

**An Analytical Investigation of the Impact of Social and Cultural Factors
on the Modeling of Western Patterns in Isfahan City from the Perspective
of Victims and Providing Solutions to Coping
(Presentation of Cultural Engineering Model)**

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Abstract

This study investigates the impact of social and cultural factors on the patterning of western patterns in Isfahan city and presents some strategies to deal with it. The objectives of this study were: 1- Determining the effect of social and cultural factors on the patterning of Western models from the perspective of the children of martyrs and victims; 4) Determining the difference between the impact of social and cultural factors on the modeling of Western models in terms of gender and educational level. The method used in this study was descriptive survey and factor analysis. The statistical population of this study was all the children of Isfahan city in 2006 that were over 11601 people. The sample size was 310 persons by using stratified random sampling method. The instrument used in this study was a researcher-made questionnaire. The findings of the study showed that western models, creating sports facilities and healthy cultural recreation with 38.7% maintenance and space. Some of the war zones in the city with 39.3 percent, strengthening the spirit of religion in the community with 34.5 percent and providing the ground for youth marriage with 38.3 percent and reducing consumption and import with 31.6 percent of the most important strategies. The pattern of youth is one of the western patterns and There is a significant difference between the effects of social and cultural factors on the pattern of western patterns according to gender and educational level ($p < 0.05$)

Keywords: Pattern selection, Western patterns, Children of witnesses, Victims, Cultural Engineering.

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1. Introduction

One of the essential features and coordinates of man since his birth is the principle of modeling. According to this principle, human beings have been learning and modeling since the earliest stages of understanding and seeing their surroundings (Bandura, 1991). The first researcher to model role in psychology was Bandura, who discussed human learning through observation and imitation. He has identified this type of learning as the most important factor for growth and learning. Patterns are one of the determinants of the type and quality of human behavior. The teenager seeks to imitate adult models and to this end praise her beloved heroes. He loves his heroes and shows this interest by imitating their behavior (Jenkins, 2007). Research has shown that physical, behavioral, social, and intellectual similarity with pattern is the most important causes of youth role modeling. Modeling is part of human ability. Of course, if used correctly, it is considered an effective way to learn new practices and develop a healthy human personality (Foggelman, 2008).

Modeling is based on learning and imitation and imitation is the communication path. Without communication and then imitation, pattern acceptance will not occur. The variety of human relationships with one another in the present age is such that it is sometimes necessary to examine the effects of these many communication factors in the field of "unconscious effects". According to this modern man, although he has created technology in all fields, including in the means of communication, he has in some ways born of communication technology. One cannot ignore the fact that the mass media in the contemporary world are first and foremost. They have the most important impact on human learning and then role modeling. Today's advertising tools are the main designers of patterns for children, adolescents, middle-aged people, and even older people. Extensive statistics from television and radio hours a couple of years ago show that a large proportion of teens and teenagers spend their leisure time watching television and listening to the radio and fewer to the press and magazines. Given this, the role of modeling these media cannot be underestimated, and mutually influenced by human media, especially in the three stages of childhood, adolescence and youth. This impact is also

significant in societies such as our society that regard their shake-up and public culture as religion-based (Alidoust Abroghi, 2003).

Studies have shown that the sense of social identity and adolescence has increased in Western models, and adolescents generally follow patterns such as those of cinema and music artists and athletic heroes. The reason why young people generally follow cinema and music artists generally is perhaps because the young age is the age of emotions and the tendency for music and emotional films at this age. Today, the cultural invasion and the ever-expanding communication and information technologies and easy access to satellite networks have targeted everyone in every culture and nation. Communication and information technology has enabled the emergence of a networked society that empowers individuals and communities into new formats, new identities, and redefines human beings. The speed in which information is transmitted to societies and consequently presenting Western models and exemplifying the youth of them can enable cultural transformation, change of social and identity values and norms, and make idiots instrumental in the hands of colonists to whatever means they wish. . Therefore, one of the concerns and concerns of the state authorities and community sympathizers, especially those dealing with cultural and social issues, is the issue of cultural aggression and, consequently, the modeling of Western models and how to deal with it. In this regard the present study investigates the impact of social and cultural factors on the modeling of Western patterns from the perspective of the children of the martyr and the sacrificial children and presents some strategies to deal with them.

2. Research Questions

1. What are the social and cultural factors that influence the modeling of Western models from the perspective of the children of the martyr and the victim?
2. What are the social and cultural implications of Western modeling from the perspective of the children of a self-sacrificing witness?
3. What are the strategies for countering Western modeling from the standpoint of the children of witnesses and victims?

4. Is there a difference between the impact of social and cultural factors on the modeling of Western models according to gender and educational level?

3. Research Background

No research was found on the subject of this study that is exactly similar to the subject of this research. However, some of the research related to this topic is mentioned below. Of course, no new research has been done in Iran. Warwick (2008) found that youth and adolescents do not seek a healthy personality in order to find patterns, because attention to healthy personality is very pale at this age. They are looking for patterns that are more popular. In the meantime, the role of the mass media is very important. Pearl (2007) found that mass media, cinema, television, and media are the most influential factors in the intellectual, moral, social, and psychological development of society and play the greatest influence on adolescent and adolescent patterns. The influence of social media is greater than that of family, school, and peer groups, and can have a profound effect on adolescent life style and modeling. Jenkins (2007) found that adolescence seeks identity and wants a stable and respected identity. In such a situation, it feels empty and is looking for a solution. Eventually, she seeks out the model so that she can find her identity. These patterns can include well-known individuals such as artists, athletes, politicians, scientific, religious and cultural figures. In other words, by modeling these characters, the teenager seeks to prove his or her existence in order to gain a complete identity. Presley (1995) suggested that there is a period in the life of every individual with a high tendency for social patterns. In the early teens and adolescents' quest for identity, it has a particular tendency to social patterns, especially artists and athletes, and one of the ways in which the young find difficulty in finding a perfect and advanced identity. It's about finding social patterns. Weiss (1990). Recognizing identity crises leads to different attitudes in adolescence, one of which is following different patterns.

Sobhani Jo (2006) in a study showed that: - There is a significant difference between male and female students in tendency to religious, artistic, teachers and parents, girls tend to be more scientific than boys and boys more than girls. Political, athletic and national figures have shown a tendency. The

most important criterion for selecting students' behavior patterns is intellectual understanding with the model. Model ethics and behavior ranked second, level of knowledge and knowledge ranked third, personal appearance fourth, and apparent similarity at the lowest rank, and boys rated social status and girls the most likely to be model and model, respectively. Effective in choosing others, girl students and parents, parents and then friends ranked second and movie and cinema ranked lowest. 4- Boys are more influenced by teachers, internet and satellite, and girls are more role models than books. Rosazi (2006) found in his study that: 1- One of the most common patterns of behavior among students who choose to model others, respectively, are education, choosing a friend, covering, career and sports, hairstyles, times. Leisure is a social, religious and artistic issue. Hashemianfar (1998) showed in his research that youth modeling is influenced by political and religious tendencies, social media, peers, social control system, gender, age, economic and social status, residential area and family relations and modeling. They are conflicting self-models among the average.

4. Research method

Due to the nature of the study, the research method is descriptive-survey and factor analysis. The statistical population of the study is all children of Isfahan city, which in the academic year 1396 is more than 11601 people out of which 310 people were selected through random sampling. Volume proportional stratum was selected as the statistical sample. The instrument used in this study was a researcher-made questionnaire on the factors influencing Western modeling, its consequences, and coping strategies that included 55 questions in the five-degree scale of no, low, medium, high, or high. Statistical methods of data analysis were descriptive (frequency, percentage and mean) and inferential statistics (multivariate regression, multivariate analysis of variance and Tukey test)

5. Findings

5.1. The Impact of Social and Cultural Factors on Western Modeling

Multivariate regression analysis for the effect of social factors on modeling of control and victimizing children from Western model showed that the observed F was significant for the effect of social factors on modeling of control and victimizing children from western models at $p < 0.05$. Therefore, social factors influence the modeling of control and self-sacrificing children from Western models.

Table 1. Multivariate Regression for the Impact of Social Factors on the Patterning of Western Patterns from the Perspective of Victims and Victims

Significance level	F	The mean of the squares	Degrees of freedom	The sum of the squares	Component
0.022	.0940	244.281	3	732.834	Regression
		259.774	215	55851.484	Remaining
			218	56584.329	whole

Table 2. Multivariate Regression for the Impact of Cultural Factors on the Patterning of Western Patterns from the Perspective of Victims and Victims

Significance level	F	The mean of the squares	Degrees of freedom	The sum of the squares	Component
0.058	2.206	746.687	3	2240.060	Regression
		338.518	215	72781.346	Remaining
			218	75021.406	whole

Multivariate regression analysis for the effect of cultural factors on the patterning of western patterns showed that the observed F was significant for the effect of cultural factors on the patterning of western patterns at $p = 0.05$.

Therefore, cultural factors influence the modeling of Western models.

5.2. The Social and Cultural Consequences of Modeling Western Patterns

5.2.1. The Difference Between the Impact of Social and Cultural Factors on Modeling Western Patterns by Gender and Degree Variables

Table 3. Multivariate analysis of variance to investigate the difference between the impact of social and cultural factors on modeling western patterns by gender and educational variables

Significance level	F	The mean of the squares	Degrees of freedom	The sum of the squares	Component
0.031	1.034	796.2510	1	796.510	Gender: Cultural factors
0.000	24.333	1429.663	1	1429.663	Social factors
0.001	7.797	1867.870	2	3735.740	Degree: Cultural factors
0.016	4.214	47234.174	2	6494.348	Social factors

The results of Table 3 show that the observed F was significant at the $p < 0.01$ level for the difference between the effect of social and cultural factors on the patterning of Western patterns with regard to gender and educational level. Therefore, there is a significant difference between the effects of social and cultural factors on the modeling of control and self-sacrificing children from western models with regard to gender and educational level ($p < 0.05$).

6. Conclusion

The results of the first question showed that among the social factors, the highest percentage of answers were very high on the question (16) - unemployment with 61.2 and question (17) - the existence of prosperity and material increase in society was 59.6%. Also among the cultural factors, the highest percentage of responses at high level was related to Question 5 - printing and publishing books and vulgar novels with 77% and Question 2 - Production of western modes with 65.8%. Multivariate regression analysis for the effect of social and cultural factors on the patterning of western patterns showed that the observed F was significant for the effect of cultural factors on the patterning of western patterns at $p = 0.05$. Thus, social and cultural factors influence the modeling of Western models. This result is in line with the results of the Warwick (2008) and Pearl (2007) research that identified mass media,

cinema, television, and media as highly influential factors in intellectual, moral, social, and psychological development. Society is considered to be the most influential in understanding patterns of adolescence. The results of the second question showed that among the social consequences of Western modeling, the prevalence of (social) addiction was 37.7%. This finding is in line with the results of Weiss's study (1990) that perceived identity crises lead to different tendencies in adolescence. And she wants to have a stable and respected identity. In such a situation, it feels empty and is looking for a solution. Eventually, she seeks out a model to find her identity, aligning herself. The results of the third question showed that the creation of sports facilities and recreational facilities with 38.7%, maintenance and specialization of some of the war zones in the city with 39.3%, strengthening the spirit of religion in the community with 34.5%, Providing context for youth marriage with 38.3% and reducing consumption and import with 31.6% were the most important strategies for counteracting youth role modeling with Western models. The results of the fourth question showed that there is a significant difference between the effect of social and cultural factors on the selection of western models according to gender and educational level.

7. Providing a Model of Cultural Engineering for Countering Cultural Aggression

In general, we can say that there are three stages in the cultural invasion: a) the abolition of one's own culture: The purpose of this stage is to cut off the cultural relation of the people with their glorious past. This phase has focused on actions such as de-religiousization, change of language, and cultural humiliation. Induction of alien culture: In a society where cultural values are forgotten, cultural values are not considered as role models, religious beliefs and values become weak, cultural independence features such as religion, language, script, etc. are removed or humiliate, and clergy and religious leaders become isolated, paving the way for acceptance of the values and role models of others. Which is done at this stage? Measures such as the establishment of Western-style schools, the practice of western's and similar practices under the guise of reform, modernism, modernization, etc., require a culture that is

dynamic in its resistance to alien domination. In this case, in order to resist and fight against this domination, the nations under their domination turn to their roots, that is to say, from the point where their colonization has been destroyed. In fact, trying to strengthen the main components of Islamic and national culture of the country and protecting it from the influence of Western destructive culture, preventing the creation of cultural and identity crises, realizing the goals and objectives of the Islamic Revolution, qualitative growth of cultural indicators in the country in the light of proper communication. In fact, achieving these goals requires cultural engineering and cultural strategic management. Cultural engineering is the design, modernization and reconstruction of the cultural system. Since cultural engineering deals with human beings and the complexities of human beings and societies, academic approaches must deal with religious, behavioral, linguistic, national, macro-cultural, subcultural, domestic and international requirements. There are several points to be considered in cultural engineering: 1. At the cultural engineering scene, we are faced with the highest levels, aspirations and goals that are perfectly defined and explained by Islamic anthropology and the ultimate goal of life in this world that cultural engineering designers. They strive to achieve them in a variety of ways and by tailoring appropriate policies. Of course, they can only be achieved when they are designed in short-term, mid-term and long-term programs, both in general policies at other levels of society and at lower levels. 2. Achieving cultural engineering goals as a foreground and background requires cultural observation and a proper understanding of all aspects, characteristics, issues and problems of national culture, as well as modern day cultural orientations and assessing their impact on national culture. 3. Of population size, population composition, age pyramid, employment rate and type of employment in different sectors, levels of education, number of cultural centers outside the scope of government influence, rate of industrialization of the country, and the like in achieving the goals set. It is of great help. 4- The Supreme Council of the Cultural Revolution as the brain of thought and Main engineering service provider to determine an appropriate structure and culture should be accurate indicators, while laying the groundwork for the implementation of cultural engineering,

the process of implementation of the ongoing assessment by applying concurrent engineering to achieve high goals to fulfill. Since culture is a system that includes the fundamental beliefs and basic assumptions of human beliefs about the system of existence and human status in which the values and norms of life are extracted from it, it treats human behavior towards the Creator, other human beings, themselves and Nature shapes and influences them. Therefore, cultural change in a society is the result of the intellectual, mental, and behavioral changes of all human beings in a society and cultural, intellectual, and scientific exchanges with other societies, and if, for any reason, the existence and persistence of beliefs are necessary for the purposeful life of a society. That is, logically all members of a community must be sensitive in every situation in maintaining and sustaining those beliefs. In addition, any positive or negative action that occurs in culture, politics or economics, immediately after it is reformed or destroyed, immediately or gradually affects other aspects of society. When we look at the concept of culture and its impact on economics and politics with a scientific understanding, we find that the beliefs and values that have been central to the establishment of a powerful Islamic system and continue to be the product of the Islamic revolution worldwide, through pre-planned actions. They have been the target of cultural arrogance and global arrogance, and are also weakened by the impact of incomplete and dependent science produced in the West, particularly in the humanities. Therefore, it is necessary to develop a cultural engineering model to deal with cultural aggression.

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