

# Proposing Favorite Strategies to Produce Social and Political Documentaries for IRIB (Islamic Republic of Iran Broadcasting) —By Purpose of Promoting State Social Capital for Adult and University Students

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## Abstract

Informing and providing awareness is a part of mass media's significant responsibilities and social and political documentaries is one of the effective frames in performing this significant duty on adults and university students. Therefore, the main purpose of this study is proposing favorite strategies for IRIB in making social and political TV documentaries with the aim of promoting state social capital for university students and adults. The method is in-depth interview with experts and utilizing the findings of another research titled "an analysis of the views of Communication Sciences students regarding the IRIB's political and documentaries with an emphasis on the utilitarian approach and gratification level" adopting the Rosengren approach. Results showed that aggressive strategies are the most proper policies for the IRIB. Finally, the formulated aggressive strategies were prioritized and the most important strategy for this research is "producing social and political documentaries with informational approach in an accurate, precise, and comprehensive manner and considering other needs of audiences such as amusement, personal identity, and personal relationships".

**Keywords:** strategy, social and political documentaries, IRIB TV, young students

## 1. Problem Statement

Undoubtedly, mass media is one of significant phenomenon in the world. Their role in cultural, social, and political life of humans in last century was to the extent that the present era is called communication era. (Sarkisian, Saeidian, Sheikh, & Niku, 2002). Mass media of each country can be a complete mirror of cultural, social, and political portfolio of a country which main feature is their action radius and power (Casino, 1988).

TV is the most attractive and comprehensive mass media which is not only anywhere and display anywhere, but also its nature is important, since according to McLuhan idea, TV image motivates viewers, wholeheartedly as if viewers touch screen by their eyes (Casino, 1988).

Giddens (1995) stated about TV role in culture and information be referring to TV arrival:

"TV helps to total cultural attitudes of people who organize and interpret information in today societies by providing empirical frames. TV is important in increasing indirect firms of communications inn recent era as much as journals and newspapers are important" (p. 475).

Today, active audiences of media select a specific media according to their needs, expectations, sociological and psychological fields. In this regard, media influences on him/her so potential audiences change content, frame, and providing manner etc. based on their needs and expectations.

Consequently, this question is asked in media studies and even for TV authorities what is audiences' motivation in selecting a media? Why he/she selects a specific program or media, what are their intentions of watching TV, and how much TV can satisfy their needs?

Utilization and satisfaction approach is actually to answer these questions and this research attitude is based on addresses attitudes for importance and application of this approach in researches on audiences, and their motivations to use such media are mentioned in this research.

However, this research mentions documentary as one of important TV frames regarding to utilization and satisfaction approach which only purpose is not just amazing them frankly but training literacy, knowledge, and insight to audiences (Jahromi, 1998).

Among all TV documentaries, social and political documentaries are mentioned in this research, because social and political issues are undoubtedly one of the most controversial issues people face in societies. Many studies have been informed in this frame but social and political issues specifically and their audiences-oriented approach, that audiences' utilization of these programs is success constraint of a media, in this competitive space haven't been mentioned in this research. Young audiences and university students are one of important social group of social and political documentaries in TV, because young students observe the world daily political and social streams continuously. Therefore, the main issue of this research is providing favorite strategies to produce TV social and political documentaries with purpose of promoting state social capital for young university students and adults.

## **2. Importance and Necessity of Research**

Audiences show specific reaction to TV among various media.

“Various researches have shown that both adults, children, and teenager have a specific adherence to TV; however, watching pattern and preference of programs than each other depend on personal, family, and social characteristics of audiences.” (Biyabangard, 2001, p. 178). But in many cases, people prefer to watch a special program than other programs selectively. Obviously, audiences watch TV for different reasons and motivation. Therefore, one of important factors in success of TV programmers and planners is awareness from motivations and expectations of audiences of programs. Particularly, media has sophisticated conditions today and gives this chance to people to select TV and radio channels, expresses, and new online electronic instruments among their abundant hobbies and information by internet and intelligent cell phone.

These extensive selection fields increase competitive space and media especially TV authorities, who are researcher of this article move programming and policy making toward attracting audiences and their satisfaction from their favorite programs.

TV documentaries as an important form of art, cultural, and political message transferring have main and unique state about society needs. “Documentary still tries to penetrate in hearts” (Kaviyanni, 2007, p. 19).

However, social and political documentaries open deep and extensive fields in front of audience by displaying video data. This field claims on documents and reasons with unbiased coverage of society daily social and political issues that reflects to audience minds, and tries to get audiences' satisfaction using professional and video attractions.

Therefore, according to importance and role of social and political documentaries in informing and influencing on audiences, and of course amount of utilization and satisfaction from these programs followed by promoting social capital are clarified in the present research.

## **3. Objectives of Research**

The main objective of this research is providing favorite policies to produce political and social documentaries for IRIB by objective of promoting social capitals for student and adult audiences'.

## **4. Questions of Research**

### *4.1 Main Question*

What are favorite strategies of producing political and social documentaries for IRIB by objective of promoting social capital for adults and university students?

### *4.2 Secondary Questions*

1) What are weaknesses and strengths of social and political documentaries production for IRIB by objective of promoting social capital for adults and university student audiences'?

2) What are opportunities and threats of social and political documentaries production for IRIB by objective of promoting social capital for adults and university student audiences'?

## **5. Definition of Conception**

Documentary: “the term documentary is rooted from Latin term DOCER which means teaching. Lexically documentary includes any report or replying that arrange visual or verbal clues in recording calendar of an event or provision argument or reasoning. Each of replaying may have various forms of media such as event recording

and reporting of theater, cinema, radio, photography, impact disk, and similar multimedia methods; though, it is considered today as film and TV documentary term” (Paget, 1999, p. 15).

D. Film: “documentary is given from the French term “documented”. This expression was made by French critics to distinct among serious, tourism, and surface travelling films.

Documentary is said to non-fiction films which covers educational and exploratory news” (Barsam, 1993, p. 3).

“Documentary deals with realities not fantasy fictions, these films places real people, places, events, and activities” (Keynes, 2000, p. 223).

TV documentary: “TV is the most important factor of film progress after World War II and changed into a context of non-fiction films. Documentaries are mainly news and make good opportunities to inform, educate, and recreate” (Barsam, 1993).

Political Documentary: “political documentary is education of ordinary programs and induces video production of a fiction to audiences’ and important features of these programs is “emphasis and imagine political conceptions” (Kaviyani, 2007, pp. 19-20).

### *5.1 Audiences’ Satisfaction and Utilization*

Mc Quail and Vindal (2002) wrote in definition of utilization and satisfaction:

Utilization from mass media can have various meaning. It may be like exposing that just shows perception. In other context, it may be more sophisticated and used in a condition with certain meanings and accomplish specific performances and be tied to specific satisfaction. The second perception can be more close to utilization and satisfaction approach (p. 138).

O’Sullivan et al. wrote for explaining this theory:

Utilization and satisfaction is told to approach of media which is emphasized that audiences’ motivation in using a media production is some needs of who experienced them. This approach by emphasizing on active audiences includes people who actively search for satisfaction from collection of selected and used media outputs (O’Sullivan, Sandaz, Fiske, & Hartley, 2001, p. 414).

Audience: Gill and Adams (2005) defined audience as:

Person or group of people who receive messages from mass media personally or collectively. In communicative studies, “audience” expression is corresponded to destination or other expressions encompassing receiver, audiences, consumer who are all reason of a purpose that is regarded to message or the purpose is getting to message (p. 233).

## **6. Broadcasting Documentary**

Broadcasting is the most important factor of cinema progress after World War II and changed into a context for non-fiction films. Documentaries are mainly based on news and emphasized on news aspects. The first TV documentary was started in 1951. TV documentary provided great opportunities to inform, educate, and recreate people (Barsam, 1983).

## **7. Political Documentary**

Since political documentary is different from all documentaries. In this part we discuss about political documentary briefly. Political documentary is collection of ordinary programs that induces fiction video products to audience. Important characteristics of these programs are “emphasis on being documented and visualizing political conception” (Kaviyani, 2007, p. 20).

Kaviyani (2007) stated the difference of this program than other programs as:

Political documentary like other documentaries doesn’t try to explain and talk about displayed data on movie show times. Political documentary tries to induce conceptions with political them. For political nature of these programs, judgment, idea, and intention of constructing factors of programs, title, and message toward documents are hidden inside its video data (p. 20).

“Political documents are never unbiased and are always beside pre-determined made policies” (Kaviyani, 2007, p. 20). beside highlighted political elements in preparing political documents programs, “these programs are condemned to being biased on the other view; this view is subset of known theories in media world based on effect of organization internal and external factors on political and news data” (Kaviyani, 2007, p. 21).

## 8. Social Capital

In all social relationships and interactions, reliance smooth social wheels and moves it as lubricant. Therefore, reliance is important forever so to say that the most important social issue is not anything except reliance and correlation, because it is not possible to be pessimistic to society sustainability, regularity, and security without coherence and reliance (Lernie, 2005, p. 69).

According to views of social theorists, social capital in 2 qualitative and quantitative aspects of being social can work on social reliance in qualitative aspect and social capital in quantitative aspect. In this regard, social capital as a quantity makes social repair and improvement possible in social fields and reinforces participation in various fields. In qualitative aspect, reliance and its aspects makes coherence, and positive sense of empathy and unity among elements of social networks (Rosenfeld et al., 2001, p. 285).

## 9. Research Theoretical Framework

### 9.1 Theory of Utilization and Satisfaction According to Rosengren Point of View

“Rosenberg model may be referred more than other individual models in audience certain field. This model uses most related elements and relationships to audience-oriented approach” (McQuail & Vindal, 2009, p. 132). “Rosengren model starts leaning on conception of human initial needs and wishes, then describe steps in which some needs have changed into problems and increase searching to find potential solutions and lead to make motivations” (McQuail, 2008, p. 105). Mc Quail and Vindal (2009) described it by proposing 11-element.

### 10. Rosenberg Utilization and Satisfaction Model

Human needs make the initial point of this model of course, our needs don't happen in vacuum, but happen in reciprocal reaction with internal and external elements of a person (rectangular 2 & 3 Rosenberg Utilization and Satisfaction Model, p. 6). Rosenberg by referring to Maslow needs hierarchy (1954) claimed that high level needs (need to companion, love, acceptance, and accomplishment to itself) in comparison to low level needs (psychological needs and health) are the most relevant for utilization and satisfaction models.

Author introduces problems conceptions in rectangular 5 (Rosenberg Utilization and Satisfaction Model) that is made by interactions of needs, personal traits, and social conditions. Rosenberg said: “problems and needs should be mistaken; although, they are often mistaken. The importance of these issues is different in various people that are so significant in solving problems. (Rectangular 5) (Rosenberg Utilization and Satisfaction Model) In personal level, certain problems and their solutions may create action motivation. Rectangular 6 (Rosenberg Utilization and Satisfaction Model).

Mc Quail and Vindal (2009) explain other elements of Rosenberg model in the rest of discussion:

A person may be aware of existed issues in society and seeks for more information to intend more to media contents. These are people without facilitations to fulfill their needs so have interaction with “natural method” and are motivated to use a certain types of media contents (for example TV drama). Hence, leading issues to motivation makes media form reaction or other behavior. Rectangular 7 & 8 (Rosenberg Utilization and Satisfaction Model).

Problems and motivations are different like needs in various people and groups, so model will differ from behavior. Some people seek for amusing programs and contents, some others attend to news and informing, and others never use mass media (p. 35).

Mc Quail and Vindal (2009) in the rest explained other Rosenberg elements according to utilization and satisfaction approach:

Rectangular 9 shows that various satisfaction and dissatisfaction models will be resultant of this process. Experimental studies have been unsuccessful in research about satisfaction and most of them believe that they get their mentioned satisfied people. Rectangular 10 and 11 (Rosenberg Utilization and Satisfaction Model) work on effects of these processes. Rosenberg noticed that both traditional approach of effects and utilization and satisfaction approach work on media effects on people, but the first approach has more effect favorite for relator, while the second approach implies to less or more favorite conscious effects for consumer. Utilization and satisfaction process may influence both on society and media and also influence inside society (pp. 134-135).

Table 1. Rosenberg utilization and satisfaction model

1-some high and low level needs of human	Are in interaction with
2-a distinctive collection of internal and external features of a person	Are also in interaction with
3-surrounding society structure	Leads to
4-a various collection of personal issues which are relatively intensive and sensitive	And
5-specific solutions of this issues	Make
6-various motivations to find satisfaction or solution behavior	That leads to
7-various real consuming patterns of media	And
8-other behavioral distinctive patterns	And these 2 issues influences on
9-various satisfaction or dissatisfaction patterns	Or probably on
10-on collection of personal internal and external features	And finally on
11-media structure and other social, political, cultural, and economic structures in society	

#### Threats, Opportunities, Weaknesses, and Strength Matrix.

SWOT analysis is one of strategic instrument of weakness and strength adaptation inside organization with threats and opportunities outside organization.

SWOT is gotten from 4 terms of Strength, Weakness, opportunities, and Threats. SWOT analysis is a systematic analysis to identify these factors and formulating a strategy to make the best adaptation among them. According to view of this model, a proper strategy maximizes strengths and opportunities and minimizes threats and weaknesses. For this purpose, strength and weaknesses, opportunities and threats are linked in 4 general forms of SO, WO, ST, and WT and strategy choices are selected among them. SWOT matrix analysis is drawn in the following Table (David, 2001, p. 364).

Table 2. SWOT analysis matrix

Internal factors	Strengths	Weaknesses
External factors	S1	W1
	S2	W2
	S3	W3
Opportunities	Strategies established to utilize opportunities based on using strengths	Strategies established to utilize opportunities based on removing weaknesses
O1		
O2		
Threats	Strategies established to utilize opportunities based on fighting with threats	Strategies established to fight with threats based on removing weaknesses
T1		
T2		

SWOT analysis is a systematic cognition of strategies that reflects the best combination between internal and external factors of organization. This analysis is based on this logic that effective strategies maximizes strengths and opportunities, yet minimizes weaknesses and threats. If this simple assumption is done correctly, influence significantly on selection and design of effective strategy (Arabi, 2006, pp. 54-55).

### *10.1 Studied Population of This Study*

Three studies people in this study is as following:

Communication sciences experts and professors, psychologists, media strategic managers, and sociologists.

### *10.2 Sampling Method of This Research*

Sampling method of this research is non-random purposeful method.

### *10.3 Determining Sample Volume*

Since this research is qualitative and methodology is in-depth interview, we interview fixed samples until arriving to informational saturation. In this research, 24 members of studies society were interviewed.

### *10.4 Data Collecting Method and Instrument*

Data collecting instrument in this research is using voice recorder and note-taking from society.

### *10.5 Research Reliability and Validity*

Validity of this research is formal (by referring to corresponded authorities and supervisors). In formal method, the proposed questions are given to authorities and experts to share their ideas about questions clarity and distinctness of instrument. In this step, proposed questions were checked several times by experts and also some specialists of this field and subsequently necessary changes inserted on questions to be confirmed again by professors and experts. Since this research is qualitative, there is no generalization for results.

## **11. Implementation Method and Analysis**

The method of this research is in-depth interview. This research was done by initial interview by passing three steps: in first step, questions were prepared openly and given to experts of that field, then were confirmed after collecting responses, repeated cases were mentioned by emission and landscape experts, and the most important strengths, weaknesses, threats, and opportunities were determined for IRIB TV. Since collected data from the first step questionnaire was very much and incoherent, the second step questionnaire was given to experts to determine the most important emission and landscape, strength, weaknesses, opportunities, and threats by attributing rank and coefficient. After collecting responses in the second step and calculating obtained scores from determined rank and coefficient for each case, the average score for each strength, weaknesses, opportunities, and threats were obtained and subsequently favorite strategy was obtained using SWOT analysis matrix. In the third step, the obtained strength, weaknesses, opportunities, and threats from the first step and strategies from the second step were used to prioritize each strategy. Therefore, in order to attribute attraction score to each strength, weaknesses, opportunities, and threats in the third step, they were obtained by calculating the attributed average scores to each of them. According to obtained coefficient in the second step, final attraction score of each case was obtained that priority of the obtained strategies for IRIB TV to produce social and political documentaries were indicated by calculating total of final attraction scores of each mentioned cases.

## **12. Research Findings**

### *12.1 Broadcasting Strengths*

1) More than 60% of young university students follow broadcasting social and political documentaries on average. This amount of usage shows conception of “audience being active” that confirms utilization and satisfaction approach. “Conception of audience being active” shows volunteering and selective orientation in using media and refers to motivation of utilization based on needs and objectives stated by audiences (Levin, 1984).

2) According to greeting of students from broadcasting social and political documentaries, actually students should select broadcasting social and political documentaries by their volunteering and conscious pattern. “Barwise and Ehrenberg” wrote about their favorite pattern to informational documentaries (2008) that:

Interest pattern to informative programs like documentaries and some cultural programs needs audiences more attention so audiences of attention-needed programs are usually less than smoothing programs, but audiences’ satisfaction for these 2 programs with the same number of audiences is about 5 to 10 scores higher than satisfaction of smoothing programs (pp. 71-72).

3) Production and displaying varied social and political programs for university students’ audiences from various broadcasting networks.

4) Existence of documentary network as a specialized network of TV documentaries producer.

### *12.2 Broadcasting Weaknesses*

- 1) More than 40% of university students (majority) have quantitative satisfaction from documentary programs, while the main assumption is utilization and satisfaction that TV audiences seek for special satisfaction from programs contents they watch. This satisfaction as Barwise and Ehrenberg reminded about interest pattern to informative programs such as documentaries should have 5 to 10 scores more than smoothing programs while students' satisfaction is low about these programs.
- 2) Broadcasting social-political documentaries in some cases intend on war and today world harshness that this fact reduces satisfaction and consequently utilization of students.
- 3) Attraction of documentaries is low about characters and actors/actresses, decoration, and announcers.
- 4) Bad playing time of some documentaries in day or late at night.

### *12.3 Broadcasting Opportunities*

- 1) According to important harshness in Islamic Iran and the world era, various and attractive issues are provided to be produced as new documentaries for students.
- 2) By attention to solo-playing of western media and their convergence in political and social documentaries production, broadcasting can produce documentaries with different view and Islamic-Iranian ideology.
- 3) 20 million young audiences and 5 million university students in state.
- 4) Experienced documentarians who intend to cooperate with broadcasting to produce documentaries.

### *12.4 Broadcasting Threats*

- 1) Persian language satellite networks which promote western culture and producing social and political documentaries opposite to IRIB.
- 2) Existence of various Persian language websites in internet which permanently show Iran political and social issues black and advertise opposite IRIB that reduces broadcasting young university students' audiences. In addition, this important factor reduces reliance of this promising generation to national media.
- 3) Some social and political issues in social networks in internet and intelligent cell phones exaggerate and make rumor to reduce university students' audiences' and reliance of this promising generation to national media.
- 4) Political and social documentaries with strong and opposite structure of IRIB reachable by students in BBC satellite network and BBC site.

## **13. Conclusion**

- Favorite emission to produce IRIB social and political documentaries include:

Increase in utilization and satisfaction university students followed by reliance on national media.

- Favorite landscape to produce IRIB political and social documentaries include:

Reliance on national media and IRIB system followed by social capital increase for state university students.

- 1) Reliance on national media followed by social capital promotion in society especially in young students.
- 2) Responsiveness to informing needs about social-political space in 3 levels of Iran, Islam world, and all countries of the world for state young university students.

- Four strategy classification are obtained by SWOT analysis for IRIB to produce social and political documentaries that were discerned aggressive strategies according to internal and external factors scores of experts' preference strategies: in the following table, aggressive strategies scores are observable: (2.5 is origin number, it means that if all SWOT scores exceeds this number, examined strengths and opportunities are more and if it is less than this number, it means examined weaknesses or threats are more (Arabi, 2006, p. 56).

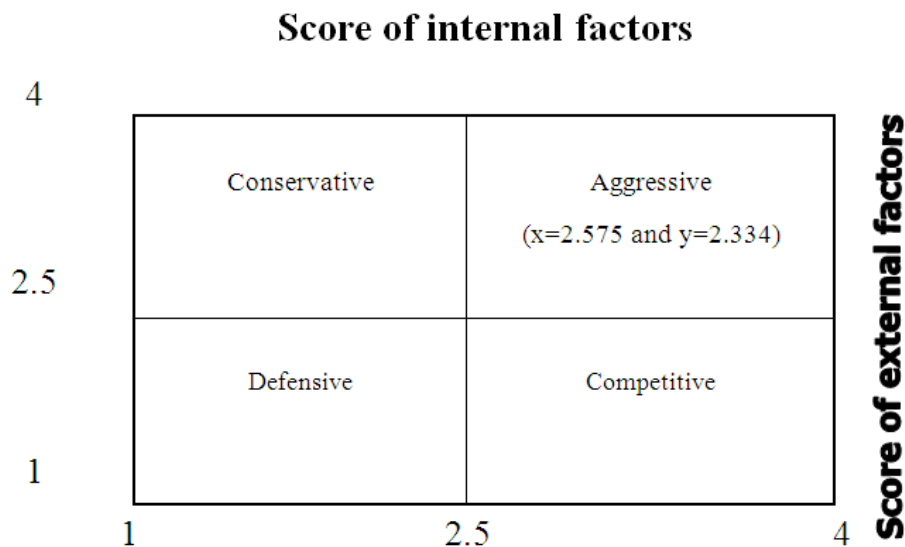


Figure 1. Strategic position: (Internale score: x, External score: y)

### 13.1 Aggressive Strategies Include

#### 13.1.1 First Strategy

Interesting documentaries are produced about authorities and government performance in social documentaries about family and family relationship issues; especially it should be mentioned in performance field of government and indirect supervisors. In addition, displaying time of documentaries is in golden time of 21 at night. Programmers precise a lot to increase attraction of documentaries by selecting attractive persons, proper decoration, and acceptable announcers according to audiences' point of view.

#### 13.1.2 Second Strategy

Producing social and political documentaries by accurate, precise, and comprehensive informing approach, and considering other needs of audiences such as recreation, persona identity, and personal relationships.

- Prioritization the aggressive strategies for IRIB based on their attraction by experts and attention to experts' responses are as the following Table.

Table 3. Prioritization the aggressive strategies

Priorities	Strategies	Sum of total attraction score
First priority	Second strategy	4.612
Second priority	First strategy	4.271

#### 13.1.3 First Priority

Producing social and political documentaries by accurate, precise, and comprehensive informing approach, and considering other needs of audiences such as recreation, persona identity, and personal relationships.

Documentaries programs should fulfill audiences' informational needs; therefore, in producing these programs, informational approaches should be considered accurately, precisely, and comprehensively because programmer precision is in fulfilling informational needs of audiences besides protecting them against confusion and fatigue. In addition, according to Mc Quail Blamer and Brown view (2001), the most important aspect of satisfaction of media is based on 4 recreation, personal relationships, personal identity, and supervision. In order to make variety, other needs of audiences such as recreation, personal identity, and personal relationships should be mentioned and moves new audiences toward these types of programs.

#### 13.1.4 Second Priority

Proper documentaries are produced about family and family relationship issues in government and authorities'



performance; especially about government and authorities it should be certainly considered indirectly. In addition, displaying time of documentaries is in golden time of 21 at night. Programmers precise a lot to increase attraction of documentaries by selecting attractive persons, proper decoration, and acceptable announcers according to audiences' point of view.

#### 14. Research Suggestion

Investigating views of political and social documentaries audiences and groups such as middle ages, adults, housewives, and elites to identify their needs and usage way or to get close social and political documentaries to mutual view of groups to increase potential audiences.

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