Contemporary Communication and Media Research in India and Iran

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Abstract

Communication research is developing rapidly. Different communication patterns associated with human interaction has made this a globally valuable interdisciplinary research. On one hand, it is bringing new methods and theories into action; and on the other, it is forming a clear vision of media and communication status for each country. The study broadly reviews recent research on communication and media studies across the world, and specifically analyses the status of India and Iran. Since India is known for the quantity of its media, and Iran for its complex media, the study aims to review their international position in terms of research and academic accomplishments.

Keywords: Communication, Media, Research, Studies, Iran, India

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INTRODUCTION

Systems theory and communications systems are an important approach of communication planning studies in the developing countries. In communication development program, the specific role of the mass media is to recognise the planning system. Through this, communication planners achieve broader goals of public communication from all the resources used in the development of a country.

World Information Society (Geneva, December 2003 and Tunis, November 2005), organised by the International Telecommunication Union has urged to use all the benefits of information and communication technologies to address community's human rights and global information flow taking into consideration the position of "digital gap".

International Communication Association (ICA) is a scientific forum for researchers interested in research, teaching, and application of all aspects of human and mediated communication. More than 50 years ago, ICA was a small association of researchers from the United States and is now an international association with over 4,500 members in 80 countries. Since 2003, ICA is officially related to the United Nations as a non-governmental association (NGO).

Global Communication Association aims to ;

Foster and promote academic research in global studies; promote academic cooperation between major universities around the world; Facilitate joint projects and research opportunities among scholars, researchers, and graduate students; facilitate research faculty and exchange programs; facilitate joint programs, the financial position, symposia, and projects in a timely manner centers , institutions, and international organizations; discover countless opportunities and challenges in the areas of education, learning, communication development, globalisation, mass media and international cooperation, and hold annual conferences worldwide.

Association for Education in Journalism and Mass Communication (AEJMC) is a major membership driven organisation for academics, offering regional and national conferences and publications. The National Communication Association, International Communication Association, and leading professional organisations represent different studies published in scientific journals and references in the field of communication.

Contemporary Communications is a qualifying certificate to prepare students to work in a rapidly changing information driven workplace with skills in research, analysis, writing, graphical presentation of the material, the development and use of technology as a tool to communicate. Contemporary culture of digital communication plays a key role and understanding of the political, social, economic, health, strategic, and everyday social relations. Scandal, representation, surveillance, sexual and gender, political rhetoric and community news are among media forms and texts. Here, use and theoretical work of scholars such as Deleuze and Guattari, Habermas, Butler, Foucault, Hannah Arendt and Agamben are considered among many others.

Habermas pitched for communicative action by individuals on mutual consultation and reasoning. The popularity of computer mediated communication (CMC) was believed to be a means of task-oriented and community based interactions that CMC's ability to accomplish many of the same functions as traditional forms of interaction, especially face-to-face (FTF) interaction.

Social Information Processing (SIP) theory by Walter (1992) is about how people get to know one another online, without non-verbal cues, and how they develop and manage relationships in computer mediated environment. Walter suggests greater sense of CMC or transactions through the use of non-verbal communication that occurs when two or more

computers build a network of social information processing (SIP). Walter understood that the nature of online communication required a new theory to describe it. Increasingly, online media is finding ways to effectively communicate virtually. The researchers suggested "the creation and distribution of digital goods has been democratised." The creation and growth of social networking allowed for easy sharing of creative and intellectual property. Social influence occurs when feelings, thoughts and behavior affects others. Social influence takes many forms and can be social, peer pressure, obedience, leadership, persuasion, sales and marketing compliance. Model of social cognition by Reicher, Brittany, and Postmes (1995) explains that identifiability effects on the behavior of the group, referring to computer mediated communication. DeSanctis theory of structural adjustment (1994) criticised techno centric terms of technology (determinism and technology) and social aspect.

Social exchange theory, explains social, psychological and sociological perspectives on social change and exchange stability as a process of negotiation between the parties. Social exchange theory argues that human relationships replaced using cost benefit analysis is subjective and relative.

Social information processing is a field of study that explains the nature of online interactions and experiences both negative and positive media environment. Social presence theory suggests that users of CMC are disadvantaged in the sense that someone else is involved. Therefore, we end up feeling like the one no one is there, our relationship is non-personal, interpersonal and task oriented. Media richness theory classifies that any medium of communication, can be efficiently handled given the complexity of the message.

Action or study begins to solve an immediate problem or a reflective process of progressive problem solving by individuals. Working with others in teams or as part of a "community practice" to improve the way they address issues and solve problems. There are two types of action research: participatory action research and action research. Denscombe (2010, p. 6) writes that the purpose of an action strategy to solve a particular problem and to produce guidelines for best practice. Action research involves the active participation of change often through an existing organisation, while simultaneously conducting an investigation. Action research can also be used by large organisations or institutions, assisted, or guided by professional researchers, with an aim of improving strategies; practices and knowledge of the environment in which it operates. As designers and stakeholders, researchers work with others to provide a new course of action to help improve the

community. Participatory action research (PAR) in recent years as an important way to intervene, in development has emerged as a change agent in communities and groups. Now it is promoted and implemented by many international development agencies and university programs, as well as countless local community organisations around the world. Dr. William B. (2012) defined to create a focused practical approach to research weight ontology.

Grounded Theory (GT) is a systematic approach to the production of theory in the social sciences through the analysis of data. It is a research method that operates almost in a reverse social science research in the positivist tradition. Unlike the positivist research study, this theory is likely to be a question, or even just a set of qualitative data.

Mirca Madianou and Daniel Miller, on "PolyMedia: towards a new theory of digital media in communications between the individuals", explained a new theory on the relationship between polymedia consequences of digital media. Drawing on ethnographic illustrative examples from a comparison of transnational Filipino families and the Caribbean, this paper develops a theory polymedia. As a result, polymedia concerns the restrictions imposed by each medium emphasis on the results of social, emotional and moral choice between different media.

New ideas and theories that can be of central importance in the future are provided including attention and new media literacy. New media has changed the nature of the relationship necessarily, by its speed, its channels, interaction and its impact. Transmission has created some uncertainty about definitions. Digital media, new media, multimedia, and similar terms all have a relationship to both engineering innovation and cultural impact of digital media. Similarly, digital media seems to demand a new set of communication skills, to name trans literacy, media literacy, digital literacy or the emergence of digital journalism also has created thousands of jobs and expertise. E-book, self-publishing and book industry are changing, and digital textbooks and other mass media are changing curricula in primary and secondary education. In 1977, the book "Radio - TV in the Third World: Promises and Actions by Harvard University, has recognized the shortcomings of research on "the transition from traditional society" essential for "social change", taking into account the "cultural continuity" in the developing world .

OBJECTIVES

- To review the recent research on communication and media studies in the world.
- To explain the status of research on communication and media studies in Iran.

- To explain the status of research on communication and media studies in India

METHODOLOGY

India is famous for the quantity of its media in the world and Iran is considerable history on intellectual attempt for media study. It brings significant needs to review these two countries' international position on the status of research and academic achievements. This study is descriptive and exploratory depending on the secondary data documented by universities, researchers, professors, books and research journals in the field of communication.

ANALYSIS AND DISCUSSION

Media Research in India

India is the largest democracy in the world. Culture media system, evolved over the centuries, is composed of a complex framework. This modernisation will have a communication network that has become the pulse of democracy. In the newspaper industry in India, Indian press is a metaphor for progress in a globalised world. Media in India represents the confluence of paradox: tradition and modernity, chaos and order, diversity and unity, conflict and cooperation, news and opinions.

Historically, academic research in journalism turned to be a phenomenon in the 1970s. Some research efforts in journalism can be found in other social sciences, which are essentially interdisciplinary in nature, whether in history or political science or literature. India has over 70,000 newspapers and more than 690 satellite TV channels (more than 80 news channels), and the largest newspaper market in the world - more than 100 million units per day. Some are controlled by businesspersons, politicians, and government. Many mainstream media channels have been accused of publishing and telecasting unverified, bias, and sensational news violating code of ethics.

Media industry in India is growing at a rate of 20 % per year. Together, the entertainment and media industry, India is the sixth largest country, with 3.5 million people working in it. In the next 4-5 years, the industry is expected to gross Rs.80 crore (Rs 800 billion) annually. Obviously, Indian and foreign players have entered the field. ORG, Marg, IMRB, and AC Nielsen have emerged as key players. Academic research in India is criticized as irrelevant and primitive due to dearth of application of scientific research methods and techniques. While science gobbles up a sizable chunk of government support, communication

as a social science discipline has very low budget. Private sector investment in research is non-existent. There is no tradition in mass communication research and culture in India. Private media houses have very little faith in the quality of scientific research conducted in the universities. C. R. Kothari, (2004), in his book entitled: "Research Methodology: Methods and Techniques" mentioned that researchers in India, especially those in empirical research, face numerous problems:

- Lack of academic education in research methods is a major obstacle to researchers;
- Inadequate research groups supported by business establishments, government agencies and research institutions;
- Media houses' reluctance to provide data to researchers;
- Research studies are overlapping and are not documented and therefore not easily accessible to researchers;
- Lack of code of ethics in media research;
- Library management and performance in universities / institutions   are not satisfactory;

Organizations in Applied Research

Indian Readership Survey (IRS) is the world's largest research study with a large sample size of respondents. IRS collects full set of personal data and extensive coverage of consumer product categories. TAM Media Research Pvt Ltd. is a joint venture company between AC Nielsen and Kantar Media Research. This is one of two TV audience measurement analysis companies in India. TAM runs the rating of television viewers for TV broadcasting and marketing of Indian Industries. One of the world's largest TV audience measurement panel includes 45,000+ unique sample of respondents across 225 cities and towns with 12200 TVM5 People Meters covering 11,130 TV homes. In a major shake-up in the broadcasting industry in June 2013, some of the largest television networks in India have decided to stop using data from TV audience measurement (TAM) Media Research.

Indian Broadcasting Foundation (IBF) is associated with generating media related data in general and ratings in particular. Broadcasting Audience Research Council (BARC), is currently is in the ratings business for the media and advertising industry. A country with an estimated television audience of 153 million homes and growing, need reliable information about television viewing habits. BARC India funded by the apex body representing key stakeholders, uses the latest technology to generate TV ratings for media houses and advertising industry.

Part of CyberMedia, South Asia's largest specialised network and service groups, Cyber Media Research (CMR) is a front runner in market research, consultancy and advisory services since 1986. CMR offers research based insights and consulting services like market data, size and satisfaction of stakeholders, identify growth opportunities, consulting, incubation, and go-to-market services, covering the telecommunications, semiconductor, electronics and intelligent infrastructure, government, energy, utilities and lifesciences sector, and also enterprise. Over the past three decades CyberMedia has continued to lead technology business, information and knowledge for the needs of India's growing industry. As a result, every brand is a market leader in their vertical, allowing CyberMedia to a community of over 1.5 million. Media Services include providing CMR and technology and is a telecommunications leading research company in the region providing a matrix content through its operating units (TDA Group, Publishing Services and CyberMedia Services). Order Media Solutions offers innovative global market today, including global marketing programs and customised services to enterprises to content management, editorial and production services for publishers. CyberMedia continues to host more than 100 events a year. CyberMedia also produces knowledge based weekly television program. Media Research Users Council (MRUC) is a not-for-profit body with registration of members representing large advertisers, advertising agencies, publishers and broadcast / other media.

Media Research in Iran

In Universities in Iran opened during Reza Shah Kingship, those who entered the field of journalism were trained abroad. Dr. Hosseinali Afkhami (2010) known for his work on "Barriers of communication training in Iran" says that in the West there was the possibility of open discussion in journalism classes unlike in Iran. Dr. Asghar Fathi, an Iranian professor of Sociology from the University of Calgary in Canada in the 1960s and 1970s researched about the origin and historical context of communication and modernity in Iran. Some of the notable works by Iranian scholars are, Dr. Yahya Khakzad`s thesis, on the "role of television in social life in Iran", University of Montpellier in France, in 1976, Thesis by Dr. Assadullah Nowruzi, formerly of national radio and television in Iran, on "means of communication and national development in Iran: study based on prudence," which in 1977 received the degree of Doctor of state for Basic Sciences, the University of Paris and Dr. Mahshid Ashraf, about the "importance of mass media, particularly television, in the process

of modernisation: the case of Iran," which in 1978, obtained the degree of Doctor of Humanities at the University of Paris .

The most important and most theoretical research related to communication and development in Iran, in the period before the Islamic Revolution, is from Dr.Majid Tehranian and Dr.Hamid Molana. These researchers were instrumental in 1988 in conducting Tehranian`s research on "technology and development" regarding the use of new technology in space in development and in particular, the development of education, science and culture and rural development, which was supported by UNESCO and later published in the series "Reports and papers on mass communication" in Paris. Islamic Republic of Iran Broadcasting expanded research and development in communication, and the Center for Research and Studies and the organisation's measurement program are new efforts in this regard.

Press Office and the promotional efforts of the Ministry of Culture and Islamic Guidance, the former center of education and the development of media and media research center, has been in the forefront in publication, seminars on Iranian media issues in collaboration with the Department of Communication Sciences of Allameh Tabatabai University. It has been conducting studies about media and publishing books and has contributed to the creation of media literature.

The first studies on the future of communication took place in Iran in the Institute of Social Sciences and Development, in collaboration with the National Iranian Radio & Television and the in 1968. The issue of communication in the aftermath of the Islamic Revolution underlines the necessity of comprehensive communications research to achieve the objectives of the National Development Policies and programs of Iran. An article entitled, Communication, Peace and Development, in the book Communicators for Peace: Diplomacy and Negotiations, published in the United States, Dr. Teranian presents an account the of the role of new communications in contributing to the development of contemporary societies by examining local, regional and international levels.

In the late 1980s and early 1990s, Dr. Moulana`s studies in the field of development communication became more popular. In 1988 his research entitled "Communication Technology and Development", was undertaken on the decision of the Intergovernmental Council of the fifth meeting of "UNESCO International Programme for Development of Communication" in May 1985. The purpose of the assigment was to prepare a report based on past studies and experiences, about the use of new technologies in the development

environment, and in particular, the development of education, science and culture and rural development, on behalf of the Secretariat "UNESCO. Iran Book News Agency (IBNA), published the first book by a journalist written on the world of Journalism and its history. Mohsenianrad reviewd literature in three historical periods from 1954 to 1994 and presented invaluable information on 40 years of journalism education in Iran. Professor Albert Mehrabian understood the relevance of the 1960s. He received his doctorate from Clark University in l964 in a long career of teaching and research at the University of California, Los Angeles. He created a basic understanding of body language and non-verbal communication. Before the Revolution, the role of communication in promoting literacy programs, public education and university education was also considered by various governmental agencies in the field looking for their efforts and activities.

Journalism should be the collective wisdom move, and requires a critical space in society. Journalists are also part of this review and monitoring community. The other problem is lack of research. Research centers are not enough or do not work well and has negative impact on journalism education. The study has explored the processes of social communication and research in India and Iran. Analyses of communication models, theories, media situations and scenarios are the crux of the study, which also suggests improvements to be incorporated by the media sector in both the countries.

Media teaching in India is more about practical execution, while Iran focuses on political and cultural aspects. Interestingly, India shows a significant progress in development and agricultural communication, while Iran focuses on philosophical and sociological thoughts given by Western scientists. As social media has become an evolutionary step in marketing and media sectors, as per the study, academia should also develop central theorems pertinent to communication theories; explaining the trends and what they mean for individuals, organisations, institutes and citizens.

According to this review, India and Iran are facing lack of well researched works in media and communication studies. Unfortunately, there is no accurate data available in both the countries. However, the review suggests that the target audience of both the countries need to be studied, nationally and internationally. Nevertheless, it is observed that journalism and mass communication, as a subject demands to be taught practically through global exposure by using new technologies. Exchange of ideas, thoughts, methods, and analysis between the two countries will help the media sector go a long way. Future studies can focus

on this aspect and perform a comparative analysis considering their position in different regions. In addition, a comparative study of media research situation among the developed and developing countries can find out deficiencies and improvements with native perspectives.

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