

Full Length Article

Improving cultural literacy programming model for TV audience

H, Sebti¹, E, Hajiani^{*2}, F .Azizabadi Farahani³

^{1&2&3}Department of Cultural Management ,College of Management and Economics, Science and Research Branch, Islamic Azad university, Tehran , Iran.

ABSTRACT

This study seeks to pattern programming optimal mix of TV programs improving cultural literacy. Due to extensive cultural literacy component of the index, one of its components, i.e. cross-cultural awareness were selected contacts Provide a cross-cultural approach to increase awareness component is taken into consideration. According to the methodology that combines and includes in-depth interviews and focus groups and the document is mining; A set of actions that resulted in a pattern of TV programs promoting cross-cultural awareness component, Experts have been extracted from the responses. These include three areas of policy, programming and monitoring and evaluation techniques that are each made of different parts. This research also aims to increase the TV programming model of cultural literacy have been done. Due to the diverse range of television programs in this study, the purpose of a television program, combined program that includes combining several items in a program. The breadth of the concept of cultural literacy led to one of its components, including intercultural awareness is bas is of our theoretical work. In this study, many experts believe The TV in our country despite the focus on content and training programs speaks, but no one pattern programming content in different genres. The world's attention to this issue and what is more important the text and content.

Key words: optimize, water resources, genetic algorithm, linear programming

Received 20/08/2016 Accepted 10/11/2016

©2016 Society of Education, Indi

How to cite this article:

H, Sebti, E, Hajiani, F .Azizabadi Farahani, Improving cultural literacy programming model for TV audience, Adv. Biores., Vol 8 [Spl issue 1] 2016: 33-41. DOI: 10.15515/abr.0976-4585.S13341

INTRODUCTION

One of the factors influencing the development and progress in the country, knowledge, information and best educated citizens in society. Literacy has been used for several meanings, but it is well known meanings of reading, writing, black, writings, transcripts, reading and writing ability, knowledge, and awareness of something [7].The concept of literacy is not merely the ability to black out a sheet of paper

Now the concept of literacy beyond the past; Thus, despite the government's promotion of education in schools and universities, spent studying at school or university or any other training center is to combat illiteracy, In fact, no evidence of a fight; Today the concept of literacy beyond the document is synergistic increase in community literacy today synergy means increasing knowledge, understanding and skills synergy synergies for the welfare of society in various fields [6]. Different definitions of literacy used two approaches; one autonomous approach, one ideological approach; In the autonomous approach, cultural and ideological assumptions underpinning the literacy so ignored as if they are impartial and universal; But ideological approach to literacy comment is sensitive to the context; In this approach, literacy is a social activity that comes from a cultural context, socio-cultural context, social vary. Literacy in the autonomous approach associated with certain mental abilities, in this harvest literacy is defined as the ability to read and write. The ideological approach to literacy refers to a set of capabilities that go beyond reading and writing. And the notion of decoding information on all human forms that are used to convey meaning [3]. Speaking of different literacies in the world, One of the types of literacy, cultural literacy, which means strength and ability of a person or a group is considered the cultural field; Cultural literacy as complementary concepts in the world today, such as media literacy and information literacy, visual literacy as a base for knowledge-based society is considered, If we accept that Iran's society and communities in developing advanced towards a knowledge based society is moving The cultural literacy education is considered as a necessity; public education in every community in both formal and informal

levels can be investigated. Under the Act shall be in charge of public education of the four institutions, Education, the Ministry of Science, Research and Technology, Ministry of Health and Medical Education has been IRIB.

It seems that the most important function of the radio and television as a major cultural organizations and cultural literacy instruction audience is the public university; this study also elaborates on the concept of cultural literacy in the country, a model for TV program makers with the aim of promoting cultural literacy provides the audience.

-ACHIEVING TARGETS

1. A Framework for programming on television aimed at increasing cultural literacy contacts.
2. Check the status of cultural literacy education in cultural policy
3. Check the status of cultural literacy education in educational institutions in charge of policy-formal education in the country with an emphasis on IRIB
- 4-examine the role of the national media, particularly television audience in cultural literacy education.

-Definition programming on TV

There is an idea to a TV programming That the content has financial issues managed by someone called programmer or producer is TV producer and financial management of the program content that is broadcast antenna design leads to The form to the genre of TV program (species) documentary, presentation, live, mix and split. The definition of hybrid apps the app combines the wrong words and phrases used in Iran. The correct definition to any application that combines several items called combination plan, while in the world to say it variety of items varied. Like music, painting, cooking and [8].

-Definition television producers:

Television producer and the person who coordinates the facilities in order to produce a television program and maintain a balance between the demands of the audience and order is the responsibility of the voters. Producers must specify ultimate vision program [1]. Target definition Contact loosely defined concept, the recipients and recipients from a source that affects communication refers sender. The transmitter can be TV. Personal contact in TV design can be divided into different types. Children's audience, educated, public, national and international [8].

-Definition of Culture

Culture encompasses the entire system of beliefs, values, attitudes, traditions, and our civil society relations. The global crisis confronting humanity, a reflection of the system and, therefore, is a cultural crisis [9]. Hawks in 2001 argued that culture is the fourth pillar of stability and sustaining its economic strength and social environment pillars [11].

- Literacy

In 1962, literate person referred to in addition to reading and writing, and also have the ability to count. But the researchers also embarking on Information Literacy in the Information Age discovered more than 34 new types of literacy useful and others. One of such scientific literacy, cultural literacy, social literacy, political literacy, economic literacy, media literacy, computer literacy, Internet literacy, workplace literacy, and mentioned that each of them has a defined and specific standards its own. UNESCO official statement to the United Nations literacy decade of literacy proposed new harvest. In the statement, multiple and multidimensional education were taken into account. Perspective to UNESCO, literacy is not just about reading and writing, but rather the many features and capabilities at its heart, is connectivity. For example Greene (1998) and Lank Shire (1997) or literacy-related capabilities are classified as follows;

1. Operating literacy, the ability to read and write in a variety of fields
2. Cultural literacy means understanding according to its context
3. Critical literacy, the ability to participate in public affairs, as well as trying to improve it.

-Definition of cultural literacy

Cultural literacy is an integral part of general education is essential. Education and culture are two sides of the same coin: literacy, mental aspects of culture, culture are an expression of the purpose of literacy [12].The simple concept of culture and cultural literacy fluid communication there. Cultural literacy includes four skills that include: 1-awareness of intercultural 2. Local 3-cultural awareness skills critical thinking and reflection fourth personal skills to deal with change agents [6].

- Component of cultural literacy

Citizens for effective dialogue and understanding each other's words beyond comprehension skills need words. In fact, from this point of view not only literate citizens who can read a newspaper or magazine, but the article could be raised comments and views as well as understand and evaluate the outcomes and their effects on society. A literate citizen must recognize changes in society, they are compatible and the discovery and exploitation of new opportunities, leading to progress and development, society provide And Martha beyond this knowledge and learn what the citizens even in universities. Some of the skills necessary for a citizen to the level of "cultural literacy" are:

- Familiarity with the values, norms and cultural beliefs
- Knowledge and skills in using new technologies
- Understanding the historical background of the country
- The ability to use new communication and information systems
- Skills to communicate and collaborate with others
- Skills in talk's right to express their views and understand the opinions of others
- Skills to understand and critique information.
- Familiarity with new management and business methods

Table 1- shows the skills necessary to achieve cultural literacy

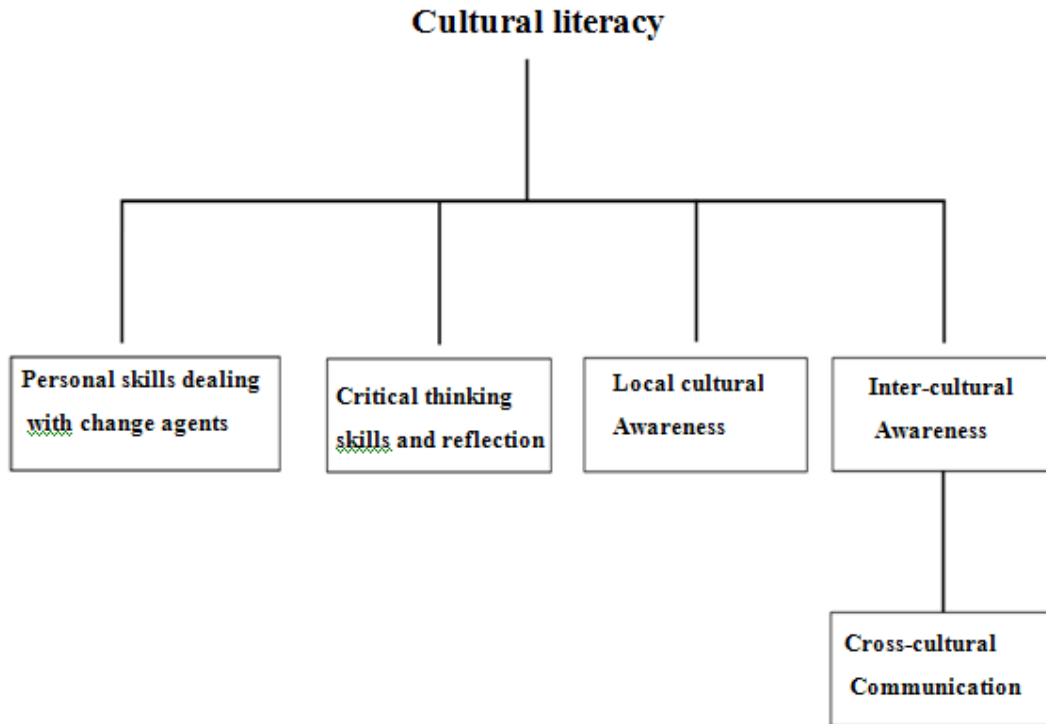
Cultural literacy skills to achieve from the perspective of UNESCO
<p>1. Religious understanding and acceptance of national culture (local knowledge)</p> <ul style="list-style-type: none"> • familiarity with the history and cultural foundations • Understand national and religious values and beliefs of the people and respect them • Meet in different cultures and customs and their beliefs (cross-cultural awareness) <p>2. Familiarity with the culture of other nations.</p> <ul style="list-style-type: none"> • Mastery of one or several languages worldwide • interaction with people from foreign cultures through advanced technological facilities • Familiarity with specific norms and values of each culture and interaction in virtual environments are successful in this environment. <p>3. Understanding cultural differences</p> <ul style="list-style-type: none"> • Be aware of the effect of beliefs, values and sensitivity in a particular culture on the behavior and thinking of people • The ability to understand and accept similarities and differences in beliefs, appearance and lifestyle of the native culture and foreign cultures • Understand the effect of technology on culture • Be sensitive to all forms of intolerance, racism and racial discrimination

Polistin [6] argues Cultural education, including cultural competence is ability to respond appropriately and necessary changes in one's own culture should also be considered. Cultural literacy also includes the ability to conduct a serious analysis of the dominant cultures in relationships with other cultures. For example, or contribute to cross-cultural impacts of globalization on local cultures around the world will take. Four cultural literacy skills discussed in this section are:

- Cross-cultural awareness
 - Local cultural awareness
 - Skill of critical thinking and reflection
 - Personal skills to deal with change agent
- The impact of cultural literacy on sustainable development**

When one can easily communicate with people, such as employees and teachers, an increased social mobility. The stranger with a culture such as foreign missionaries or refugees, possibly with negative implications due to unfamiliarity with the culture will face cultural literacy. However, the acquisition of cultural education for indigenous cultures that person might cause problems. Cultural literacy refers to the fact that the citizens of a democratic country should be common knowledge that allow them to effectively communicate with each other And in the community can spend their affairs. Eric Donald Hirsch argued that human beings in public for more than basic literacy, the ability to read and write, should know.

Thousand so-called Hersh in his book presented Americans need to recognize that culturally literate. The list of items such as history and historical figures (John Brown), categories of historical documents (Letter from Birmingham Jail) form of speech and scientific terms (DNA) was found. Hirsch emphasized those American children if they are economically and intellectually sophisticated society in a position to do so, it must acquire cultural knowledge. [14]. Cultural literacy in fact legitimize and institutionalize our identity is essential. Cultural literacy is one of the most essential human needs, but not the main goal but the average is variable. Cultural literacy in our power to find their position in the world. Cultural literacy will analyze the audience to know your coordinates. From this perspective means to a useful ability [12].



figur1: cultural literacy component from the perspective of Polistin

-The definition of intercultural awareness

Cross-cultural awareness [6] culture that consistently provides human and environmental needs at least more stable than the cultures on land deal that would have created enormous diversity. Intercultural awareness includes the ability to critically evaluate other cultures and teaches them to recognize ideas about the stability of traditions, beliefs and social systems, different cultural and parallel, consumption-oriented culture in the West, to learn other cultures as The definition of cross-cultural communication .cultural understanding and communication that it is so distinct from each other symbolic systems, which can make the communication phenomenon [2].

- Mass media task transfer potential inheritance from one generation to another

Several experts roles and functions were passed to mass media this implies the ubiquity and pervasive the mass media in all domains of social life. Lasswell and burn the researchers are seriously considering the role of the mass media have on society. Lasswell has three functions for the media: monitoring the environment, social cohesion, environment and transport in response to the potential legacy from one generation to another. Burn these three functions; it also adds entertainment [1].

- TV features

Somewhat TV radical changes the balance, velocity and nature of knowledge in society. Where areas of knowledge in the TV world, politics, sports, entertainment, and leisure society's management has, the greatest impact on the social awareness of public events and characters has. So that as a new factor in building awareness through knowledge and social relations acted. TV on the specialized knowledge (expertise, such as science, law, medicine, and the arts) have less impact But ordinary viewers are constantly trying to gain access to a set of analyzes and comments which would otherwise be difficult or impossible for them to understand. However, the evolution and diversity of simple scientific and medical programs need more attention. Development of the field of knowledge and awareness by TV, a process

that colonialism is quiet everyday life by TV coexistence and the nature of public life and private life has been changed [13].

-Mass media and institution building

Mass media often causes a change in the culture what it means and what the meaning of the symbolic forms of art and fashion, creating, lifestyle and norm. Now the media are the dominant source definitions and the formation of social reality have become in the eyes of society [10]. Mass media, has affected all spheres of individual and social and a significant and decisive role in the formation of beliefs, attitudes and approaches to community members And an important source for promoting the values.

Table 2- TV and media functions

the concept	Category
cultural transmission	TV functions educational
building program	TV capacity
content approach	Approaches TV

Production of television programs aimed at increasing literacy Existing research suggests that TV has considerable potential for learning in general, And literacy in particular. It is known that television on behavior, attitudes, knowledge and skills will affect the viewer. The research carried out in combination with existing literacy programs showed TV viewers can help to stimulate literacy training, to conduct literacy and learning about new words, numbers and change the reading and writing skills [9].

MATERIALS AND METHODS

Steps for Presentation of Cultural Literacy program aims to increase the TV audience:

1. Depth interviews
2. focus group discussions (focus groups)
3. Check the documentation and library.

- In-depth interviews

Another method used in this thesis was to gather information, interview. Gather information, interview, part of social interaction involves someone else, and she also answers the questions. Among the types of interviews, the interview flexible or free (undirected) have been used. In this type of interview, the interviewer about questions to be determined. But the timing and sequence of questions depends on the tastes of the interviewer. In this case, subjects and more natural behavior and more realistic information obtained. The interviewer may ask additional questions. The procedure for small-scale, Qualitative studies or interviews with individuals and groups who obtained their information from fit. The purpose of these interviews, in-depth and qualitative data collection. The interviewees include: senior managers and program production teams and top TV producers and networks are managers. The reason for choosing the top three features people to interview them First experience of their lengthy program. Second and third practical acquaintance with the history of their management and production management and the third is cultural awareness majority of the science of sociology. 99% of respondents, record TV programming on their and 66% of total production run has been a network administrator or administrator. The main limitation of this method, your information is collected in the extraction stage show, especially when a large number of interviews have been conducted by people for this reason, in this study, the number of respondent's less than 30 persons but people are considered effective and TV expert.

- Method focus group discussions (focus groups)

Focus group discussion is a form of qualitative research where in the attitude of people towards a product, service, advertising, concept, idea or packaging questions asked. Questions in an interactive environment (interaction) in which participants talk freely with other members of the group, Arises. In the world of marketing, group discussion, feedback is an important tool for awareness of the new product is as well as numerous other topics. It can be said not only the way information is gathered via focus groups to gather information from the groups in the study, it is a seminar where a group of people on the subject, comments, ideas and experiences to offer. This valuable information is collected. However, the subjects in this study focus group discussions involving some senior Iranian television producers. Researchers and secretary of the High Council of IRIB is new media. During a meeting at the IRIB on 2016/1/10 and 2016/1/29 from 10 to 29 was held in IRIB. This number is 8 people.

- Methods and library documents

One of the three methods used in this research is the analysis of documents. In general, the use of written texts in qualitative research is very important. Importance of these texts, access and low cost, Different types of text and background should also be perceived Special Situations production and study them. Analysts have different problems with the text of the texts under discussion and consideration. Including the text to reflect first-hand experience or from secondary sources [3]. Among the documents used in this study, constitution, statute IRIB, IRIB provisions heads and axes media horizon and goals and missions are television networks. The survey was conducted by experts coefficient of 57% was allocated to the first component Polistin the cross-cultural awareness. Therefore, in this study is one component of cultural education or intercultural communication from the perspective of intercultural awareness Polistin the case was analyzed and it is noteworthy Characterized by intercultural awareness in programming mix of TV programs pivotal issue is considered in this research.

Table 3. Factor in view of the importance of cultural literacy component of Experts

Percent significant	Component	Row
%57	cultural awareness	1
%28	Local knowledge	2
%13	Critical Thinking	3
%9	Critical Thinking	4

-Statistical Society

The population in this study is IRIB managers of producer groups and producers whose function is associated with the production of cultural events and television programming. However, this thesis in order to answer the research question posed-as if the same amount of samples mentioned above will suffice. Sampling in this study due to the amount of acceptable error and time constraints, in this way everyone population that is not possible, the odds are not present in the sample.

RESULTS

Part I: review of internal documents and laws and foreign policy After the Islamic Revolution in February 1357, broadcasting on the Islamic Republic tries to become a great university. Constitution as a covenant in relation to the mission of Radio and Television refers to an important point. One of the mandates and missions television as one of the public universities, increasing awareness and education of contacts is increasing. Studying the provisions of the heads of IRIB after the revolution shows Awareness and national integration has always been considered one of the main concerns of military leaders and the government to account. Awareness and strengthen national unity emphasized two components and striking the heads of the leaders of the revolution to be IRIB.

Part II: the status quo mix of TV programs to increase cultural education (with an emphasis on cross-cultural awareness component) audience before the revolution

State television in Iran since the founding of the Islamic Revolution, between 1988 to 1399, TV never came to a program for programming and production. And that period can be a period 88 67 to 99 years TV in the early years of his birth is more a period of trial and error behind And programming model focused on form and genre that the species A, B, C, D. In Conference 1355 in Shiraz numerous discussions regarding the approach we "app historical, geographical and cultural what was posed. But we never reached a programming model and structure. In the years 1353 to 1354 classified based programs A, B, C and D is created that was all intuitive and experimental. That was the basis of personal experience. We were even in the form of a lack of programming [4]. Humble also including TV director before the revolution that belief in the existence of a pattern of content in television before the revolution. "Before the revolution, more complex programs, including shows and television wars that the entertainment aspect Increasing literacy and awareness among policy managers before the revolution is not on TV. So we cannot use a pattern and educational content on television talk before the revolution However, an educational channel launches were aimed at formal education curriculum resources Subject to promote cultural literacy and the introduction of internal subcultures, cultural or educational interest to radio and TV signal was before the revolution [8].

Part III: Status of programs to increase literacy combination of cultural television after the victory of Islamic Revolution

Any program that can be built in TV this means that somehow deals with the culture of a particular culture is not necessarily to strengthen could be a target in a program to be followed. What is the current rule in our country or in another country even though it is not intentional, unwanted can be achieved. Ghasemi [11] suggests that even though we theoretically on cultural issues and legislative and policy rules are very fat but it seems in scope and operations are frail and weak. "On TV there is a specific model for programming. The lack of a model in TV programming content, especially in suffering, In accordance with the letter and the Ministry of Culture and cultural system, cultural patterns may be, But never these patterns of systematic and structured output is not objective and did not enter the structure television programming. Our cultural priorities, but we never considered not making structure of the program. If you offer a much more functional programming is a native pattern to provide a global model. Our problem is that the process of converting regulations or circulars or media horizons in the field of programming does not occur.

Part IV: describes the existing situation and the importance of cultural literacy program combines the TV world

Today's television programming in the form of content in the world has been enormous developments And the TV in the form of attractive and diverse education programs are creating and shaping. Education through formal and informal education is TV consists of two parts. Formal education includes a channel dedicated to training content and curricula are students. The non-formal education in order to promote cultural and life skills are. She is the first secretary of the council, said: "Country 3 models have dealt with the subject of education; some countries like the UK do not pay directly to education but in all programming genres and groups concerned with the issue of education, learning to type in the text of the program. Some countries, such as Korea an educational broadcasters which may include 10 channels. And in the context of the education programs there is a planned affair. In the UK, education is at the heart of the program and it does not separate Ghole.

Part V: Programming Techniques for enhancing cultural literacy programs combined TV audience To promote cross-cultural awareness programming model for TV

Merely acts as an important component of cultural literacy policy and legislation as well as amendments to the laws and principles of policy in the field of programming is not enough; Including creation: items Competition, text messages graphic, info graphic, animation, folk, motion graphics, captions or subtitles, fast-paced, highlights the continued repetition, learning, exercise and enjoyable experience, And is a popular presenter. On the other hand, some experts, such as doctor tahmasebi and Frdro, to produce a combined program aims to increase cross-cultural awareness, use of pattern perspective based content or video clips, song or comic offer.

CONCLUSION

the results show that beginning on state television in Iran has established a pattern of increasing cultural literacy approach was content to build hybrid apps there.

1-Intercultural awareness, local knowledge, critical thinking and cultural literacy skills to interact with the environment and Polistin four components, which is the theoretical basis of this research.

2- The survey was conducted among the population shows 67% of eligible intercultural awareness component coefficient and the first priority among the four components gained the concept of cultural literacy.

3- Experience in programming in the world TV audience has been done to promote cultural literacy. TV Canada, Britain, Turkey, the countries that have taken in this area.

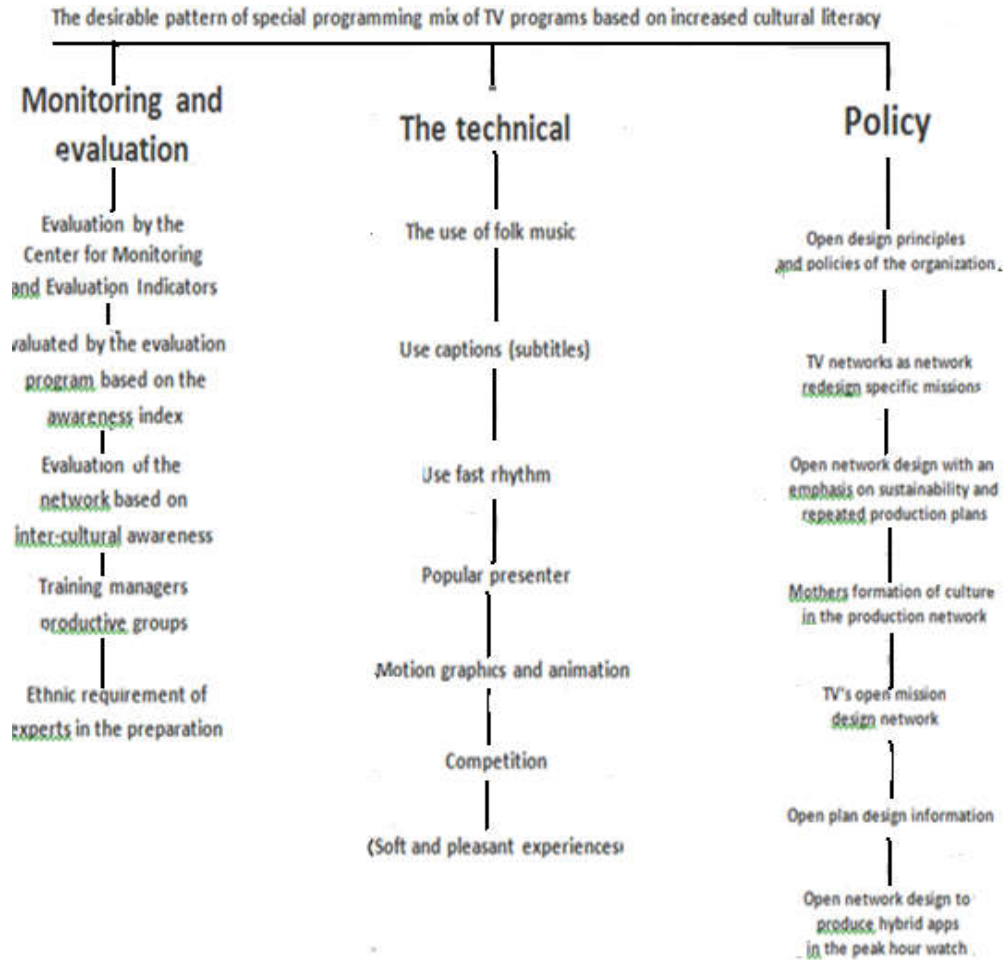


Figure 2- model details

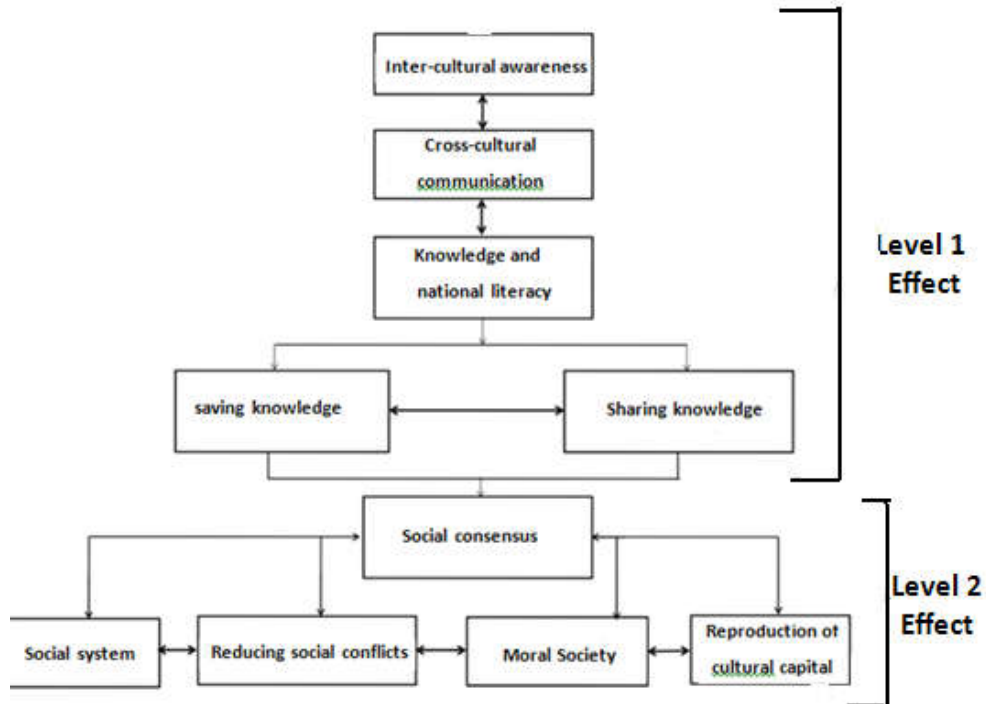


Figure 3- level details

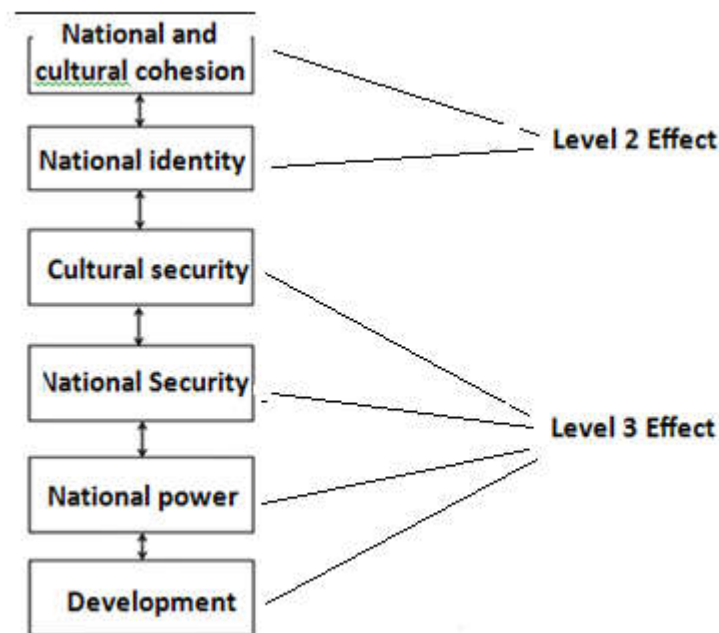


Figure 5- model details

REFERENCES

1. Padidar, R. [2000]. Principles of Management and Budget in the production, dissemination School of Broadcasting.
2. Hajyany, Abraham, moral, A. [2012]. Quality cultural relations between Iran and the factors affecting it.
3. Hariri Najla, [2002]. Principles and methods of qualitative research, publications Azad University of Tehran Research
4. Darabi, Ali. [2013]. introduction to sociology, communications, satellite and new media studies, Issue 3, 12-21.
5. Soryn, Werner and Tankard, James. [2007]. theories of communication, Reza Dehghan, Tehran, Tehran University Press.
6. Shahabi, Parviz. [2004]. is that Baydsh search of knowledge, reason and mysticism magazine, First Year, Issue 2: 55-60.
7. Amid, h. [1992]. Culture, Tehran, Amir Kabir Publications, Eighth Edition, 1992
8. Forotan, y. [2014]. Representing the models of national identity in the educational system of Iran, Lnamh National Studies, Volume 15, and Issue 1: 1-8.
9. Fakhraei, M. [2002]. Cultural literacy foundation of cultural development, publishing Rsdnamh culture and thought.
10. Farhangi, Ali Akbar, Safarzadeh, Hussein. [2006]. research methods in the humanities at the end of a programming approach" Tehran Publishing.
11. Ghasemi, Hasan. [2011]. television documentary on the eve of the 21st Century, published by IRIB.
12. Kiamanesh, AR. [2013]. Knowing Gray, Mary, approaches to qualitative, quantitative and mixed, publishing (SID).
13. Corner, John. [2012]. critical thinking in television studies, translated by Mehdi Rahimian, publications, TV and radio.
14. Hersh, Boston Houghton mifflinT. [1987].
15. Elmert, Curl, was its kulturelle bildoung, bpb. [2009].
16. Polistin, K. [2009]. Cultural Literacy: Understanding and respect for the cultural aspects of sustainability. In A. Stibbs (Ed.), The Handbook for Sustainability, Oxford: Green Book