

## **Providing a Cultural Model to Understand the Process of Attracting TV Audiences**

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**Abstract:** *Nowadays, despite the Internet, social networks are the main competitors of mass networks, and the number of their users is increasing day to day. Therefore, the purpose of this study is to provide a cultural model to understand the process of attracting TV audiences. This research is a practical research, and a descriptive-survey research in terms of data collection. The research orientation type is integrated research and has been done in qualitative and quantitative parts two: The research population consists of all experts in the field of television and cultural managers in the field of television, which 384 people of them have been selected as a sample and purposefully. By analyzing the initial data obtained through the study and analysis of documents, the initial dimensions and components of the process of attracting TV audiences were extracted in 6 dimensions and 26 components. Then, a questionnaire was prepared from them and provided to the sample size, and finally, the model of attracting the understanding of the TV audiences process in six dimensions of audience, loyalty and satisfaction, advertising, brand building, service quality and media trust was presented. In the final section, the final questionnaire with 67 items was provided to the selected samples, which investigated the importance of research dimensions and components. The results of factor analysis confirmed all the components extracted based on theoretical foundations and research background. The findings showed that among the dimensions, service quality by mean (0.88) has had the highest effect on the process of attracting TV audiences and media trust by mean (0.61) has had the least effect on the process of attracting TV audiences.*

**Keywords:** *TV, Audience, Loyalty and Satisfaction, Advertising, Brand Building, Services Quality, Media Trust.*

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### **Introduction**

Jean Cazeneuve believes that the effects of mass media can be realized when we consider their overt and covert tasks (Cazeneuve, 2005: 48). In nowadays world, the media is a peer identity to the state, which is capable in terms of influencing up to shaping to the individual and social nature of man. The capacity of various media, especially television, is such that it is a factor in human development (Samband et al., 2009: 11). Based on this approach, the existential philosophy of the media is to meet certain needs of society (Amiri et al., 2013: 88). The interrelationship between culture and the media has roots in the history of human life, and it can be said that the emergence of the media has been the twin of society. Throughout history, human has used the media to transfer his/her message and has spread his culture along with it (Bakhshandeh, 2017: 87).

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The media nurtures the attitudes and values that already exist in the culture, and preserves and reproduces these values among the members of a culture. In other words, media content implies premise and points of view that can be understood in terms of the contexts and social relations in which is produced. Of course, its content reorganizes and reproduces its textures and relationships and preserves its own structures and methods of production (Berikov, 1993: 11). The media play a dominant role in the culture of the society, and they play this role not only by reflecting the culture, but also by participating in culture building. Their role is complex: on the one hand, they are part of the processes which culture emerges from them and builds, on the other hand, they play in a scene in which social and cultural life flows. The media play a key role in structuring issues for conscious public (Amir Entekhabi et al., 2017: 63).

Nowadays, social media, as the media always available, due to their expanding potential and actual capabilities, is rapidly expanding in our society, especially among the young generation. The comprehensive and pervasive expansion of social media has raised questions about its potential consequences for users and society. In fact, the rise of social media has brought extensive economic and social change, and even a completely new way of life. Therefore, it can be said that people not only use this technology to advance their goals, but also technology changes people according to the specific rules of how their performance (Rasoulzadeh Aghdam et al., 2015: 35). As one of the newest information and communication technologies, virtual social networks provide global space in various economic, social, cultural and political areas that help users to maintain existing social relationships, make new friends, changing and development of sites, and participate in experiences and provide targeted membership, activity, and participation to users (Massari, 2010: 1). With a variety of functions, these virtual networks promote the organization of services and integration of non-linear interactive information and communication tools, simplify web applications and content for users, and attract millions of people around the world with a variety of motivations. Youth participation in them is also increasing every day and is said to have become one of the preferred communication media, especially for young people (Pelling & White, 2009: 755). Young Iranian users are not far from this context of global communication, and among the various affirmative and negative views, they experience the presence in the virtual social networks space with an unprecedented acceptance (Rasoulzadeh Aghdam et al., 2012: 51). Currently, topic of the impact of virtual networks on community culture is very controversial discussion. How we can reduce the intensity of excessive attention to virtual networks in society and whether it is necessary to make telecasts more attractive helps us in this important matter or through training and legal decisions can be reduced from some of the negative effects of virtual networks? And challenges such as mentioned items have caused Identifying and developing a specific process for attracting audiences to television compared to virtual networks be very important. Studies show that nowadays, most audiences of social media (radio, television, and newspapers) have become content analysts on social media (Facebook, Twitter, and YouTube), and their numbers are gradually growing. Continuation of this situation means that in the near future, the mass media will gradually disappear and social media will replace them. However, many people see virtual networks as a double-edged sword that can have negative effects, including promoting promiscuity, rumors, unhealthy communication, and so on. In all the official televisions of the countries, the telecasts are produced and broadcast within the framework of the principles and laws of that country, but the virtual networks do not have such a procedure and there is no training in this field.

This process can affect the foundation of the family as the most important element of society and comprise to costs for society. It seems that there is no developing a operational process to attract the audience to television against virtual networks, and this issue is a missing link that ultimately its absence leads to deadly blows to the culture of our country. Therefore, the purpose of this study is to provide a cultural model to understand the process of attracting TV audiences. In this regard, this research seeks to answer to the following questions: What are the features of the cultural model to understand the process of attracting TV audiences? What are the dimensions, components and items of this cultural model?

## Research background

Studies show that there is limited and scattered research on the attraction of television audiences, including internal researches that the following can be mentioned:

- ✗ In a study entitled "The role of the communicative newscaster in attracting the audience and increasing the effectiveness of television news" it is stated that television news channels have a special role in shaping public opinion and creating political and social currents in societies and the news arena has become a scene from a news networks competition to attract more audiences.
- ✗ Based on the results of this qualitative research, which has been done with documentary method and field studies, the use of new styles of news casting, distinguishing between newscaster and news reader by TV news channels, participation of newscasters in writing and preparing news and acquaintance of newscasters with non-verbal communication and behavioral sciences are among the principles that communicative newscaster should put on his agenda in order to attract the audience (Shams & Zabolizadeh, 2018).
- ✗ The main issue in another study entitled "The most important methods of attracting the audience in three entertainment-oriented satellite TV channels" was that in the competition between satellite TV channels and domestic TV channels, part of the Iranian audiences have revolted from domestic TVs and have turned towards the competitor.
- ✗ This study sought to answer the question: what methods apply the most important entertainment-oriented Persian-language satellite TV channels to attract the audience? With the continuous viewing of satellite TV channels during conducting research (about one year) and the recording and analysis of their qualitative content (analysis of conductor, music, wellels, the interaction of presenters with the audiences, the content of combined programs, etc.), this result was obtained that three satellite TV channels were the most popular during the implementation period of this study, these channels are "Manoto 1(Me and You 1)", "Jem" and "AAA Family". The ways to attract their audiences included: 1. Focus on entertainment 2. Apply of structural elegances 3. Focus on the strong presence of women in telecasts 4. Focus on solving problems and meeting the needs of the audiences 5. Focus on culture and Popular art products 6. Proper conductor management (broadcast planning) (Bichranloo, 2016).
- ✗ In another study entitled "Introduction to Television Audience Analysis with a Method Meta-Synthesis of Academic Researches", several audiences are identified. In this study, using meta-Synthesis method, qualitative and audience-related findings from 40 academic thesis, based on seven-step model of Sandelowski & Barroso, have been received and synthesized and analyzed simultaneously. Proposition obtained from 40 thesis are classified into four main factors: structural, policy-making, motivational, and external factors. According to the findings, motivational categories have been the most important factor in the results of researches in the field of audience analysis. Important practical solutions resulting from the research results are: 1. Identifying updated the manner and needs of the audience, should be a permanent mission. 2. The method of solving the problem of conflict of interest and benefit of the audience in a media is the correct, planned and purposeful action between the two mentioned options. 3. The issue of entertainment should be the main priority of a television media. 4. In the pre-production stages and before presenting the product, a media must do items and works in order to make famous and attractive of telecast. 5. We must learn the Media language, a language in which the transmission of the original message does not occur explicitly. In fact, conveying the message explicitly reminds advice more to the audience's mind which in most cases it has the opposite effect. 6. The creator of the telecast and a media person must introduce a person in his products to model making the audiences as the hero of his media output. A character who has positive qualities and qualifications. 7. In accessing the audience to the TV channels, audience analysis should be done so that the goals of a media can be realized (Khashei & Mirhaji, 2016).
- ✗ A study entitled "Factors Related to Satisfaction of Telecasts Related to the Islamic Revolution" investigated the factors related to mentioned title and concluded that about 70% of respondents are highly satisfied of telecasts related to Islamic Revolution, and there is a significant correlation between variables of age, the type of need, the trust to the media, the media literacy of the audiences and their satisfaction level of these telecasts. While there is no significant

correlation between variables of gender, education and the type of media consumption of the audience and their satisfaction level (Shaygan et al., 2014).

- ✎ The purpose of conducting the research "Strategies to increase the Iranian audiences of Global Jame Jam channel" included: Achieving appropriate strategies to preserve and increase the Iranian audiences of the Global Jame Jam channel. In this study, the in-depth interview method was used. The statistical population included 20 experts, including senior executives, group's managers and units of Global Jame Jam Channel, university professors, researchers and experts, evaluators of program and producers of the Global Jame Jam Channel. The tool used in this study was SWOT applied analytical tool. The findings included: 1. The need for comprehensive pathology in the Global Jame Jam Channel. 2- Reviewing the goals and structures of the Global Jame Jam Channel (Sarabi & Khaleghi Delavar, 2013).
- ✎ In another study entitled "Policies for Receiving Satellite Telecasts in Asian Countries: Coping and productivity lessons for Iran", the current situation of direct receipt of satellite telecasts in Iran and its prohibition policy has been reviewed. The results showed that the issue of receiving telecast of satellite in Iran has not yet been resolved, and the deprivation of use of the desired channels of satellite channels to satisfy the people and reduce their desire for a sky full of satellites, possibility of enforcing the prohibition law has greatly reduced. Investigating the experiences of other Asian countries shows that it is possible to take advantage of existing satellite channels by maintaining cultural and political sensitivities (Montazer Ghaem, 2005).

In this regard, in relation to foreign researches conducted related to the subject of research, the following items can be mentioned:

- ✎ In a foreign study titled "Social Networks and Its Impact on Audiences of Telecasts", the aim was to find out whether social media affects the ranking and popularity of television programs or not! The statistical sample of the study was academic forty-nine female between the ages of eighteen to twenty-three, and the survey focused on three telecasts: American Idol, Project Runway, and Glee. The questions were: Do you watch these programs or not? Do you use Twitter to watch TV? Does the ability to play online make you watch the telecast on Twitter? After polling and collecting data, the results showed that social media are used to watch these telecasts, but it was not clear whether social media really affect the TV audiences or telecast's ranking increase or not (McBride, 2015).
- ✎ -In another foreign study entitled "The Impact of Convergence on European Television Policies" has showed that in the 1990s, new and emerging channels of the information society raised discussions about accelerating competition in the telecommunications industries in Europe. In 2004, in Norway, three different regulatory institutions merged together and became one institution. In 2003, in the UK, the Ofcom institution was established as only institution to regulate all communications, including radio and television and telecommunications, although the amendment of its regulatory institutions indicates a change in regulations, but the reality is that creating a unified regulatory institution does not necessarily mean ensuring convergence of regulations. In other words, even if a regulatory institution be in charge of formulating all policies and laws of media, this does not mean unified regulations for the content of all media (Storsul & Syvertsen, 2007).

Investigating research background clearly shows that despite the great importance of television as a popular mass media, so far, cultural model for attracting TV audiences has not provided, and researches conducted inside and outside the country, especially in recent years, often social network have studied, and mass networks, especially television, have a poverty of background and this vacuity in theoretical foundations is also very tangible.

### **Theoretical Foundations**

Television is one of the oldest audio-visual media, which despite the decline in the audience we have seen in recent decades, still it has a significant place (McQuail, 2008: 410). This media, as the most pervasive mass media, with the help of the development and expansion of satellite coverage, it has been

able to penetrate the farthest corners of the earth and increasingly increase its audience. Economic, political, and cultural development takes place when society and public opinion have grown and mass self-awareness, and this happens when the mass media, as one of the important elements of society's development programs, perform its mission in proper informing to the society. Provide proper information and awareness to the community (Yavari, 2012: 39). Today, the discussion about the audiences has become more serious, especially in the contemporary wave of globalization. In the world of message and information governance, first, the audience needs to be shaped and then forced to use the media. The audience is the target of any media effort, and he must first be persuaded and then convinced that the media is sending a message about their interests and needs. In accepting the message from the media and interacting with it, pure honesty is not so important, it is important to accept the power. Audiences and the media influence each other. Marshall McLuhan believes that the media itself (not the message and its content) attracts the audience.

According to McLuhan, It can be said that the audience is the center of media attention and activity. As two sociologists, Helvin, Florin, and Vanderradal Rakich sought to examine the impact of media message on the audience and how the audience function on the subject and the message. The diverse perspective of individual characteristics, the perspective of different segments of society, and the perspective of social relations lead us to this believe that the mass audience is meaningless against the media (Ghazizadeh, 2001: 97). Wielson (1993), who uses the concept of "Veridical Effect" in his own discussion; the issue raises the horizons of the audience's expectations of television. These horizons are the diverse natures and tastes of the audience that result from their chronic cultural experience in contact with television. "Veridical Effect" means having the feeling that television makes possible transparent access to the world around us. On the one hand, this feeling is the product of assumptions that are based on the audience's visual frameworks, and on the other hand, it is the result of the coordination of television programs with those assumptions (Dalgren, 2001: 62). There are several theories about attracting audiences, in this study, some of this theories have mentioned, and finally a theory that is the basis of the present study was presented.

### **Persuasion Theory**

Persuasion, which is a form of communication, is a complex process that performs in order to influence the audiences, with the goal of changing their beliefs, values, or attitudes (Ekrami, 2004: 197). The existence of a clear goal by the persuader, the effort to achieve that goal, the existence of a degree of freedom (freedom of will, choice and action) by the persuasive person and Influence on through communication, are four characteristics of persuasion (Ekrami, 2004 : 198) Therefore, it can be said that persuasion is a deliberately successful attempt to influence on attitude of others through communication in a situation where the persuasive person has an amount of freedom (Dadgaran, 2010: 48). Perhaps the time in which we live, can be called the time of persuasion; The time of persuading others to achieve oneself goals, the time of leading others toward a particular idea, consuming a particular commodity, and voting for a particular human . Hence, slogans and images have replaced logical arguments.

During this time, effective words, lasting images, challenging the mind on a particular issue by asking seemingly correct questions and a live call or announcement are used to persuade the audience, and all of these provide the necessary fields for persuasion (Peratkans, 2015: 53).

### **Representation Theory**

The concept of representation has been considered in cultural studies because it is connected to culture in the process of representation of language and meaning. Hall defines representation as the use of language to say meaningful something or to show a meaningful world to others. Representation is an essential part of the process of producing meaning and its exchange among members of a culture and involves the use of language, signs, and images that create representation (Hall & Jhally, 2007: 15). In the same way, audiences from the world that the media show, from the world of colorful images, receive mental perceptions that are perceived and evaluated by the same type in their minds, and manifest themselves in the real world. Thus, "this world is a world in which the mass media play an important and fundamental role in how our perception and our world." This world is a world of images. "Images

that often consciously manipulate and somehow represent people's identities and positions." (Manadi, 2006: 46). "What man perceives is not a simple 'image', but an 'Imagination'. Imagination is a meaningful form that an agent derives from his / her psychological and cultural characteristics (Mollo, 1974: 110). Or, according to Allen Thorne, what we see is not a subject, it is a view of a subject, that is, it may not correspond to the reality of the subject, and it may be a quick perception, like an objective and expressive view. While it can be said that "imagination" is a clear and meaningful mental image of the same landscape. According to another narration, imaginations are the internalization of objective images that have become meaningful and illustrative images, which convey the desired opinion (Manadi, 2006: 46).

### **Theory of Consumption and Satisfaction**

The theory of consumption and satisfaction, which has been used in this research, while activating the audience, emphasizes on his needs and motivations in use of the media, and emphasizes that the values, interests and social role of the audience are important and on Based on these factors, people choose what they want to see and hear. The fundamental question of the theory of consumption and satisfaction is why do people use the media and they use it for what purpose? The summary answer is that people use the media to achieve guidance, comfort, compatibility, information, and personal identity formation (McQuail, 2009: 4104). In fact, this theory explains by functional reasons, main reason why people use certain media, and for the audience, the needs are considered that people to meet it, turn to the media. Now, if the media in question can meet the needs of the person and there is a harmony between the content of the media and the needs of the person, the person will be satisfied, otherwise, his needs will not unsatisfied and he will turn away from desired media. The basic assumption of this theory is that the audiences are active more or less, are looking for content that will satisfy them the most. The extent of this satisfaction depends on one's needs and interests. In this theory, Katz & Blumer have presented a model that consists of two parts: needs and motivations that have influenced the audience's choice of media, so that if the media meets needs such as solidarity, cultural continuity, social control and information flow in the level of society, People also use the media for various purposes to gain guidance, comfort, compatibility and the formation of personal identity, companionship and recreation. Also, media and audiences express other needs such as the need for guidance, security, interaction and avoidance of tension, which attracts the audience and utilizes the media (Signizer, Sun & Elson, and 2008: 376).

Researchers of use and satisfaction approach have described the dimensions and indicators of being active in the audience as "Intentionality", "selective", "engaging" and "useful". Intentionality is the purposeful and planned use of the media and a sign of the connection between communicational activity and the motives for turning to the media. Being selective means being consciously exposed to the use of the media. Being involved means that certain media content has an individual connection with the audience. In other words, it refers to the psychological processing of media content. Benefit refers to the social or psychological benefit of the media user (Mehdizadeh, 2014: 76). In one type of classification, the source of motivation of users and audiences for media consumption is five specific needs: 1. Cognitive needs: strengthening information, knowledge and understanding 2. Emotional needs: strengthening aesthetics, enjoyable and emotional experiences 3. Individual needs: Strengthening credibility, trust, stability and position 4. Social needs: Strengthening communication with family, friends and the world 5. Need to dispense with stress: Freedom and recreation (Katz, Gurevitch & Hass, 1973: 169). Therefore, according to the theory of consumption and satisfaction, the audience is looking for a media that can meet his needs in mentioned various areas. Certainly, such media has the greatest impact on the audience.

### **Research Method**

The present study is an applied research based on purpose; because its findings can be used to develop and attract television audiences. It is also is a descriptive-survey research based on how collecting data. This research has integrated orientation and has been done in two parts. In the first part, qualitative method (content analysis with deductive category system) and in the second part, quantitative method (Delphi technique) have been used.

In the first part of the research, all the books, articles and references available in the typographic library and electronic references were used in the field of research and about 80 references were selected using targeted sampling method for this research. In this section, the tools for collecting information and data are the researcher-made slips and forms and tables that have been used to record the categories, dimensions, and components of the process of attracting television audiences. The research method in the first part was such that first the contents related to the main purpose of the research were selected. Then, the selected contents were studied and the sentences and paragraphs related to the research questions were selected. Then, the concepts related to the topic were extracted from each paragraph, and in the next step, the code of the extracted concepts were placed in the same concept categories. Finally, the appropriate name and title, which express the main theme of the research, were explained for the same concept categories. The information obtained from this part of the research led to the extraction of dimensions, components and features of the process of attracting TV audiences. This information was analyzed using a deductive categorical system, then a questionnaire with 67 variables was designed and experts were asked to determine the variables that have a higher priority in designing the model of attracting TV audiences.

Finally, based on the highest average and lowest variance of the data results obtained from the summary of these categories, (theme) was obtained. To maintain reliability, review the contents in two steps, one after completing between 10-50% of the categories and the other at the end of work done.

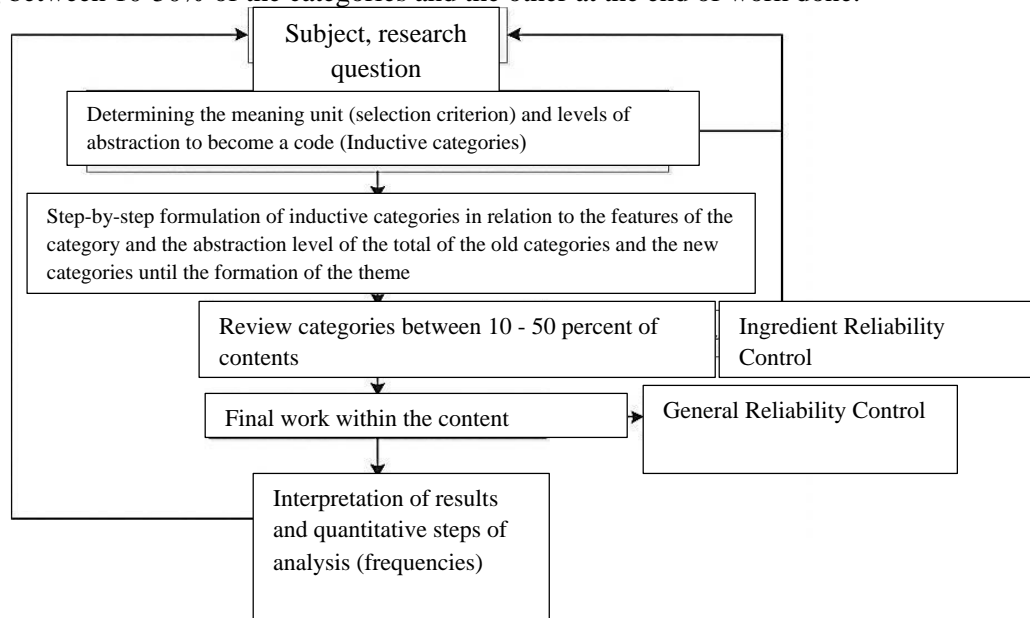


Figure (1): The inductive categories application step model

In the second part of the research, Delphi technique was used to determine the importance and priority of the items. The implemental steps of Delphi technique in the present study included: 1. Finding and selecting members from among the experts in the subject under study and forming the Delphi panel. 2. Designing and setting the first step of Delphi questionnaire 3. Explaining the questionnaire and finalizing it in order to clarify the words and remove ambiguities 4. Distributing the questionnaire between the panel members. 5. Analyzing the answers of the first round. 6. Preparing the second step Delphi questionnaire 7. Distributing the second step questionnaire between the members of the panel. 8. Analyzing the answers of the second round (steps 6-8 to create the necessary consensus between the members is repeated). 9. Preparation of reports and presentation of results by the analyst team. Statistical population and sampling method of the second part of the research: The research population consisted of experts, experts and faculty members of Tehran universities in the fields of management and cultural and media planning, 384 of whom were selected as the sample. In this study, purposeful snowball sampling method was used to determine panel members. Due to the interdisciplinary nature of the field of understanding the process of attracting TV audiences, various experts in this field were employed.

*Table (1): Specifications of research statistical samples*

Descriptions		Frequency	Percentage of frequency
Gender	Male	201	52.3
	Female	183	47.7
Age	40-30	112	29.2
	50-40	143	37.2
	Above 50	129	33.6
Education	Bachelor's Degree	231	60.3
	Master Degree	125	32.5
	P.H.D Degree	28	7.2
Work Experience	Less 10	72	18.7
	10-20	209	54.4
	Above 20	103	26.9

In the second part of the research, the data collection tool was a researcher-made questionnaire which based on the results of theoretical studies and literature review was written. In this way, the results of the first part of the research (qualitative research) were presented in 6 dimensions and 26 components, and the views of the panel members on level of appropriateness and importance of them were obtained. The researcher-made questionnaire was implemented in three stages using Delphi technique to finalize the cultural pattern of the process of understanding the attraction of TV audiences. Initially, the experts (100 connoisseurs, experts in the fields of media and cultural management) were identified and then a number of research questionnaires were distributed by the researcher directly and a number via e-mail among the target individuals. Then, relevant experts beliefs were asked to discover other components not mentioned in the previous step and to include them in the initial conceptual model. After analyzing the results of the first step of Delphi, a number of items were removed due to low importance, according to experts, and some items were merged together due to the closeness of concepts, and the second step questionnaire with items left over from the previous step to obtain the required score has prepared, prepared and the results of the first step were also communicated to the panel experts. In the second step, based on these beliefs, the importance level of each factor was again determined by the members, and again, some items were removed from the questionnaire due to duplication. Experts were also asked to mention, if possible, other components that were not considered in the questionnaire, but in their view were important components of attracting TV audiences. At the end of the work, the items that were not considered in the initial conceptual model of the research, were included in the model, then the sentences of the same concept were merged together and organized and arranged in general. The main concepts indicate intended phenomenon that was extracted from the previous table and the relevant theories and models. In the next step, using structural validity and exploratory factor analysis, a number of items were removed due to a score below the determined limit (0.05).

In this study, investigating validity of the research questionnaire was confirmed by using the content validity method and with the opinion of supervisors and consultants and some experts in the field of television after the implement reforms were confirmed. To measure the reliability of the tools, the research questionnaire was measured after experimental distribution through Cronbach's alpha, which coefficient of 0.93 was obtained.

In order to deductively analyze the dimensions of the identified components, factor analysis was used and the factor load of each component was included in the final model and one variable t-test was used to investigate the current situation. In Table 3 has calculated the rate of content validity ratio index and measuring tool reliability index. The AVE criterion indicates the average variance shared between each structure and its indexes. In simple terms, AVE shows the degree of correlation of a structure with its indexes, which is used to investigate convergent validity, and its critical value is equal to 0.5, and the value of AVE above 0.5 is an acceptable convergent validity. Construct reliability indicates to what extent the results obtained from the use of a measuring tool are consistent with the theories on which the test has been compiled based on their axis. Construct reliability (conceptual variables) can be



calculated based on the compound reliability (CR), Average Variance Extracted (AVE). Wherein its value is equal to  $CR > 0.7$ . The results of Table 3 state that the questions have the content validity and reliability required for analysis.

### Research Findings

To answer the question of identifying the dimensions and components of the cultural model of understanding the process of attracting TV audiences, a two-step process was performed. In the first step, the initial dimensions and components of attracting the TV audience based on library studies and theoretical foundations and previous study in Iran and the world in 6 dimensions and 26 components were identified and the researcher's work was based on designing the research questionnaire (second step), and after the implementation of the questionnaire, the components were investigated using factor analysis.

The identified dimensions and components are reported as follows:

1. Audience: In this dimension, 5 components have been identified, which Include: audience concept, Audiences characteristics, Audiences activities, audience types, size and composition of audiences available to the media.
2. Loyalty and Satisfaction: In this dimension, two components have been identified, which include: loyalty (loyalty concept, types of loyalty, factors affecting loyalty, customer loyalty, customers loyalty benefits and customer relationship management), and satisfaction (satisfaction elements).
3. Advertising: In this dimension, 7 components have been identified, which include: the concept of advertising, advertising goals and tasks (goals and tasks), elements of effectiveness advertising, features of effective advertising, announcement and advertising, environmental advertising (environmental advertising features and visual identity of environmental advertising) and advertising and media.
4. Brand Building: In this dimension, 3 components have been identified, which include: brand concept, brand validity and brand variables (brand image, brand awareness (brand awareness concept, brand awareness measurement methods, brand awareness benefits), Brand Loyalty ( Loyalty concept, Brand Loyalty Benefits), Brand Preference, Brand Personality (Brand Personality Concept, Brand Personality Creation Methods, and Brand Personality Benefits), Brand Identity (Brand Identity Concept, Process of Creating Brand Identity, and Benefits of Creating Brand Identity), and brand equity.
5. Quality of Services: In this dimension, 4 components have been identified, which include: the concept of service quality, the need to pay attention to service quality, the process of qualitative evaluation of services by consumers, and service quality features (credibility, accountability, competence, accessibility , Politeness, communication, security and empathy).
6. Media Trust Building: In this dimension, 5 components have been identified, which are: trust concept, trust types, trust in the field of communication (media content quality, programming quality, and type of external and internal media information), media trust building process, and ways to gain trust.

### Factor analysis of TV audience attracting components and the importance of each dimension and research components

Factor analysis is a method for examining the internal correlation of variables and summarizes them in the form of limited variables. In fact, in factor analysis is tried to explain the observed variables largely in terms of a much smaller number of variables which are called factors, but before factor analysis, it is necessary to observe two main assumptions:

1. The Kaiser-Meyer-Olkin (KMO) sampling quality index should be at least 0.7 and preferably more than that.
2. The results of the Bartlett test must be statistically significant.

*Table (2): KMO and Bartlett test output*

Value of (KMO)	Value of Bartlett	Sig level	Test result
0.857	738.12001	0.000	Confirmation

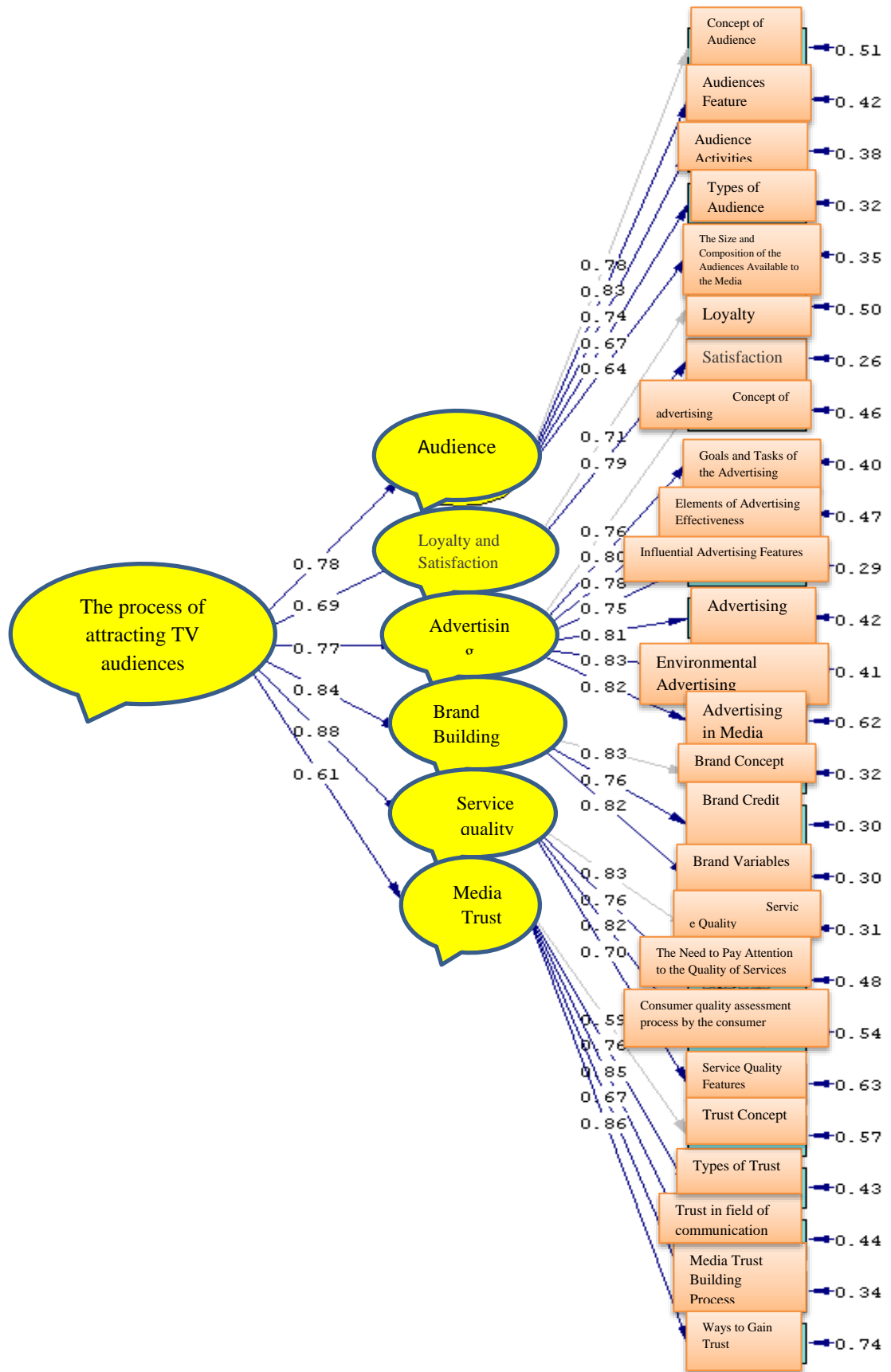
According to the above table, the sample adequacy size (KMO) and as well as the significance test of the Bartlett's test in the factor analysis by SPSS is equal to 0.857 and 0.000, respectively. And it shows the adequacy of the samples for conducting factor analysis. Factor analysis of the model of the process of attracting TV audiences, in figure (2) shows the ellipses, factors, and rectangles of the questionnaire material of attracting TV audiences. The one-way arrows from the ellipses to the rectangles show which items are loaded on which factor, and the values written on the arrows show the amount of variance of the items that can be explained by the factor. The small arrows show the remaining variance (error), which is explained by the agent. One-way arrows from the ellipse of the components to the ellipse of the concept (the process of attracting TV audiences) show that the components are loaded on which concept.

In the graph above, the value of the significance test greater than 1.96 or less than -1.96 indicates the significance of the relationship.

As can be seen in the table below, the composite reliability is more than 0.7 and the variance of each structure is greater than 0.5, so the correlation of a structure with the indexes is provided and the measuring tool is appropriate.

**Table (3): The validity of convergence and reliability of components and the importance or priority of each of the research components.**

Dimension	Component	Factor Load	Determination Coefficient	T-Statistics	1 Priority	AEV	CR
Audience	Audiences Feature	0.83	0.68	17.8	First	0.86	0.93
	Concept of Audience	0.78	0.61	12.34	Second		
	Audience Activities	0.74	0.54	12.00	Third		
	Types of Audience	0.67	0.45	11.47	Fourth		
	Size and Composition of the Audiences Available to the Media	0.64	0.41	10.81	Fifth		
Loyalty and Satisfaction	Satisfaction	0.79	0.62	15.87	First	0.86	0.92
	Loyalty	0.72	0.51	15.75	Second		
Advertising	Environmental Advertising	0.83	0.69	11.69	First	0.9	0.94
	Advertising in Media	0.82	0.67	11.65	Second		
	Advertising	0.81	0.68	11.34	Third		
	Goals and Tasks of the Advertising Message	0.8	0.64	11.19	Fourth		
	Elements of Advertising Effectiveness	0.78	0.61	10.11	Fifth		
	concept of advertising	0.76	0.58	9.55	Sixth		
	Influential Advertising Features	0.75	0.56	9.19	Seventh		
Brand Building	Brand Concept	0.83	0.69	16.49	First	0.85	0.9
	Brand Variables	0.82	0.67	16.16	Second		
	Brand Credit	0.76	0.58	14.75	Third		
Service quality	The concept of Service Quality	0.83	0.69	16.42	First	0.86	0.91
	Service quality assessment process by the consumer	0.82	0.67	16.23	Second		
	The Need to Pay Attention to the Quality of Services	0.76	0.58	14.78	Third		
	Service Quality Features	0.7	0.46	14.33	Fourth		
Trust Media	Ways to Gain Trust	0.86	0.74	12.68	First	0.88	0.9
	Trust in field of communication	0.85	0.72	12.61	Second		
	Types of Trust	0.76	0.58	11.45	Third		
	Media Trust Building Process	0.67	0.45	10.97	Fourth		
	Trust Concept	0.59	0.35	9.87	Fifth		



Chi-Square=1052.88, df=371, P-value=0.00000, RMSEA=0.077

Figure (2): Measurement model of the process of attracting TV audiences

*Table (4): The validity of convergence and reliability of dimensions*

Concept	Dimension	Factor Load	Determination Coefficient	T- Statistics	Priority	AEV	CR
Attracting TV audiences	Service Quality	0.88	0.77	12.57	First	0.89	0.92
	Brand Building	0.84	0.71	12.47	Second		
	Audience	0.78	0.61	11.36	Third		
	Advertising	0.77	0.59	11.31	Fourth		
	Loyalty and Satisfaction	0.69	0.48	10.4	Fifth		
	Trust Media	0.61	0.37	9.99	Sixth		

Measuring the current status of indexes and the dimensions of attracting the audience

The dimension of the audience

To measure the current status of the components, t test has been used and the output of SPSS software is reflected in the relevant tables. In general, the statistical test t can be used to compare the mean score of the respondents in each variable with middling of questionnaires. If the difference between the calculated mean and middling of the questionnaire be positive and the Z test be significant at least at the 95% confidence level  $\alpha = 0.05$  then it can be concluded that the current status of introduced indexes is positive or in other words the size of the current status of the subject under study is desirable. However, if the calculated mean be lower than the middling, it indicates that the situation is negative, or in other words, the respondents consider the size of current status of the introduced indexes as low. Rejection of the null hypothesis at the 95% confidence level also means that the size of current status of the introduced indexes in is statistically significant.

*Table (5): Investigating the current status of the audience dimension*

Comparing the Average Value	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Concept of Audience	65.93	6.33	15.93	44.67	0.000
Audience Feature	44.76	14.26	-5.23	-6.55	0.000
Audience Activity	45.21	18.85	-4.78	-4.53	0.000
Types of Audience	39.59	13.6	-10.4	-13.67	0.000
The Size and Composition of the Audiences in Media Access	56.71	21.77	6.71	5.51	0.000

According to the statistical data, the mean scores obtained for the current situation of variables of audience characteristics, audience activity and audience types are less than the average value, so it can be said that the respondents are not satisfied with the current situation of the above components in the mentioned questions. The mean scores obtained for the current status of the audience concept variables and the size and composition of the audiences are higher than the average value, so it can be said that the respondents are relatively satisfied with the current status of mentioned components in mentioned questions.

*Table (6): Investigating the current status of loyalty and satisfaction dimensions*

Comparing the Average Value 50	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Loyalty	46.77	14.12	-3.22	-4.399	0.000
Satisfaction	41.21	13.6	-8.79	-11.563	0.000

According to the statistical data, the mean scores obtained for the current situation of variables of Satisfaction and Loyalty are less than the average value, so, it can be said that the respondents are not satisfied with the current status of component of definition of work conscience in mentioned questions. According to the table, all variables are far from the desired state and have a high improvement capability.

**Table (7): Investigating the Current Status of Advertising Dimension**

Comparing the Average Value	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Concept of advertising	47.49	14.02	-2.6	-3.32	0.001
Goals and tasks of the Advertising	62.05	13.47	12.0	16.003	0.000
Elements of Advertising Effectiveness	52.05	13.48	2.05	2.722	0.007
Influential Advertising Features	46.26	14.48	-3.73	-4.606	0.000
Advertising	41.39	14.08	-8.61	-10.853	0.000
Environmental Advertising	47.64	16.27	-2.35	-2.35	589
Advertising in Media	46.71	14.21	-4.29	-4.147	0.000

According to the statistical data, the mean scores obtained for the current situation of variables of concept of advertising, influential advertising features, advertising, environmental Advertising and Advertising in Media are less than the average value, so, it can be said that the respondents are not satisfied with the current status of components of Concept of advertising, Influential Advertising Features, Advertising, Environmental Advertising and Advertising in Media in mentioned questions. According to the table, all variables are far from the desired state and have a high improvement capability. The mean scores obtained for the current situation of variables of Goals and Tasks of Advertising, and Elements of Advertising Effectiveness are more than average value. So, it can be said that the respondents are relatively satisfied with the current status of o components of Goals and tasks of Advertising and Effective Elements of Advertising in mentioned questions.

**Table (8): Investigate the Current Status of the Brand Building Dimension**

Comparing the Average Value 50	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Brand Concept	55.42	14.11	5.42	6.873	0.000
Brand Credit	53.33	14.25	3.33	4.176	0.000
Brand image	44.62	13.92	-5.34	-6.867	0.000
Brand awareness	49.14	14.52	-0.853	-1.052	0.294
Loyalty to Brand	48.74	13.67	-1.25	-1.643	0.101
Brand Preference	47.76	14.04	-2.24	-2.853	0.005
Brand Personality	46.19	14.51	-3.8	-4.689	0.000
Brand Identity	49.62	12.74	1.62	2.286	0.023
Brand Equity	48.11	13.47	-1.86	-2.609	0.013

According to the statistical data, the mean scores obtained for the current situation of variables of brand image, Brand awareness, Loyalty to Brand, Brand Preference, Brand Personality, Brand Identity and Brand Equity are less than the average value, so, it can be said that the respondents are not satisfied with the current status of variables in mentioned questions. The mean scores obtained for the current status of variables of Brand Concept and Brand Credit are in average value. So, it can be said that the respondents are not satisfied with the current status of variables of Brand Concept and Brand Credit in mentioned questions. According to the table, all variables are far from the desired state and have a high improvement capability.

**Table (9): Investigate the Current Status of the Service Quality Dimension**

Comparing the Average Value 50	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Concept of Service Quality	55.02	12.17	5.02	7.423	0.000
Need to Pay Attention to the Quality of Services	47.48	14.8	-2.51	-3.037	0.003
Process of qualitative evaluation of services by consumers	50.31	13.14	0.308	0.42	0.675
Credibility	56.3	14.77	6.308	7.639	0.000
Responsiveness	56.32	14.59	6.31	7.731	0.000
Competence	50.02	14.14	0.027	0.035	0.972
Access	56.5	12.38	6.508	9.401	0.000
Politeness	58.24	11.48	8.24	12.844	0.000
Communication	44.46	13.08	-5.53	-7.656	0.000
Security	60.81	11.14	10.81	17.352	0.000
Empathy	51.91	14.87	11.91	2.296	0.022

According to the statistical data, the mean scores obtained for the current situation of variables of the need to Pay Attention to the Quality of Services, the process of qualitative evaluation of services by consumers, competence, communication and empathy are in the average value, so, it can be said that the respondents are not satisfied with the current status of variables in mentioned questions. The mean scores obtained for the current status of variables of concept of service quality, credibility, responsiveness, access, politeness, security, are more than average value. So, it can be said that the respondents are relatively satisfied with the current status of variables mentioned in the above questions. According to the table, all variables are far from the desired state and have a high improvement capability.

*Table (10): Investigate the Current Status of the Media Trust*

Comparing the Average Value 50	Mean	Standard Deviation	Mean Difference	Size t	Significance Level
Trust Concept	47.69	15.23	-2.308	-2.711	0.007
Types of Trust	49.96	10.34	-0.037	-0.064	0.949
Trust in field of communication	36.52	12.25	-13.474	-19.663	0.000
Media Trust Building	46.71	14.23	-3.287	-4.13	0.000
Ways to Gain Trust	43.58	13.58	-6.412	-8.443	0.000

According to the statistical data, the mean scores obtained for the current situation of variables of the concept of trust, types of trust, trust in field of communication, media trust building, how to gain trust are in the average value, so, it can be said that the respondents are not satisfied with the current status of variable of Media Trust in mentioned questions. According to the table, all variables are far from the desired state and have a high improvement capability.

## Discussion and Conclusion

Nowadays, the media permeate all aspects of humans individual and social life, and the most specific humans behavior to the greatest changes in social institutions and cultural and political structures are provided through the media. Therefore, one of the basic functions of the media, including television, is to inform about events that take place in the social environment. At present, with the expansion of mass media and new computer technologies, extensive communication has been established between different societies and cultures, and the position of individuals in recognizing and understanding values, beliefs, and the selection of desirable norms has become more complex and difficult. It is possible that existing contexts have led individuals to adopt patterns, behaviors, and norms that are contrary to the values of their community, and that societies are undergoing a kind of cultural transformation. Therefore, in the current situation, it is doubly necessary to review telecasts in order to identify the needs of the audiences, culture building, providing appropriate patterns, and so on. Therefore, the present study was conducted in order to provide a cultural pattern to understand the process of attracting TV audiences so that in addition to enriching the theoretical foundations and background of the subject, it can take an effective step in attracting TV audiences by providing a practical pattern. The research findings showed that the cultural model of understanding the process of attracting TV audiences includes six dimensions of audience, loyalty and satisfaction, advertising, brand building, service quality and media trust. Audience dimension emerged in 5 categories: Audience concept, audiences characteristics, audiences activities, audience types, size and composition of audience available to the media, loyalty and satisfaction dimensions emerged in 2 categories: loyalty and satisfaction, advertising dimension emerged in 7 categories: Advertising concept, goals and the tasks of advertising, the elements of advertising effectiveness, influential advertising features ,advertising, environmental advertising and advertising and media; brand building dimension emerged in 3 categories: brand concept, brand credit and brand variables; service quality dimension emerged in 4 categories: service quality concept, the need to pay attention to the quality of services, the process of qualitative evaluation of services by the consumer, and the characteristics of service quality and media trust dimension emerged in 5 categories: trust concept, trust types, trust in field of communication, media trust building process, and ways to gain trust. The matching of the findings of the present study with the internal and external researches has been compared according to the table below.

**Table (11): Comparison of the Present Research with the Conducted Researches**

Type of Research	Researcher	Research Title	Research Method	Research Results	Compatibility of Results
Internal	(Shams & Zabolizadeh, 2018)	The role of the communicative newscaster in attracting the audience and increasing the effectiveness of television news	This qualitative research has been done with field studies and documentary methods	The principles of attracting the audience through the newscaster include: Use of new news storytelling styles, distinguishing between the newscaster and the news reader by the TV news channels, the participation of the newscaster in writing and preparing the news and newscasters familiarity with non-verbal communication and behavioral sciences.	The research has compatibility
Internal	(Bichranlu, 2016)	The most important ways to attract an audience on three entertainment-oriented satellite TV channels	Observing and qualitative analyzing of programs and audiences behavior	Ways to attract audiences: 1. Focus on entertainment 2. Use of structural elegances 3. Focus on the strong presence of women in programs 4. Focus on solving problems and meeting the needs of the audiences. 5. Focus on culture and popular art products. 6. Proper conductor management (Broadcast Planning)	The research has compatibility
Internal	(Khashei & Mirhaji, 2016).	An Introduction to Audience Analysis of Television by a Meta-Synthesis Method of Academic Researches	This research was done by meta-synthesis method, qualitative findings were received and synthesized and analyzed simultaneously based on Sandloski & Barroso's seven-step model.	(Khashei & Mirhaji, 2016). An Introduction to Audience Analysis of Television by a Meta-Synthesis Method of Academic Researches  This research was done by meta-synthesis method, qualitative findings were received and combined and analyzed simultaneously based on Sandloski & Barroso's seven-step model.  Theses نگارده ها obtained from these have classified into four main factors: structural, policy-making, motivational, and external factors. According to the findings, motivational categories have been the most important factor in the results of researches in the field of audience analysis.	The research has compatibility

Internal	(Shayegan et al., 2014)	Factors Related to Satisfaction of Telecast Related to the Islamic Revolution	In this study, telecast satisfaction rate questionnaire was used.	70% of respondents are highly satisfied of telecasts related to Islamic Revolution, and there is a significant correlation between variables of age, the type of need, the trust to the media, the media literacy of the audiences and their satisfaction level of these telecasts. While there is no significant correlation between variables of gender, education and the type of media consumption of the audience and their satisfaction level (Shayegan et al., 2014).	
Internal	(Sarabi &	Strategies to increase the Iranian audiences of Global Jame Jam channel	In this study, the in-depth interview method was used and the analysis tool has been SWOT.	The findings included: 1.The need for comprehensive pathology in Global Jame Jam channel. 2- Reviewing the goals and structures of Global Jame Jam channel.	The research has compatibility
Internal	(Montazer Ghaem, 2005).	Policies for Receiving Satellite TV Programs in Asian Countries: Coping and productivity lessons for Iran	This research has been done by methods of observing, studying documents and analyzing media programs.	The results show that the issue of receiving TV of satellite in Iran has not yet been resolved, and officials, politicians, parties and the people repeatedly criticize the current situation. Investigating the experiences of other Asian countries shows that it is possible to take advantage of existing satellite programs by maintaining cultural and political sensitivities	The research has compatibility
Foreign		Social media and its impact on Audiences participation rate in telecasts	Academic Forty-nine female were surveyed using questionnaire regarding three telecasts: American Idol, Project Runway, and Glee.	The results showed that social media are used to watch these telecasts, but it was not clear whether these media really affects the TV audiences, and or increase the rating of telecast or not.	The research has compatibility
Foreign	)Storsul &	The impact of Convergence on European Telecasts Policies	Methods of observing, analyzing Documents and Media have been conducted.	Although the amendment of regulatory institutions indicates a change in regulations, but the reality is that creating a unified regulatory institution does not necessarily mean ensuring convergence of regulations.	The research has compatibility

### Research Limitations and Problems

Every research has its limitations and problems, each of which has a negative and destructive effect on the research. The main limitations and problems of this research included: lack of access to policy makers, relevant officials and senior managers of visual media (television and virtual networks) in the country.

### Research Suggestions

#### Practical suggestions for applying the model presented in the research

- ☒ Suggestions for improving status of media trust dimension: Directors Television in the country should know that trust to the media as the most important source of information needed by the public is the main asset of the media, and this trust and acceptance can affect the audience's tendencies to media. Being popular is considered a privilege for a media outlet, and more refer to a media is a sign of the audience's greater trust to it. If the people of a society are convinced



that the officials are not lying to them and censorship of news and information is due to preserving the interests of the country, then they can tolerate the lack of information and censorship. People need to know that competent people are present in the media and produce news or any kind of information, or at least act as control and monitoring at that department. The media can be active on the battlefield to provide the latest information. Distance from reality can lead to audience decline.

- ✕ Suggestions for Improving the Situation of the Advertising Dimension: Television operators in the country need to know that the first task of the advertising message is to "get people's attention." If the advertising message fails to do its job well, it doesn't help, even if a lot of people see or hear that advertising message. The main purpose of advertising is to create a place for the brand in the mind of the consumer. Advertising initially affects the minds of its audience, and if the influence be in line with their mood, the product will be well received.
- ✕ Suggestions for Improving the Status of Brand Creating Dimension: Television operators of the country need to know that a brand is a unique property of a specific owner. Strengthening a product brand is very effective in attracting customers.
- ✕ Suggestion regarding the improving of the situation of loyalty dimension: TV operators of the country should know that loyalty of the audience is a category that is affected by various factors and conditions. Satisfaction, trust, and perceptual value are important concepts in field of loyalty. The audience's satisfaction is the level of desirability that they gain due to the different features of the product. Satisfaction of the audiences leads to their loyalty and as a result, it increases the reputation and credibility of the channel.
- ✕ Suggestions Regarding Improving Situation of Quality Dimension: TV operators in the country should know that a product is of qualitative good when it meets the demands and needs of the audience. Quality of service is a critical issue to the survival and profitability of an organization, so eliminating the causes of dissatisfactions and complaints and continuing improvement of programs for survival is essential. It is also necessary to manage the expectations of the audiences and influence them and the ability to provide the service that has been promised to them, correctly, reliably and continuously.
- ✕ Suggestions Regarding Improving the Situation of Satisfaction: Television operators in the country need to know that audience satisfaction can be seen as the essence of success in nowadays competitive world, which affects behavioral and attitude loyalty. For this reason, numerous studies have mentioned to the relationship between customer satisfaction and oral advertising and increasing the profitability of organizations. Companies need to exceed their expectations in order to gain the satisfaction of loyal customers, otherwise, customers may turn to another supplier and possibly change the opinion of other customers based on the quality of the goods and services that they have received from competitors.

### **Suggestions regarding Future Researches**

In order to expand the current research model, it is suggested that through exploratory analysis tests, more models be designed for structural and exploratory investigating the structure of items by more accurately and professionally, so that these items are localized to different communities, and this discussion should be investigated more professionally. It is also suggested that each of the dimensions and components of the proposed model be considered separately.

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