0 and expresses the fact that

the 7/30% of the independent variables are related to lifestyle changes. Analysis of variance table for regression and significant linear relationship between the variables indicated that it supports a significant level. ANOVA table shows that the average proportion of variance, regression to the mean value of F, the residual variance is equal to 26/4 and the significance level is zero. Probably more than 99 percent confidence between the independent variables and the dependent variable, there are significant differences in lifestyle. This test indicates that the regression model with a set of independent variables and the dependent lifestyles have good processing.

Table of regression coefficients of the independent variables lifestyle

Independent Variables	Regression Index	Standard Error	Beta Weight	T test	Significant Level
Fixed rate	19/054	4/873	3/910	0/000
Mass media usage rate	0/117	0/103	0/136	1/140	0/258
Cultural goods use style	0/200	0/073	0/359	2/748	0/389
gender	0/051	0/059	0/106	0/866	0/155
education	-0/667	0/465	-0/156	-1/437	0/340
Social class	0/002	0/003	0/137	0/959	0/009
Family aspect	-1/773	-0/351	-0/351	-2/670	0/809
income	0/089	0/025	0/025	0/242	0/007
<i>F</i> = 4/26			<i>Sig</i> = 0/000		<i>R</i> = 0/554 <i>R</i> ² = 0/307

V. DISCUSSION AND CONCLUSIONS

Among all the specific modernity, media process, which influenced most other processes and the impact of the social life will widely change. This process is not only durable but also the process of policy development (the media) that distinguishes it from other processes. In the current era, the influence and impact of distant events happening closer and also the most private corners of our lives, more and more come to be a common phenomenon. Mediated experience ever lasting impact on our personal lives and social relationships are also structures.

Using multiple forms of media into our everyday lives is ingrained. This is especially true in family life is a constant attendant on the TV. James mute typology of social uses of television in households using participatory observation has to offer. The first type is the same as using the social structure refers to the way that the media has a lot to offer a time frame for activities of daily. This is the same as the performance of Mendelssohn's Radio "to the day" named. In such a situation a certain place at a certain media accounts of the daily lives of people affected are and perform other daily.

Lifestyle is a way of life that a person has chosen a very important factor in a person's physical and mental which is affected by culture, race, and geographic factors, economic, social and our belief (Estaji, 2006: 134). Lifestyle plays an important role in the creation of individual and collective identity. Sequence of ideas to Simmel Giddens and others, the researchers further evidence that lifestyle choices can model the characteristics and behaviors of identity, political identity, historical memory and aspects of consumer attitudes about the New World form. (Bakak, 2003: 44). Results show a strong positive relationship between the two variables of cultural practices and the use of mass media lifestyle there.

Between individual characteristics (education, age, social class, gender, and family income) and lifestyle, there is a significant relationship. The results show that the average lifestyle in terms of education, no significant difference, but lifestyle Posts by gender (male and female) and also in terms of social class (very low, low, medium, high and very high) but there were significant differences. Pearson correlation coefficients between age and income are significant lifestyle but not significant correlation between family size and lifestyle.

Education through placement in an educational system that leads to cultural reproduction, other factors such as database concepts and categories is also greater. According to Giddens, schools and other social institutions of cultural reproduction are to help perpetuate social inequalities. This concept allows our mind to focus on items that help the schools through a hidden agenda, to learn the values, attitudes and habits; certain styles influence (Giddens, 1995: 472). And he believes that caste is one of the determinants of cultural capital. So that people who have higher socioeconomic hierarchy, consumption of cultural goods, delivery methods, and their manners and have different patterns of classes due to having more features tastes and palates, and the different

achieve cultural features and accessories, have a superior status, cultural capital, determines the levels of cultural prestige class structure in society (and staff need Nasrabadi, 2005: 63). Bourdieu, the social position of the actors in the field relative to the amount of capital and strategies to achieve those objectives are set (Field, 2006: 23). This means that the social space is constructed based on the capital value of investments and any person (of any kind) is more, the social climate in the position to be (Gibbons and Barmier, 2002. 117).

The results show that the Pearson correlation between the type of media being used and the style of life equal to 240/0 and its significance level is 008/0. Therefore, there is a significant relationship between the variables and the assumption is rejected and deemed approved. In other words we can say that the use of mass media programs is higher than the level of lifestyle. And the degree of contrast media used in applications is lower, will decrease the amount of lifestyle. Relationship and direct correlation between the two variables is observed. Research results released Armaki (2005) Mirzaei and Amini (2005), Abbasi (2003) and Chavoshian (2002) is coordinator.

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