



Presenting a Public Policy Model in Cultural Planning of National Media, based on the Information Society

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Abstract:

The main purpose of this study is to investigate the need to pay attention to public policy in the media can be a powerful alternative to behavioral and structural approaches in the present study and research, which first by comprehensive study of research literature, related factors, and then using the technique The modeling was graded, which is considered to be an active and decisive element in communication events and media consumption, referring to the power of meaning-making and the audience's resistance to the reformist society. The method in this research is a quantitative and qualitative method (mixed) that in the qualitative section, during interviews with 10 experts and professors in the field of communication and culture, a researcher-made questionnaire, based on the statistical population to 200 people distributed and inferred data from 148 samples were extracted using data futurism method with the result theory approach. On the other hand, in this study, a researcher-made questionnaire was constructed based on the objectives and variables and the lack of other appropriate tools to examine the variables of the present study, and to ensure that the tool is stable, accurate and sensitive. Appropriately enjoyed, its validity and reliability have been evaluated and evaluated. The findings of this study show that the variable of intervening conditions, such as individual and structural factors, have a positive effect on strategies. Strategies also have a positive effect on social, organizational, and individual outcomes. Also, the central category, such as cultural planning in radio and television based on network society, has a positive effect on strategies, and individual and organizational contexts have a positive and direct impact on cultural planning in radio and television based on information society. In addition, it was found that the causal category, such as internal factors, have a positive effect on cultural planning in radio and television based on the information society.

Keywords: Structure of international system, Identity, Islamic Republic of Iran, EU, Conflict

Introduction

Among the various aspects of human life, Culture can be considered the highest and most glorious aspect of human life. The beginning of culture goes back to the birth of man, but over time and the complexity of societies, it has also become complex today. Today, societies are being transformed into a scientific civilization based on services, education, and creative activities. This transformation is the result of the development and influence of new technologies, especially computer technologies (Webster, 2005, p. 14). In recent years, the concept of network society has become especially important. Networks in a networked society are good tools for various activities, even for a capitalist economy based on innovation, globalization, and decentralized density. And production techniques go beyond and profoundly affect the realm of culture and power.

Another aspect that needs to be considered is that our culture originates from Islam and is

value-oriented, and in this culture, communication cannot be neutral, and for cultural and communication devices such as radio and television, it is a presumed mission and that purposefulness and value orientation. It must be visible and tangible. Therefore, the present study has examined the audience and the tendency to use virtual networks and satellite channels. Therefore, considering the presentation of a public policy model in cultural planning of this institution to the issues and issues in the field of culture, considering the characteristics of the characteristics of the local culture and the need to use it in policy discussion, not only possible in some It seems necessary.

Research background:

In order to study and analyze the subject in detail, the internal and external literature of the research was studied.

Table 1: The most important findings of empirical research in the field of Public Policy

Row	The writer	Target
1	Wales and Buckingham 2013	The study notes that media literacy is part of a strategy of self-regulatory citizen-consumer behavior that, for example, the UK regulator Fcom seeks to take care of itself as a modern policy. Social transmit. If we consider three important elements of information literacy according to the definition of "Fcom": the ability to access, understand and communicate, then the strong point in the field of media policy, the ability to access and participate should be an important issue for government self-care.
2	Fayoun (2017)	Media support mobilizes the media to shape public opinion. Leadership Networks are also important in mobilizing allies, and groups are needed to bring about change, to turn supporters into heroes, as well as transnational solidarity in Policymaking and Social change, which (media support, is a strong point for Public Policy in It is considered Media
3	MacFile (2017)	The structure of social and media networks is shaping society in a modern way, and these networks are increasingly connecting all units, groups and organizations. One of the strengths of this research is the integration and integration as well as saving time, space and energy.
4	Epicard (2019)	One of the most important factors influencing the selection and use of information systems is to increase the speed and accuracy of decision making
5	Chalabi (2019)	Three important actors play a role as the three main pillars of governance: the government, the private sector and civil society
6	Vahid (2017)	The condition for the success of public policies in developed countries is to provide the ground for acceptance by citizens and their active participation in its formation and implementation
7	Salimi (2018).	Having up-to-date knowledge has a significant and effective role on the decision-making process of managers. They have an effective and meaningful role

Theoretical Foundations of Research:

Public Policy

"Rani" considers "policy-making" or "policy-making" to include a set of actions, operations, and executive activities to achieve predetermined goals. William and Garson also define policy-making as a set of conscious operations of public organizations to achieve a certain goal or goal (Alvani & Sharifzadeh, 2013, p. 25). In general, public policy-making is the policies that are formulated and communicated by the government and the public sector, which, as a rule, should represent the protection of the public interest and the public interest. Public policy-making, which is a branch of management science in public administration, is directly related to the issues of governance or government and has a special place in the new theories of modern government (Janbaz and Bayat, 2016, p. 65)

In order to explain the position of public policy, we first deal with the concept of policy in general and public policy in particular with the category of media policy.

Media Policy

In general, Media Policy can be defined as planning, planning and decision making to advance the goals of media organizations according to the environment and its human resources (Robbie and Pedwani, 2010, p. 19). Media Policy refers to the development of goals and norms that shape the behavior of media system structures. According to them, the 4 key areas or main functions of the media are:

1. Politics: The relationship of the media with governments, governments and institutions of power in the local and international community.

2. Economy: Media as a corporate market that seeks profitability and profitability

through information, entertainment, educational and advertising activities

3. Social and cultural: The relationship of the media with specific tendencies in the target community and the community in which it operates.

4. Professional work or professionalism: norms and rules of media of individuals and institutions and national and organizational media policies.

The purpose of media policy in this article is to define its scope, such as the macro-policies of the government and the government to set and regulating in the activities of the media, media organization, media activists, and in particular the production, distribution and consumption of content.

Why Media Policy

In a two-space society, which is a multifaceted, fragmented and diverse society, our media and messages cannot have a single form, and certainly, different target groups should be considered (Ameli, 2011, p. 55). By dual space, we mean a society in which, on the one hand, there is openness due to the developments that have taken place in the media and information and communication technologies, but on the other hand, the same openness and rapid and accelerated exposure to various technologies. It has created challenges between the political, social and cultural structures and the media, in other words, this asymmetry, asynchrony, or in other words, this deformation and ugliness that can be caused by the speed of the media. Shape our communication community (Ameli, 2011, p. 103). According to Castells, the central change in the media is the replacement of "self-selective media" with mass media, which means that if the characteristic of human entry into the modern world in terms of communication; it has become oral media

and interpersonal communication. To know the mass media that produce envy messages, such as radio, television, newspapers and the like, we have a large audience from the limited message center. In the change that has taken place, these media have given way to "self-selective" media. "Self-selective" media are smaller but self-producing, self-distributing and self-receiving. In other words, the role of the "self" becomes more prominent in them and they change the way the larger media. The press and journalism are changing, sending and receiving television programs are changing, and interactivity is emerging as an important communication feature.

Public Policy Mechanism

The use of Media is not a decorative, emergency and reflective behavior, but it is an integral part of modern life. In fact, being excluded from the Mass Media means being excluded from the new social life. In this way, Media activities, especially in their national dimensions, are strongly linked to the rights of the individual and Society (Grimlica and Albert, 2014, p. 63). Media Policy should have a macro and strategic level, and below it, but in parallel, channel policy for all Mass Media and Media, including Radio, Television, press, film and cinema, satellite, Internet, books and publishing, Advertising includes the entertainment industry, audiovisual industries and News agencies and especially Social Networks and smart devices (Fayon, 2017, p. 68).

Analysis and pathology of the current situation

Media perspective is a well-known term in the media literature (McChesney, 2015 and Smith, 2007). McChesney describes the tools (technology) that society can use to communicate. However, making a clear distinc-

tion between mass communication and person-to-person communication is important in defining a media perspective. According to McFaul (2017), there is also a difference between media policy and communication policy. Not only the method of communication but also the nature of the content in communication is important in this definition. Mass media such as the press, television, radio and various technologies of the World Wide Web such as HTML pages, blogs, wikis and face-to-face communication should be considered separately in this definition. However, according to studies in this regard, because the private and public forms of communication overlap, non-public forms of communication can also be included in this analysis (public media perspective), because the possibility of greater integration The fields of media (mass) and communication (individual) will be many in the future (Hamrijek, 2004, p. 20).

Cultural Planning

Cultural planning focuses on the government's will to create, consolidate, or transform cultural regulations. Such a will, based on the definition of planning, can emerge in areas such as radio and television, cinema, music, books, etc. (Vahid, 2017, p. 288).

Cultural Planning is based on cultural studies, cultural productions, practices and even social institutions that deal with the issue of how groups deal with having the minimum and maximum power, practically preparing and making cultural products in their own way, which can be an approach of a purely political trait, or at least a resistance to subcultures. Today, the prospect of new media is almost synonymous with technological innovation. Digitalization has brought with it new equipment, molds, services and relationships. Trying to create a cultural program in the Radio and Television of the Islamic Re-

public of Iran to follow any new developments is not an approach that seems very promising, effective and efficient.

Fundamental changes that change the media landscape can be increasingly exposed to the organization of public-private companies, and the media functions that have so far been more or less distinctly combined to expose their audiences. Do not get drunk with social networks. Public policy-making in cultural media planning of national media based on cultural studies, the quality and content of which, according to the constitution, as a reflection of a socio-cultural context, is also a process of creating meaning for experiences and presenting cultural products based on audience needs. Public Policy in Cultural Planning can be a powerful alternative to behaviorism and structuralism approaches in study and research, audience-oriented, which refers to the power of meaning-making and the resistance of the audience to the information society, the audience is an active and decisive element in Imagine communication events and media consumption. This approach is a range of perspectives and concepts of experts in the three fields of communication sciences, cultural management and media management, especially experts in cultural affairs in the Islamic Republic of Iran Broadcasting, which examines the harms, causes and problems of the current situation to achieve the desired situation. And then considering the data inference by looking at the designed model, through this research can help to alleviate the existing concerns.

Information Society

The Information Society can be defined as a form of Society that increasingly regulates its relationships in Media Networks, Networks that are gradually replacing or complementing face-to-face Social Networks. This means

that Social and Media Networks are shaping the main "organization" and a very important structure of modern Society (Castells, 2017, p. 19). These Networks are all units and parts of this formation of individuals, groups. It connects companies and organizations more and more.

Information has become a symbol of the element in which we live. There is a lot of talk today about an information explosion, an "Information Technology Revolution" and even an "Information Society", but what exactly is an Information Society? And how do we understand it?

"The Information society in recent decades, and especially in the last ten years (the second half of the last decade of the twentieth century and the first half of the first decade of the twenty-first century) has become one of the most important issues for thinkers and Social, Economic and Political thinkers. International, regional relations and the National scene of countries have also found a prominent place. Thoughts on the emergence and development of the "information society" first appeared in the 1960s and 1970s in the scholarly works of a number of US university economists and sociologists, most notably in the books and articles of Fritz Maclop and Daniel Bell. Were raised. According to the views of two recent researchers, the "information society" has the following characteristics:

1) "Intelligence workers" in the strict sense of the word, have become the largest working group in rich and developed countries where the majority of the labor force is "industrial workers". So, it can be said that a "new epistemological class" has emerged in these countries.

2) A structure of "Intellectual Technology" has been created in these countries along with the structure of "Industrial Technology".

3) The main element of goods and products used in industry and home life of these countries is increasingly the packaged culture (Castells, 2017, p. 99).

Thus, the idea of Intellectual Technology has been the focus of attention in the theories of the first thinkers of the Information Society before the formation of the idea of social roles and current Global Networks. However, as the above-mentioned experts have pointed out, the basis of this Information Society is the fact that Information has become an important factor of Economic dynamism and at the same time, both as a means of development and as development goals in the context of culture. Are located, has been established.

Research Methodology

In the present study, in order to predict the interactive system, relying on the thinking, gathering and knowledge of experts in the three fields of communication sciences, cultural management and media management, which is structured with a futuristic method using goals such as discovering innovative, reliable ideas based on acquisition. Group knowledge, in successive rounds and finally group consensus to design an indigenous model, public policy in cultural planning in the national media that is consistent with the beliefs, values and religion prevalent in Iran. Documentation begins as a qualitative research with a broad purpose and also using a mixed method, the data emerges with the approach of grounded theory.

Statistical population and sample size

Statistical population of the forthcoming research in the first part (qualitative part) statistical population through in-depth interviews with ten experts who have an equal share in the two fields of culture and communication

sciences, and media management who have at least ten years of educational experience in universities and executive work In the Radio and Television of the Islamic Republic of Iran, as well as in the field of culture, they are purposefully selected and arrangements are made to conduct research. In the second part of the statistical population (quantitative part) including the employees of the Radio and Television of the Islamic Republic of Iran, a researcher-made questionnaire was distributed among 150 people.

Data Collection Method

Gathering information about the theoretical foundations and research background through the use of valid Persian and Latin written sources such as books, doctoral dissertations and unpublished research such as reports and research projects, is identified and extracted and the main data Research using Delphi technique based on structuralism method to go through a group communication process by preparing and distributing the initial questionnaire and completing it first as a pilot and then informed and knowledgeable respondents (experts), using open and closed structured questions and finally the analysis method. The content of the answers takes place.

Data collection tools

Data collection tools include: written and oral questionnaire, tape (audio file) to implement the text and field notes.

Validity or validity of the research

In the validation structure, which includes the theoretical context from which the measurement is taken, includes the entire program and theoretical framework of the research, the questions in the questionnaire and the measurements used are carefully selected and

used. Also, the external validity of the research is taken from the objective knowledge of the experts, which is approved by the educated and experienced scientific professors.

Analysis model and conceptual model

In this section, the main findings of the research, which were presented in the form of concepts / codes, major categories and determining the core category separately for each central question, all major categories were combined again in terms of conditions, interaction and consequences and a model. The more abstract and general the main ques-

tion of the research is extracted. In the table below, an attempt has been made to raise the major categories of research to a higher level of abstraction. In other words, since the main categories had significant semantic and conceptual similarities, so again the main categories were summarized in the form of several more general, analytical and abstract categories and they were based on 6 aspects of the central category, contexts, Reconstruct causality, intervention conditions, and strategies. Here, from the classification and re-abstraction of major categories, other major categories are obtained.

Table 2: Coding of major categories separately

Row	Major categories	The final major categories	Category type
1	Creating a sense of social security through network power	Trust building strategy	
2	Appointment of broadcasters from experienced people	Appointment strategy	
3	Monopolization of the production of radio and television program content by network power	Content production strategy	
4	Use the media to create ideas		
5	Assessing the reasons for attracting audiences to social networks	Evaluation strategy	
6	Public policy on the privatization of national media to support cultural heritage and social norms	Privatization strategy	Strategies
7	Managing the media privately through the existence of a media advertising function		
8	Cultural planning with a focus on public policy	Cultural planning strategy	
9	Review of radio and television in ways of creating culture to attract audiences		
10	Creating a common mentality and values in societies by the media	Social consequences	
11	Attention to moral collapse and institutions (family) due to the increasing use of media		
12	Paying attention to how to implement cultural policy on radio and television	Organizational Consequences	Category of consequences
13	Attention to the reduction of radio and television audiences due to the completeness of the media feature of the Internet		
14	Pay attention to reducing the incidence of errors in media professionals and speed in correcting it before engaging social media professionals		
15	Guiding the thoughts of the radio and television audience by making them more attractive in front of social networks	Individual consequences	
16	Increase the media literacy of radio and television audiences through the use of communication tools		
17	Serving the radio and television audience using information technology	Individual and organizational contexts	Category of substrates
18	Emphasis on the existence of methodology along with monitoring the implementation of policy in The Media		
19	Information technology is a platform for participatory democracy and intellectual security of its audience	Cultural planning in the national media based on	Axial category
20	Representing the values of communities in the form of media products		
21	Dependence of cultural change on information and social networks		

22	Pay attention to technological communication in the design of cultural topics	the information society
23	The success of information systems by rationalism	
24	The success of information systems by culture	
25	Increase speed and accuracy and reduce costs as factors in the success of information systems	
26	The success of information systems by critique	
27	Attention to the power of risk-taking as factors in the implementation of information systems	Intra-organizational factors
28	Application of information technology in cultural planning for the right of access, transparency and speed of access to information for its audience	
29	Using experienced and educated managers to create culture alongside social networks	
30	Use of media tools and attractions by cultural planners	
31	Lack of attention of radio and television to audiences in different parts of the country	
32	Lack of social participation in radio and television audiences	
33	User dissatisfaction and low quality of service, traditional-religious considerations as factors in the failure of information systems implementation	Individual factors
34	Increasing attention to policies in the broadcasting authority due to content production	
35	Implement methodology-based public policies	Interfering conditions
36	Attention to Iran's information and communication policies in the cultural sector	
37	Update the information of network administrators on the success of media management	Structural factors
38	The degree of adaptation of the radio and television to the network community by analyzing the news and informing the audience	
39	The media pays attention to cultural guidelines in its strategies in accordance with public policy	

As seen in the table above, all categories are first classified in general and according to the areas studied and then in the form of 6 main columns including pivotal categories, contexts, consequences, intervention conditions, causal and strategies. Therefore, in this section, since the number of categories is not only abundant but sometimes similar and overlapping, the axial coding operation has been performed again and a more limited and abstract number of categories have been extracted. Then again, the final core category, i.e., the most abstract conceptual level, is selected and includes all the above categories, as well as analytical features. Finally, the final underlying model around the core category (why pay attention to public policy and create it) emerges.

The main question

1- To what extent does public policy-making in the cultural planning of the national media correspond to the characteristics of the information society?

Sub-questions:

- To what extent is public policy in the national media based on cultural studies?
- To what extent is public policy-making in cultural planning in radio based on raising the cultural awareness of the audience?

The main objective:

Investigating the interactions of media on public policy by recognizing cultural planning in the national media and its distance from the characteristics of the information society along with providing an appropriate solution and model.

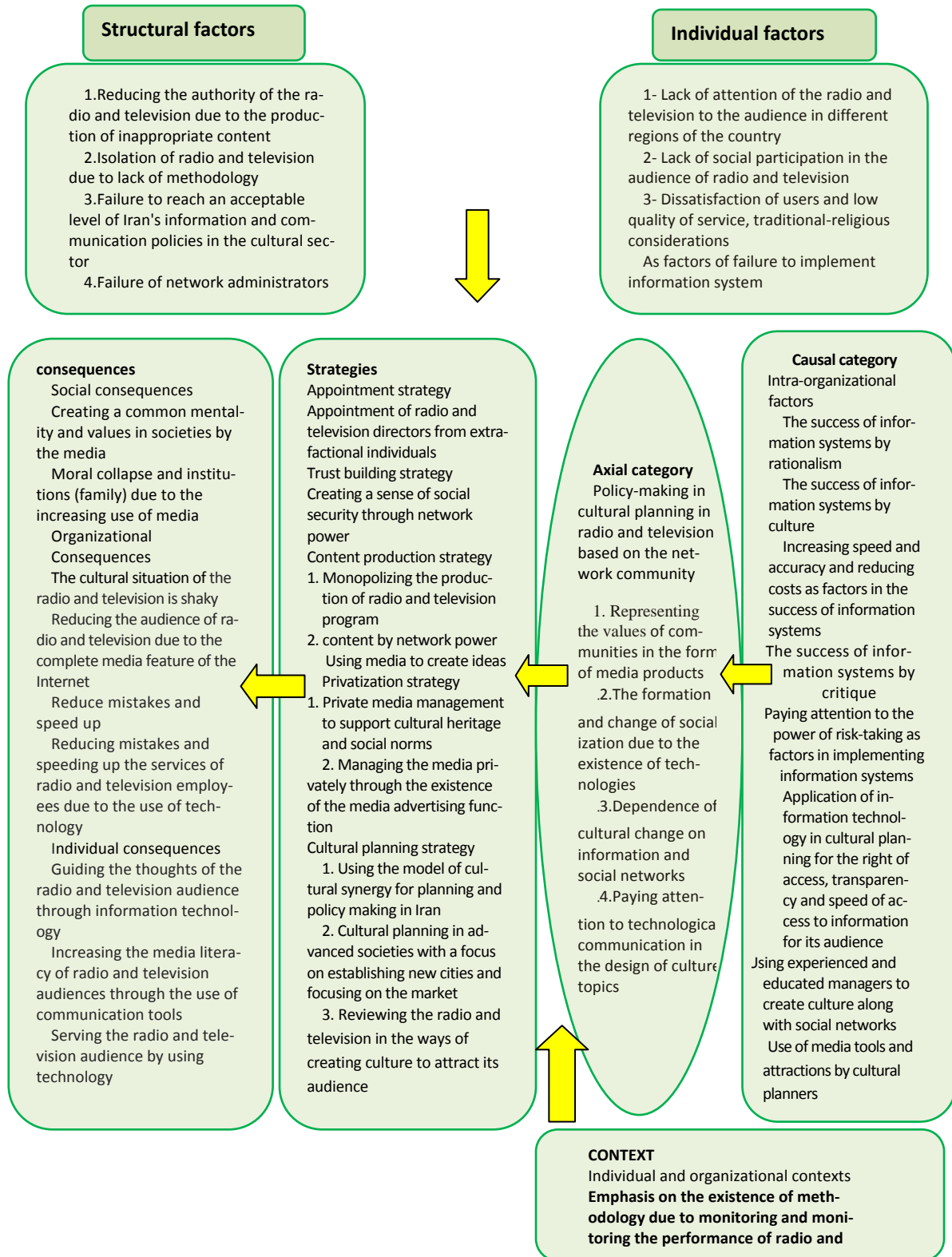


Fig 1: Designing a public policy model in cultural media planning of national media based on network society

Inferential statistics:

In the first part, using frequency tables and descriptive statistics, demographic variables and variables in the analytical model are examined. In the second part, by modeling structural equations, we discuss the model in the qualitative part. Accordingly, SPSS and AMOS software will be used in this section.

Structural equation modeling:

Structural equation modeling can be considered as a quantitative method that helps the researcher to organize his research from theoretical studies and their compilation to the analysis of experimental data in a multivariate format. This method brings the researcher closer to the complexities of social life (the effect of a set of variables on each other unilaterally and bilaterally, directly and indirectly) as well as the complexities in measuring hidden cultural and social structures. Therefore, it makes the quantitative analysis of qualitative phenomena more methodologically accurate and more realistically practical (Farbod, 2014, p. 93).

Structural equation modeling methods such as LISREL and least squares are new methods of data analysis. A complete model of structural equations is a combination of path diagram and confirmatory factor analysis. This method is used in studies that aim to test a specific model of the relationship between variables. One of the strongest and most appropriate methods of analysis in behavioral and social sciences research is multivariate analysis, because the nature of such issues is multivariate and cannot be solved in a two-variable way. Analysis of covariance structures or causal modeling or structural equation modeling is one of the main methods of analyzing complex data structures and means the analysis of different variables in a theory-based structure, the simultaneous ef-

fects of variables. This method is a complex mathematical and statistical combination of factor analysis, multivariate regression and path analysis that are combined in a complex system to analyze complex phenomena (Mirghafouri et al., 2014, p. 64).

In the techniques used to model structural equations, two methods can be identified: first, modeling of structural equations based on covariance; this view has become widely accepted due to the development of several computer programs such as Amos, Lisrel, and IQUs that help to estimate this model. This view focuses on maximizing covariance between different structures. Unlike the first approach, the partial least squares approach was first introduced by Hermann Wold as a nonlinear iterative partial least square that aims to maximize the variance of dependent variables defined by independent variables and less considered.

These two perspectives differ from each other in terms of statistical hypotheses regarding the distribution of observed variables, the required sample, and the type of relationship between the observed variables and the dependent structures that can be modeled. In PLS, structural and measurement parameters are estimated through an iterative procedure that combines simple and multiple regressions with the least common squares. Therefore, unlike modeling of structural equations based on covariance, any distributive assumption of the observed variables is avoided. In addition, due to the natural nature of the methodology in which the model parameters are estimated in blocks, the required sample size is much smaller in the partial least squares. Finally, this technique provides simultaneous evaluation of the validity and reliability of the tool for measuring theoretical structures. It is also used to test measurement and struc-

tural models with multi-index structures and direct and indirect effects (Farbod, 2014, p. 261).

Confirmatory factor analysis:

The most important goal of confirmatory factor analysis is to determine the power of a predefined factor model with a set of observed data. In other words, this method seeks to determine whether the number of factors measured is consistent with what was expected based on theory and theoretical model. In fact, it tests the degree of conformity between the theoretical structure and the experimental structure of the research. (Habibi, 2018, p. 101).

Confirmatory factor analysis is used when the researcher intends to fit the measurement model in question. Therefore, in general, it consists of two stages of evaluation of the measurement model and the structural model, and "model fit indices" are used to evaluate the model. The closer these indicators are to the number one, the better the fit of the model with the observed data and are considered as the desired result.

For this purpose, in the continuation of this section, the analytical model designed by the research is examined and evaluated by Amos software, and while presenting the model output from this software, we express the suitability criteria of this model based on the obtained data.

The most important goal of confirmatory factor analysis is to determine the power of a predefined factor model with a set of observed data. In other words, this method seeks to determine whether the number of factors measured is consistent with what was expected based on theory and theoretical model. In fact, it tests the degree of conformity between the theoretical structure and the experimental structure of the research (Habibi, 2018, p. 225).

Discussion and conclusion of the qualitative part of the research

The results of this section are obtained using the interviews that we will describe:

In response to the main research question, the results indicate that the degree of compliance of public policy in cultural media planning of national media with the characteristics of the information society is relatively desirable because efforts are made to properly analyze the news and inform the audience. The country pays attention and because there is a social participation among the audience of radio and television, and in accordance with the policies, this media should move towards privatization in order to improve both the propaganda function of the media and the cultural heritage and norms and the social needs of the country should not be supported. On the other hand, because the media is a connecting factor of individuals and gives them a collective identity, the function of this media in mass production should be improved and the national media should have the right understanding of the needs of the audience, attention to local cultures in different regions of the country and its analysis to motivate the audience and in this way, increase the level of social participation of the audience in accordance with the characteristics of the information society.

In response to the second question, the results indicate that in many national media, according to the cultural guidelines for planning and design in the field of culture; they have not neglected cultural studies to some extent in their strategies. They also have the ability to organize their information by considering cultural planning; they work especially against destructive flow methods of internal and external networks.

In answer to the sub-question, the results indicate that since cultural programming in radio and television seeks to raise the cultural awareness of the audience, but it is still far from what has a place to work. In fact, the exchange of information and news in order to guide human behavior will raise the cultural awareness of the audience; also, informing the audience of the radio and television through computers, getting acquainted with political freedoms, etc., in this regard, it will help the radio and television to be able to raise the cultural awareness of the audience. But what is problematic for the radio in this direction is the existence of the internet with two-way information interaction and the possibility of text, audio, video transactions in a moment that has caused the internet to replace the radio to some extent. Make optimal use of experienced and educated managers to create culture along with social networks and media tools and attractions to be used by cultural planners.

Quantitative research part

Descriptive results:

According to the descriptive statistics section, we obtained the following results:

1. Regarding the gender of the participants in the quantitative part of this study, it was found that 96 of the respondents were male and 54 of the respondents were female. In other words, 35.5% were women and 64.5% were men. Therefore, the number of male respondents was more than women.

2. Regarding the age variable of the sampled people, it was found that 4 respondents are in the age group under 30 years, 84 people are in the age group of 30 to 40 years, 55 people are in the age group of 40 to 50 years and 5 people are over 50 years old. Accordingly, most respondents with a frequency of 56.7% are in the age group of 30 to 40 years

and the least respondents with a frequency of 2.7% are people under the age of 30 years.

3. Regarding the level of education of the samples taken, it was found that 34 people have associate degree, 100 people have bachelor's degree, 11 people have master's degree and 3 people have doctorate degree. Accordingly, most of the participants in this project have a bachelor's degree, which includes 67.6% of respondents. Also, the lowest number of participants has a doctoral degree, which is only 2% of the respondents.

4. Information about the experience of people who participated in this study is as follows: the highest frequency in terms of work experience is related to people with 5 to 10 years and 10 to 15 years of work, respectively, they are 67 people (equal amount for two groups). Also, people with more than 20 years of work experience with a frequency of 1 person, have the lowest frequency among respondents.

5. Regarding the type of employment of individuals, out of 148 samples collected for the quantitative part of this research, 30 were officially employed and 70 were employed on a contract basis. Therefore, most of the participants in this project are people who have been hired on a contract basis.

6. In relation to the main variables of this study, in the intervening conditions, causal category and central category, strategies, contexts and consequences and according to the obtained values, it can be concluded that all variables and components of this study follow the normal distribution; the average value of all these variables is greater than 3. Also, between the two intervening variables of individual factors and structural factors, the dispersion of structural factors is less than the dispersion of individual factors. Among the variable components of strategies, the highest dispersion belonged to the appointment strat-

egy component and the lowest dispersion belonged to the cultural planning strategy component. Among the variable components of outcomes, social outcome had the highest dispersion and organizational outcome had the lowest dispersion.

Inferential results:

In this section, the method of structural equations and confirmatory factor analysis technique were used. According to the results obtained from Amos software, it was found that the model designed in this study has a good fit and its questionnaire constructs can explain and show the relevant variables. Also, according to the regression coefficients, it was found that the variable of intervening conditions, in individual and structural factors, had a positive effect on strategies. They also have a positive impact on social, organizational, and individual outcomes.

In addition, the central category, in public policy-making in the cultural planning of radio and television based on the information society, has a positive effect on strategies, and individual and organizational contexts have a positive and direct impact on cultural planning in radio and television based on the information society. In addition, it was found that the causal category, in internal factors, have a positive effect on cultural planning in radio and television based on the information society.

Discussion and conclusion

The Media needs to improve the existing public policy in order to maintain and promote its social trust and public reputation, as well as to attract as many audiences as possible. The necessity of this has doubled due to the emergence of new communication media and social network in the information age. It is also necessary to understand the relation-

ships between the variables affecting the success of media policy-making for such a large organization, due to its public and governmental nature, has different characteristics than other institutions. The purpose of this study was to determine the relationship between the variables affecting media policy - in the national media, two spaces based on new communication media. This issue, control and management of the media space with regard to maintaining national security, has been a top priority for policymakers. Meanwhile, due to the pervasiveness of television media and the high average viewing of it in Iranian society, the control of this media is of particular importance for the continuation of political hegemony and confrontation with internal and external threats. This priority manifests itself not only in the exclusive form of radio and television, but also in the overall control of television space, including satellite networks, television and even the internet. It is in this context that one can understand policies such as banning the installation of satellite dishes, sending noise, limiting the speed of the Internet and so on.

Research suggestions

According to the results obtained from the qualitative and quantitative part of this research, suggestions for policy makers are as follows:

The main purpose of this research is to provide a model for the transformation of the national media industry by promoting cultural planning through attention to policy at the national macro level. However, the results of this study have opened many windows in this field for researchers interested in organizational and individual levels.

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