Representation of Family in Hollywood Movies Displayed on Satellite

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Abstract: *The family in Iran is a powerful and influential institution that is undergoing change over time. Various factors have contributed to these changes. In the 21st century, media such as satellite and cinema have linked communities closer together. In such a situation, the views, attitudes and beliefs of other societies reach out to other societies in the form of images, sounds and symbols through new media. The purpose of the present study is to investigate and analyze Hollywood films displayed on satellite networks with an emphasis on the concept of family and family relationships. The research methodology is content analysis and the Hollywood productions from 2000 to 2010 displayed on the satellite networks were reviewed. The results showed that the highest frequency of families depicted in the single-parent families (mother and son) was % 21.4 and the divorced families were % 26.7. The intergenerational relationship in the investigative films is negative and is over 70% depicted. In most films where the issue of marriage has been shown in some way, the importance of marriage has been emphasized on the criteria for choosing a materially spouse based on two aspects of apparent beauty and wealth and worldly possessions.*

Introduction

With the advent of the cinema industry and the expansion of the modern media, a tremendous transformation emerged in the concept of family. Fundamental changes in the structure and values of the institution of the family arose, the loyalty of couples fell sharply, in other words, the traditional role of women and men within the framework the family changed dramatically. Women worked outside the house, and their economic authority increased. The cinema industry known as Hollywood. After World War II, Hollywood did not succeed not only in reflecting public opinion criticism, but also in the cinematic industry, causing a change in perceptions of family lifestyles, Hollywood's ambitious family heroes particularly their mothers looked as troublesome, and their scenarios wanted to show them as representatives of a wide range of societies. Eric Reed says in chapter of his book that the economic crisis in 1930 created a sense of betrayal and distrust among parents and family relationships, and the social commitment of families was shaken. Hollywood not only forced other national cinemas to start their work in competition with Hollywood as a high-quality movie industry, but Hollywood's popularity reduced the popular appeal of local cinema products economically, socially and socially. Today, many Hollywood films come from satellite networks such as the M.B.C Satellite Network and is easily available to the audience. The M.B.C network has 9 channels in its collection, mainly for the broadcast of films, and especially the Hollywood movie screenings. At the cultural level, issues such as the prevalence of foreign culture, the culture of consumerism, and showing of interpersonal communication between individuals, especially family members, and men and women, are among the issues that should be taken into consideration when displaying Hollywood movies on satellite channels. Since the family is considered to be the deepest and most important layer of the social system that influences Construction and community development, the research focuses on analyzing family-based Hollywood films from 2000 to 2010 that featured on the satellite.

The main purpose of the present research is to analyze the content of Hollywood films displayed on satellite networks with an emphasis on interpersonal communication in the family as the most important social entity. The hypotheses of this study include:

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- There is a relationship between the content of Hollywood movies displayed on the satellite and Representation of family.
- There is a relationship between the content of Hollywood movies displayed on the satellite and the relationship between husband and wife.
- There is a relationship between paying attention to the value of marriage and the urban family display.
- There is a relationship between showing a positive relationship between husband and wife in Hollywood movies displayed on the satellite and low-income families.

Hollywood Globalization

Hollywood is a global cultural industry agent, and therefore it is considered a threat to other nations' cultural sovereignty. The debate about the fate of the national cinema is often examined within Hollywood's domination of the global film market and Hollywood's (destructive) influence on the local film industry (Semati, 2006: 149). Hollywood's popularity among global or transnational audiences, with the claim that Hollywood is one of the institutions of American national culture, mixes and becomes one. For example, Wasser examines the economic history of the trans-nationalization of Hollywood and concludes that Hollywood studios are no longer national cultural institutions. These studios do not take on the domestic and national audiences with inspiration to profit in foreign markets, and this is an industrial condemnation rooted in American capitalism and culture (ibid., 150-151). Unlike Wasser, Nowell Smith argues that Hollywood has never been limited to American audiences since its early American audiences were international, meaning that a large number of the American population was always made up of immigrants from other countries, and that Hollywood, with the choice of cultures and countries as a place of incident, was well placed to dominate the world. (Nowell-smith, 1985: 154).

Family Relationships

According to many theorists, family is a group consists of men, women and children who share housing, identity, and needs. The family's internal relationships include the relationship between children and the relationship between husband and wife. This mutual action varies in a range of intimacy to violence. Giddens introduces his theory about the family by introducing the pure relationship as the relation between the modern era of the family. The pure relationship is said to be based on the intimate relationship between husband and wife. For Giddens in pre-modern times, husband-to-wife relationships were based on habits and traditions. But in modern times, these relationships have changed due to changes in the making of societies and values. These changes include the transformation of the separation of roles in the family, a different look at the sex of women and men, and so on. Theorists, of course, are Thomas and the Znaniecki who believe that the family is in crisis and sees the unorganized family's impact on some new values such as pleasure satisfaction, new values of selfish, a new type of individualism that is a product of mass media (Aghababaee, khadem alfogharaee, 2016: 173-175).

Review of Literature

"Study of Communication Techniques Used in Representation of Cultural Values in Family Television Series" by Dr. Leila Nirumand in 2006 from Islamic Azad University, Science and Research Branch. The main purpose of this research is to design a suitable pattern with a positive effect on family production and production based on appropriate techniques. In order to do this, we have to produce serials with less stress and insanity. The results of this research are:

More than 63 percent of serials family of TV media player is a family image leads to economic and social development is high and characteristics of the housing luxurious, expensive vehicle, antiques furniture, expensive clothes, with a maximum of 2 children and go to special attractions like horseback riding, shooting, billiards and car racing. 36 percent of the television-deprived households, including poisonous families, are nervous, aggressive and misleading parents, which induces the viewer to not interfere in the role of the family in individual and collective decision-making. Because such parents do not speak to anyone, they are constantly angry and upset and angry with the slightest comment made by the child (nirumand, 2006).

"Impact of ICT Development on Cultural Developments" is Fateme Kabirifar Master's Degree in Cultural Management in 2003 Islamic Azad University, Science and Research Branch. Research findings suggest that humans have so far undergone two major transformation waves, each of which has changed to a large extent in earlier cultures. The first wave was the agricultural revolution that lasted for thousands of years, and the second wave was an industrial civilization that lasted for about three hundred years, and today we are witnessing the birth of a third wave or an information-communication revolution. The subject matter of this thesis, which is mentioned in its research goals, is to be aware of the future flow of culture and the proper planning of it and to benefit from it and to be safe from its disadvantages. The researcher has come to the conclusion that in the present century, modern human life is not possible without the use of information and communication technology and should take advantage of this technology and use it in various cultural fields. But Technology skill is difficult, and in order to attract technology, it has to be provided with its cultural foundations, and by knowing the interaction of culture and technology, it is rationally recognized its weaknesses and strengths (Kabirifar, 2003).

"A Comparative Analysis of Cultural Indicators of Iran with Other Countries of the World." The title of Master's Degree in Cyrus Vazirian's research in 2000 was from Islamic Azad University, Science and Research Branch. The purpose of the research is that after the Islamic Revolution, by the year 1989, the country lacked the culture and culture policy, and cultural activities were legitimized largely based on the views of Imam Khomeini (RA), the constitution and senior managers of the system. During this period, there was no significant activity in areas such as cinema, music, and so on, and these things were practically in recession. The boom of some cultural activities, such as books and the press, spontaneously and more was due to the particular circumstances of the time, and the government did not play an effective role in boosting them. Generally speaking, it was possible to claim that the policies adopted in this period in the field of culture, rather than advocacy, it was more seditious and deterrent. Based on the results of this research, Iran's ranking among countries is based on the score of the total sum of the rates of forty cultural indicators. It is worth noting that 141 countries have been compared (Vazirian, 2000).

"Survey of Tehrani citizens about Iranian and foreign television series" The title of Zahra Fallahnejad's research work in 2005 is at the Center for Research, Evaluation and Evaluation of the Department of Social Research and Appraisal at the Department of Screening Programs. The purpose of this research is to compare the different networks of IRIB in terms of the number of viewers of the series and their satisfaction from Iranian and foreign serials. Results show that, the most viewed and most satisfied serial was the Cobra 11 alert, and so the series of network 5 are at the highest level in terms of attracting viewers and satisfying them. Network 2 series are ranked in the end in terms of attracting viewers and satisfying them (Fallahnejad, 2005).

A further study was carried out at the IRIB Research Center entitled "Reflection on the launch of the M.B.C Persian Network" in August 2008. In this research, the goals of launching this network and how to deal with it from the viewpoint of experts and various media have been analyzed Referring to the fact that most Internet news sites described the Saudi campaign as "in the direction of cultural invasion," the researcher wrote: "The M.B.C Persian network is due to the fact that the main international standard network factors are known in the world." "The films have a global language that goes beyond boundaries, and we are very excited about the launch of this network," says Tim Riverdwon, director of the M.B.C Persian group. It is a network for communicating with the Persian-speaking community and indicating strategic policies for Iranian specific viewers. Our commitment is to provide the best of the world to the audience of the region, and the attention of Persian speakers is to our strategy for setting up specialist networks that address age groups and tastes and respond to tastes and expectations of different spectators.

Research Methodology

Method in this study is content analysis. First, five films were selected as preliminary and random sampling, and then a number of family categories and family relationships, and the manner in which women were shown and interpersonal communication were identified.

The statistical population of this research, according to the main question, is all the films produced in the years 2000 to 2010, and satellite showed in months, August, September, October, November, and December 2010. The next stage is 46 randomly selected films from those displayed on M.B.C satellite network. (Reviewed as necessary) and the research categories were extracted from the films. The collected data were analyzed using a one-dimensional frequency table and a cross-sectional (two-dimensional) table, processed charts, and data analyzed by using non-parametric test of chi Squares in SPSS software. In this research, two analytical units have been used:

1. Scene Analysis Unit: In order to investigate interpersonal communication by the characters of the films, as well as to identify the ruling relationships, the "scene" is used as the analytic unit.

The scene is the most important element of the film and where there is something happening, where something "special" happens. The scene is a distinct part of the story and the place where the author is making his story (Field, 2006: 161). In other words, the scene is the smallest full movie unit and a series of views or sometimes a view that passes in one place and forms an event (Seif, 1993: 52).

In this research, the scene is a part of the movie, in which there is a single time, place, and personality.

2. Film Analysis Unit: This section attempts to examine the content of Hollywood movies. In other words, these films are examined in terms of addressing various issues with respect to cinematic genres, and are addressed to categories related to the culture and structure of the family and the characteristics of the main characters of the films.

Registration Unit

In this research, behavior has been selected as the registration unit, which is based on the interaction between the characters and the conversation between them.

Research Categories

The research categories included:

Table (1): Categorization of the films studied in the research

Row	Variable name	Categories								
1	genre	War	Detective and spy	Social	Sports	Criminal	Comedy	Incident	Panic	Imaginary	
2	Family type	husband and wife	Couple and a child	Single parent-child with mother	Single parent - child with father	child with grandma	Collapse -divorce	The collapse – the death of one parents	Family breakdown	The child in the orphanage	
3	Economic and social base of the family	High economic and social status	Average economic and social situation	Low economic and social status							
4	Family form	Urban	rural								
5	Intergenerational relationship	Mutual understanding (verbal or behavioral)	Participation in solving problems	Mutual respect	Transfer of Experiences and Knowledge	Common activity	Tolerability and Fatigue				

6	spouse selection criteria	Material	Spirituality								
7	Women's Jobs	Cop	Low jobs	Employee	Chairman	Judge	Secretary	writer	pornography	Nurse	Spy
8	Marriage and relationship with spouse	Non-relationship with spouse-negative and non-romantic	The positive significance of marriage	The negative significance of marriage	Prohibition of marriage by occupation-						

Measure the Reliability Factor

In content analysis, the ideal is that two or more encoders encode the same messages independently and examine their Coding reliability. For this reason, reliability is defined by the stability of the Classification. The simplest way to determine the reliability of the encoders is to calculate the reliability coefficient as follows (Delavar, 2010: 283):

$$\text{Coefficient of reliability} = \frac{\text{The number of units encoded in one category}}{\text{Total number of units encoded}}$$

Although there is no absolute criterion for judging the reliability coefficient, the criterion has been accepted by 60% of the experts. Therefore, if the agreement between coders is less than 60%, it may be necessary to provide more precise definitions of the concepts (i.e., 283). To calculate the reliability through this formula, 15% of the scenes were randomly selected and re-encoded by another encoder, and the reliability coefficient for categories, families and intergenerational communication is 74%, and since this value is more than 60%, it can be said that this research has the necessary reliability.

Analysis of Research Hypothesis
1. There is a relationship between the content of Hollywood movies displayed on the satellite and Representation of family.

According to the statistical data of table 2 is found, the calculated chi-square test is 15.273, because the calculated chi is larger than the chi with degrees of freedom, then there is a significant difference between the observed and expected frequencies with 99% confidence. This means that the difference observed in the table above is not due to chance and HO is rejected. Therefore, can be said there is a significant difference between movie content and family display. And this hypothesis is confirmed.

Table (2): Evaluation test of relationship between movie content and representing of family

Chi-Square Test results			
Test	Value	d.f	Significance level(2-tailed test)
Pearson Quiz	15.273	6	.018
Maximum ratio	12.961	6	.044
Number of items	14		

2. There is a relationship between the content of Hollywood movies displayed on the satellite and the relationship between husband and wife.

According to the statistical data of table 3 is found, the calculated chi-square test is 14.174. Because the calculated chi is smaller than the chi square of the table with degrees of freedom, so there is no significant difference with the 95% confidence between the observed frequencies and the expected expectations. This means that the difference observed in the table 3 is due to chance. So HO is verified and there is no relation between the content of satellite programs (films) and the human-linked relationship between husband and wife. This hypothesis is rejected.

Table (3): Evaluation test of relationship between the content of the program (genre) and the husband's and wife relationship

Chi-Square Test results			
Test	Value	d.f	Significance level(2-tailed test)
Pearson Quiz	14.174	8	.077
Maximum ratio	13.946	8	.083
Number of items	46		

3. There is a relationship between paying attention to the value of marriage and the urban family display.

According to the statistical data of table 4 is found, the calculated chi-square test is 2.035. Because the calculated chi squares are smaller than the table with freedom degrees 1, with 95% confidence it cane said there is no significant difference between observed and expected frequencies. This means that the difference observed in the table 3 is due to chance. So HO is verified and there is no significant difference between the representation of marriage value in urban families and the hypothesis is rejected.

Table (4): Evaluation test of relationship between paying attention to the value of marriage and the urban family display

Chi-Square Test results					
Test	Value	d.f	significance level (2-tailed test)	significance level (2-tailed)	significance level (1-tailed)
ChiTest	2.035	1	0.154	-	-
Refined coefficient	.612	1	0.434	-	-
The ratio of the correctness	1.734	1	0.188	-	-
Fisher test	-	-	-	0.207	0.207
Test	28	-	-	-	-

4. There is a relationship between showing a positive relationship between husband and wife in Hollywood movies displayed on the satellite and low-income families.

According to the statistical data of table 5 is found, the calculated chi-square test is 7.074. Because the calculated chi is larger than the chi with degrees of freedom 2, then with 95% confidence it cane said there is a significant difference between the observed and expected frequencies. This means that the difference observed in the table 5 is not due to chance and HO is rejected therefore, can be said there is a significant difference between relationship between husband and wife in films of satellite and low-income families

Table (5): Evaluation test of relationship between the positive relationship between husband and wife in films of this network and low-income families

Chi-Square Test results				
Variable		low-income families		Total
		Does not exist	There is	
The positive relationship between husband and wife	1	14	0	14
	2	3	2	5
	3	2	0	2
Total		19	2	21

Discussion and Conclusion
In this study, 46 films, about 4,500 minutes of English-language films, all of which are produced by the United States, have been studied with western cultural and social origins. Most attention is paid to the woman as a sex subject, in police and spyware films, and then in the social genre and the criminal genre is in the next row. The highest proportion of films displayed in the satellite about women's occupations

in the police and pornography, the composition and percentage of the distribution of jobs according to the kind of films show that women in the western community cover special jobs. Apart from these two types of occupations for the other cases, it seems that the distribution of the job does not include a particular item. The structure and composition of families in the films under consideration, emphasize more on nuclear and modern families, and the composition of family members usually does not exceed the parents and one child. The negative aspects (from the point of view of our culture) of these films in this section are very high due to the American lifestyle, because the collapse of the family is seen in various films for various reasons. According to a national survey[1] conducted in Iran, in Iranian society, the family has a very high significance (about 99%). In Hollywood films, the highest frequency of families depicted in the single-parent families (mother-to-children) is 21.4% and the divorced families are 26.7%, and only 4.5% of families show the concept of the Iranian family, and this shows a cultural difference. Intergenerational communication has been depicted in the films is negative and above 70%.

In most movies where the issue of marriage has been shown in some way, the importance of marriage has been emphasized and the films have had a positive approach. Positive relationships with the wife are usually depicted in various forms in the films. In a few cases in all films referred to as the criterion for choosing a spouse, the criteria for selection are completely material and in two aspects of apparent beauty and wealth and worldly possessions. That is, 40% is about beauty and 60% of the criteria is about wealth, which is very different from the culture of Iranian society, which sets criteria like purity, decency, loyalty and religious virtues as one of its principles. The dominant aspect of spending leisure time is with things that, from a cultural perspective, do not fit into the lifestyle of Iranian people. Nightclubs, casinos and gambling are the dominant part of spending time in the films studied. The things that are more relevant to our people, such as going to the restaurant or exercising, make up a much lower percentage. Nowadays, according to researches, going to cinema and theater, park, party and watching TV in the younger generation, increased, and the younger generation is also less likely to use dialogue and socialize with neighboring and locals. Thus, the display of a particular lifestyle, such as spending time at nightclubs, and casinos, which collectively represents about 60 percent of the Hollywood actress's leisure time, can reflect the very significant cultural difference between Iranian society and the American community.

Research Recommendation
- By creating private TVs, can create a competitive atmosphere for the production of internal films and the use of external films.
- Based on the research findings, it is suggested that a review of the positive aspects of the films examined in this study be used in future programming of IRIB.
- Since today the most important task of the media is to inform, entertain and fill the leisure time of the audience, it is suggested that a dedicated cinematic network be established to dub and broadcast the new and up-to-date films of the world and Hollywood according to Iranian needs and tastes.

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