

The effect of media on Iran's Soft Power

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Abstract: In the discourse analysis between the West and Iran, Iran's soft power is important as an important indicator. Hence, the purpose of this study is that Review internal and external elements and components of it through Understanding Political power in Iran and using the effective component in the formation and the incidence of soft power. Distinguished aspect of this paper is Realism, at impartially and at the same time critically on the issue of Iran's soft power; especially, it is the role of media in the process of ups and downs. It seems that, Supporters and opponents Have attempted to magnification and highlighting the unusual for political and propaganda purposes. The author has tried to provide a logical response to the following hypotheses: The reasons for the formation of Issue of soft power in the political and security realms west, The Role of Iran in this discourse, Evaluation of the Iran's ability to challenge the West in the field of soft power, The reasons for the ups and downs of Iran's soft power and Finally Speculations about the future of Iran and the West in the area of soft power.

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1. Introduction

1.1. Soft power

Soft power is a term used to in of international relations theories to describe the ability of a political set - for example, the government - to indirect influence the behavior of other political through cultural or ideological instruments. In most cases, parallel to soft power, the expression is used in the software are used soft war (William A. Gamson, Andre Modigliani. Media. 1989). Soft War is on the other side of soft power that the observer is in aggressive aspect soft power. However, some researchers believe that no significant difference between these two in terms of conceptual.

The U.S. military has described the Soft war as follows: "Soft war, accurate and planned use of propaganda and other actions that the primary purpose of influencing the opinions, emotions, desires and behavior of hostile, Impartial group or entourage In order to achieve the national goals and objectives " John Collins, the theoretician of the U.S. National War College has described the soft war as follows: "Planned use of propaganda and its related devices to influence the mind of the enemy by methods that will improve national security purposes ".

Joseph Nye, "theoretician of soft power doctrine, He has divided into two types of power from the functional perspective: soft and hard power. Almost a decade ago in Iran to date, Power was classified into three categories and the interface between hard power and soft power; Point out to other power that called "semi-hard power".

This division is allocated only to Iran and there is no such division academic.

Now should be observed what are the components of this division?

1. **Hard power:** As you can see from its name, refers to military power and military power. Hence the "violence" is the main element.

2.

2. **Semi Hard power:**

Semi-Hard power Mechanisms is through "reward" and "punishment". The activity of this power has varied Consists various political, social and economic.

3. **Soft Power**

This type of power effects on cultural, psychological and information of fields. It is clear that the instruments achieve this goal is the media and cultural information

The concept of soft power in the years and recent decades are commonly used in political literature. It has a distinctive approach compared to the traditional definitions of power. The soft power is the ability to influence others to achieve desired outcomes through attraction, Instead of using coercion or bribed (Keohane, Robert O., and Joseph S. Nye Jr. 1989).

1.2. **Theory of Soft Power**

Joseph Nye's as creator of soft power in the present, in order to describe his theory of soft power, says: What do I mean by soft power? Power is the ability to influence others to achieve desired consequences. You can apply power through three methods: Via intimidation, the bribed, by attracting that the others will get what you want, to love.

Joseph Nye 'famous theorist of the American war, speaking at the British Council in the area of soft war domain influence the "hearts and minds" noted. Should be pursued its own interests with soft power in Iran (Robert O. Keohane and Joseph S. Nye (1977).

On June 20, 2010 professor Joseph Nye, soft war theorists and public diplomacy, Delivered a speech titled "Soft Power and Public Diplomacy in the 21st Century" In the parliamentary session of the Council of Britain Which also describes the benefits of war on Iran. The main topics of his lectures include: Soft Power and Its Critics, The resources of Soft Power, The performance soft power and the use of soft power via public diplomacy. Joseph Nye's theory of soft power has been criticized; for example the authors believe that theory Joseph Nye it has to be opened new horizons beyond for the one-dimensional concept of power. But the theory of Nye, Due to philosophical destitution in expression the main of power is restricted. Details have not been studied (Kurlantzick, Joshua. 2007).

1.3. The role of soft power in the media

Neil Postman points out to the function of the media in political crisis as one of the most important components of the soft war.

He believes: In fact, the mass media have different roles such as: We are familiar with it; let's locate it, everything that we experience, what we learn and we perform as knowledge. On the other hand, imposes on us: What to think, How to think, how and why we feel.

John Kaznov writes about this kind of mentality: The idea was expanded among the people, Ordinary or educated, that mass media are Inconceivable powerless and could modify the political and philosophical ideas, Give it a new form and Lead all attitudes (Joseph S. Nye Jr., (2004).

Lasol (1948) describes the construction and function of communication in society that Communication functions are divided the following into three categories;

A. Supervision: Collection of data that the society needs to know about, the shortcomings, Telecom and Opportunities up to be responsive to the problems.

B. Correlation

Applying a response to the information society policy, Foppery, The distribution of power and responsibilities, Changing patterns so that the record.

C. Socialization:

Lasol says passing through knowledge and community values, The Thinking of people could be affected. Thus, the children will grow up to be responsible and useful citizens in the future. Also,

Adults can also participate together in a network of science and opinions.

In behind the media operations, has been the media policy of the global powers as the leader in this motion that the formal and organized but hidden, are guided through the budget allocation by intelligence agencies and the security and intelligence services and military organizations. Another part of the leaders of the media, are the owners of money and capital. They increase their capital, they make up Media War & Conflict and Nations are lead to their consumption of goods or willingness to their (Hill, Fiona.2006).

In the current era, modern and variety of mass media have a target thoughts audience, enemy, friendly and impartial, with the dual specificity; there are many positive and negative effects

The domination system use of the tools and techniques of media war In order to gain and maintain interest has led to the discovery and invention of modern devices. so, the parties involved instead of wars and military are oriented to the soft war, the media war and psychological operations. They are using the media for weakened countries and from the weakened countries will benefit.

2. Iran and soft power

In order to deal with the cultural effects of the Islamic Revolution, America, the software war makes the revolution. Software operations are organized as: The use of satellite networks for directing public opinion of the international community against Iran, Organize perception of America's political the elite and social groups in the U.S., Counter the Iranian political of the elite. America is dealing with soft war against political leaders, such as: The Iran's Norms against by the development of software, Organization invasive thinking, create the conflict model of U.S. by Islam phobia and linked terrorism to Islamic fundamentalism. Make soft war against Iranian Leaders to reduce the confidence of the international community to them. Support of rebel forces and the "low intensity war" against Iran is all organized In order to destroy political condition and political leaders of the Islamic Republic of Iran.

America, using the "public diplomacy" will change in the sense of trust in the system.

The new plan is designed for aggressive behavior against the Islamic Revolution through the new behavioral patterns to sub-structuring

To study of the role of media in Iran's soft power, it is essential to consider both the positive and negative aspects of performance of the media in the process of soft power.

2.1. Iran's Public Diplomacy and Media

It seems that Iranian media diplomacy has been weak against soft war and like other capabilities such as culture, media and software is not advanced. There are deficiencies of the following: do not use all capabilities of the software against cyber warfare and public diplomacy.

When conflict is occurring, knows no boundaries. There are not different groups. All local groups should be active. In Iran, the soft power has the repulsion till attraction. While according to the Iranian leader, in the domestic arena, there must be the Maximum absorption and At least the repulsion. It is mean that It is used all the capacity for cultural combat with enemy states. In political culture, Pessimism and Localism leads critics to be limited and potential of the software can not be arranged to struggle the soft war.

2.2. People and soft power in Iran

The main component of soft power is the people. Some the elements of soft power include: Social Capital, Public trust, Public Participation, Public Culture, Public education and all the features are in the people: Localism, Nativist, Subcultures, and Traditional cultures, the different groups of people.

If social cohesion is weekend has been spread distrust in society. The inability to meet the Public demands will undermine the social capital of the government. Internal factors such as the weakness management of on the one hand External factors such as increased pressure and sanctions on the other hand, has caused the role of people in software has been reduced. The national media has also failed to attract the public's trust. Critic Media, stating realities and deficiency critique to have an important role in reducing public confidence.

In such cases, return of public confidence and to take advantage of high social capacity in soft war is one of the main agendas of soft power in the Islamic Republic. How and where should be used the capacity of the public? The first option is the use of media. There is an expression in Communication Sciences such as: National image or National ideas. Countries recognize with the images. National identity is determined by national image in the world. This image has been created the world's power. Due to restrictions on international communications, there are serious weaknesses in the display image (Lasswell, Harold D. and Abraham Kaplan. 1950).

2.3. The Social Network in soft war

The next topic is the role of social networking in soft war. Iran, the use of social networks has been faced with many challenges. Use or non-use of social networks disrupted social networking opportunities of capacity utilization.

Delayed entering into the arena of social networks has been reinforced wave of media opponents and critics in virtual spaces; so the media has been destroyed public opinion against Iran's policy without rival. On the other hand, the lack of Internet access and participate in the social networks will be added to this network's internal audience; and the Iran is unable to manage the Transmission social and political messages of the media and critics groups to internal audiences.

It seems that now social networks have become a serious challenge from Iran which is increasing expansion of opposition and civil society. Obviously, the inefficient presence state media in virtual spaces could not be prevented Influence on Iranian audience against political and social propaganda of the networks.

4. Discussion

In conclusion it can be said that the role of local and foreign media in Iran's soft power has been faced with a lot of ups and downs. In the first two decades of the revolution, in terms of internal positive social media could play a major role in strengthening national unity and political confidence. In other words, under the direction of the management and direction of public opinion, the media and civil society in Iran, The government also approved the public.

Media have succeeded in strengthening Iran's soft power. Therefore, due to the internal conditions of the media in conveying the message to the international audience for the political system achieved some success. In contrast to the Western media failed to generate the same audience in Iran. But in the third decade of the Islamic Revolution in Iran, Media influence on Iran's soft power has been faced with many changes Because of strong regional and international media as well as strong social networks in virtual worlds.

The Iranian state media has led to inefficiency and lack of trust; Variables such as declining public trust in politics due to poor internal management and External pressures particularly in the area of sanctions. It is observed that audience of local government will be reduced in contrast they were added to the external media.

The phenomenon of political power has led to speculation In order to strengthen and revitalize the political popularity of the National Trust. Moreover, widespread audience of mostly Iranian dissident in Internet Especially in the international social networks and increasingly popular satellite television network, internal media, the audience is confronted with the problem and Local media has led to the alternative plan

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