

Television Programs and Development of Moral Values

Seyed Ali Rahmanzadeh¹

Associate Professor of Communication, East Tehran Branch, Islamic Azad University, Tehran, Iran

Received 8 January 2018

Revised 3 March 2018

Accepted 17 May 2018

Abstract: In this study, the relationship between the viewing of television programs (programs toward God, the lessons of the Quran, the Fath) in the fields of Tehran citizens to moral values (Faith, virtue, purification and self-purification, prayer, reading culture, integrity, justice-oriented, good relations with others) have been investigated. The statistical population of this research over 15 years in four regions (2-13-17-22) of Tehran municipality is living That the total population are 1219432 people. Methods In this study is Survey, in the view of the purpose of the application, in terms of quantitative data, the correlation method and the method of data collection. Implement for collection of data is questionnaire in this study, It includes 30 items and is adjusted by the investigator. The validity and reliability of the questionnaire were examined and approved by using Cronbach's alpha test expert opinion. Based on the results of the data analysis, there is relationship between the viewing television programs (programs toward God, the Lessons of the Quran, and the story of the conquest) with Tehran citizens tend moral values. According to the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, and the story of the conquest) and tend of Tehran citizens to moral values, and the relationship between the two variables is direct. In other words, if people watch more the plans of God, the Lessons of the Quran, the story of the conquest, they are also more inclined to moral values.

Keywords: TV, Television Programs, Ethics, Moral Values, Moral Values Orientation Of Tehran Citizens.

Introduction

In the present world, the media and the mass media have a very important role to play to impart information and new information and to influence on ideas and public opinion. The rapid evolution in the information age and the need for more exchange between traditional and modern systems cause a special importance to the media, to the extent that some scholars believe that the development of systems of economic, social, political, and media and communication technology development are interdependent to each other. Media is being molded ways in which people interpret social life, respond to it with the help of our experience of organizing the social life. So in the socialization of children, adolescents and youth, media play a key role, which means that transfer family and social values and norms to the new generation and make it internal. The media compared to other social institutions influence on the more and more time is allocated to them.

The most important issue in the media is content of programs. Moral values are not apart from the principles and doctrines of our faith, for example, the Qur'an is portrayed itself the most valuable moral values beautifully, unfortunately, only a small part of our mass media programs use it in the special occasions and in quite direct messages (which typically have low efficiency). Moral values are related closely with the teachings of Islam, and this, of course, stakeholders are required to make the programs based on their religious beliefs at the same time religious education, has huge appeal for audiences. So the question is, what is the relationship between viewing TV programs (programs toward God, the Lessons of the Quran, the story of the conquest) orientation Tehran citizens with moral values? The main objective of this study was to evaluate the relationship between viewing TV programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to moral

¹ Email: salirahmanzadeh@yahoo.com

values (faith, virtue, purification and self-purification, prayer, reading culture, integrity, justice oriented, good relations with others) in (2-13-17-22) municipality of Tehran.

The main hypothesis of this study include there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) orientation Tehran citizens with moral values.

1. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) faith Tehran citizens.
2. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and virtue of Tehran citizens.
3. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and the cleansing and purification of Tehran citizens.
4. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to read prayers.
5. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to keep.
6. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and justice-oriented of Tehran citizens.
7. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the narrative Fatah) with Tehran citizens tend to have good relationships with others.

Media and its Importance

The modern world is dependent to continuous communication and interaction between people who are separated from each other. If we were not so much related to telecommunications, mass education was not necessary and not possible. In the view of "Harold Lasswell" American sociologist and theorist of communication, the media are used in order to transfer the culture to transmit information from one generation to the next, and the values and norms of the society to newcomers. As well as The Mcquail view, the audience is used of the media to verify personal values, absorption patterns of behavior, the essence of the concept with others and find out about their vision. The mass media is emerged and played the role on practice in organizations and institutional entities with specific coordinates. Today, the mass media in shaping the character and culture of the people play a significant role, because most people, especially the youth, have a significant impact on reading magazines and newspapers or watching TV and going to the movies and satellite programs, Internet and social networks. So, how the media on the accepted reflects the beliefs and values in society, is very effective accepted by the people or deviation from them.

TV is as one of the most powerful media in every society, and among the families has its own audience. So the content of spread programs in the media should be in the way, the audience feel relaxed mood while watching it and trust in it, in order to maintain family and community values and norms positive. After the phenomenal television, nobody merely stop to book learning. And all are of the opinion that we should hear and speak the language and following the training programs so that new ways quick feet came into existence. Some researchers believe that television is so exciting that other aspects of life to children and adolescents is dull. To quote, "Schramm" et al, kids and teenagers know the media as a bridge that the gap between what needs to be done and what he wants to do or substitute for behaviors that need to work, initiative and attempts. They believe, should not be trapped in value judgments about how children and adolescents are used of TV. A trap which the use of television for information is good and for entertainment is bad. So, place the TV is found on transfer values and messages and stabilize or change and insecurity of cultures and values, is very sensitive and serious. And the widespread use of these tools, and a wide acceptance among the public on added the importance of the issue. Various researches are approved great sensitivity and the most important media in influencing social and culture. Official statistics show that the Iranian people's TV viewing is nearly four and a half hours per day. This rate other countries is six hours. The use of the Internet and chat rooms in some countries, most of these have been reported. So that the arrival of men and women in chat rooms as "Second Life" is the

first life threatening. It is normal that second Life has a lot of energy and time that is allocated to the conversation. Television of the Islamic Republic, which is responsible for the purposes and mission, the direction and principles of the media in Western societies are very different. TV function as mass media in Muslim society, promoting the consolidation and deepening of values and religious beliefs into public norms, depicting the Islamic ideal opportunity for the closer to it, as well as ideas is ideal and desirable.

For the mass media, including television, have stated various roles and functions. Including education including classical and modern training which is often done by specialized networks, entertainment, information, create continuity and cultural continuity through socialization and mobilization and propaganda. To some scholars, the media's role in dealing with cultural issues can be summarized in the following typologies:

Media may:

(1) Intentionally caused the change (transformation). 2. Create unwanted changes. 3. Change the formal cause (the intensity). 4. Easy to change (intentionally or unintentionally); 5. Enhance what is available (no change). 6. Prevent the change.

Importance of Moral Values

The largest social organization is society that individuals consider themselves to belong to it. The core of the formation and the maintenance and durability of this great organization is concluded of regular social interactions of people in areas and at different levels. A set of information, beliefs, values, attitudes, symbols, norms and common patterns are the most fundamental of social action. Without financing, the basic actions and continuing will be impossible. Stabilization of the set over time scheme that leads to the creation of the institutions and social structures are interpreted. One of the key elements in this is non-renewable, values and ethical norms. In terms of functionality, the core of the discipline and social cohesion in the setting of norms and values and rules of the planned infrastructure including ethical values lies in the internal structure of the interactions between them, and in the context of social media.

There is no doubt that the central mission of the Islamic community all the mass media, especially the national media as one of the official agents of culture, is publishing and promoting religious culture, safeguarding and protecting the values and ideals of Islam, human improvement, unity and solidarity, and the ongoing struggle with injuries and the moral and social deviance. So far, several theories are provided to explain how the rate and mechanism of the effect of media on the audience and message transfer process, most of these theories are: social learning theory, advocates of priorities (explicit and implicit approval of some patterns, preferences, and methods and procedures have been adopted or have more acceptability), planting (learning and import gradual and deep into the world, roles, values and patterns of the most common mental and Macro audience) spiral(mass media by combining three properties density, all of the room, and the sound, have a strong influence on public opinion. Most people tend to look at things in such a way that the mass media have been offered. Admission of silence and regardless of the contrary opinion with induction media, it is a kind of tacit approval with the media, the media may have changed the whole world culture the of people, have deviated or made degenerate); use and satisfaction (audience satisfaction by providing content and interested messages and tailored with wishes, for real or an illusion, and the general feeling of usefulness, finally, lead to the self-satisfied audience response through follow-up with media), media also as an organization with legal personality and defined mission, obliged and committed to compliance standards and normative rules listed in their professional activities.

Review of the Literature

"Lerner" believes that modern society requires assistance to national integration, communication with national and international markets, stimulate for demand of goods and modern services, crisis business development resources and the development of methods and new values in the areas are nutrition, family setting, health, agricultural and industrial production in urban and rural life. To accomplish this goal, mental activity at the level of the individual and society is essential, and the media is the most appropriate and effective means of changing attitudes, values and behaviors, and in other words the creation of individual and social mobility.

- Q. Balakhany (2005), studied the effect of the use of the mass media on social trust among citizens of Tehran. In the study, the measure of three dimensions of social trust, interpersonal, public and institutional (interpersonal: Top, General, and institutional moderate, low) and the relationship between the three types of media, local TV / satellite and newspapers of social trust, each of the three mentioned media messages influence of different content on different kinds of measured confidence. In general the results of the research shows, the mass media under certain conditions (media type, time to enjoy and the type of used messages) have effect on the formation of a private trust, and can be said the mass media is one of the factors affecting public confidence in both the institution and the public.
- We .shh (1995-1998) is paid to investigate the relationship between civic commitment and trust between man watching television with his payments first to review things such as Putnam and Aslnr. He believes the research is a kind of sweeping generalizations, and have not had proper consideration to all the issues media. Based on Putnam theory, he argues that there is an interaction between social commitment and social trust. There is relationship between the mass media and the amount of social trust and civic engagement described and explained based on intelligence functions, identity, social cohesion and recreation. The mass media, in addition to forming personal identity and the environment, and is effective in recognition of social world, and is providing a pattern of social behavior for the individual as well. At the same time the use of fun programs may be harmful for social capital because it affects their attention to the environment.
- Ashrf.s. Ahadzadeh (2006), study the level of attention to media ethics in the Islamic Republic of Iran Broadcasting News. The aim of the research is study of the Role of Islamic Republic of Iran Broadcasting in increase awareness of audience to reduce air pollution by environmental experts and media, and by qualitative methods and techniques have been interviewed. The results show that the Islamic Republic has failed in its role as the national media and the general public for increasing information to solve environmental problems, especially reducing air pollution. In fact, only when air pollution alert in an emergency or crisis has merely been news. In describing the pathology of negative performance in the TV air pollution problem, experts mention the lack of investment, financing facilities, the lack of research planning and environmental thinking among managers of the national media and non-priority environmental issues.

Research Methodology

Methods In this study is survey in the purpose of the application, in terms of quantitative data, in the correlation method and the method of data collection. Implement for collecting the information in this study is questionnaire that includes 30 items and is adjusted by the investigator. The used questionnaire in this study is anonymous and type of closed questions and is based on the Likert scale. The validity and reliability of the questionnaire were examined and approved by using Cronbach's alpha test and in expert's opinion. So the statistical population in this study ,Tehran residents over 15 years of four (2-13-17-22) is that these areas were selected by using stratified cluster which has a total population of 1219432 people, and these areas were selected randomly in crowded neighborhoods, a total of 400 questionnaires have been distributed and 397 questionnaires have been returned to the researcher. Analysis of the study is carried out in both descriptive results and analytical results. In the descriptive is used of the frequency distribution of variables, percent, tables, and measures of central tendency and dispersion, and in the analysis is used of the appropriate test methods. In this study has been used according to the measured variables, the Pearson correlation test, and multivariate analysis of variance.

Results of Descriptive statistics

Results Descriptive statistics data show that sociology which is equivalent to %35.8 of the 142 women, 252 of whom are men, at 63.5 percent. The majority of the study population are People aged 20-30 years to 32.2% (128 cases), and the lowest 5.3 percent to about 21 people aged over 60 years. From these, it includes 148 have a diploma with a share of 37.3 percent, followed by a bachelor's degree holders with a share of 22.2 percent. That 208 patients (52.4%) of the subjects are watching toward God programs that 20.9% of 39 patients 2 times a month are watching the series.

According to statistical data, 174 (43.8%) of the subjects are watching the Lessons of the Quran, and 211(53.1 %) of the sample are not watching the Lessons of the Quran. 41 of the subjects (24.1%) once a month are watching the Lessons of the Quran, 26 (15.3%), three times a month, 36 patients (22.9%) four times a month in order are watching this program. 155 patients (39%) of the subjects are watching the conquest narratives, and 232 patients (58.4%) of the subjects are not watching the program narrative of conquest. According to the statistical data we can see that 277 of 69.7% of the sample believe that much exaggeration and hyperbole in expressing emotions is not a good thing. 269 of 67.7% of the sample when someone become upset too much to remember that goodness before. 235 of 59.2% of the subjects in much try to minimize their feelings. 308 of 77.6% of the subjects believe in much of the character of the leaders is to avoid reprisals. 317 of 79.8% of the subjects in much avoid of the hypocrisy, however, for it to be losses. 299 of 76.3% of the sample believe that self-centered is as much an obstacle to justice. 320 of 80.6% of the sample believe that mediocrity (the extremes) to adopt as much is accepted by law, custom and rule. To achieve justice in much is the old dreams in the careers of 319 (80.4%) of subjects. 328 of 82.6% of the sample believe that fair treatment of the partners in the most is difficult but is admirable. 269 of 67.8% of the sample believe that contact with prayers friends provide much cause the development of prayers culture, 251 of 63.3% of the subjects believe that the plan and talks on prayer helps to promote the culture of reading in much prayer. 344 of 86.6% of the sample feels that man is always in the presence of God is faithful in much.

Analysis of the research hypothesis

1. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) orientation Tehran citizens with moral values.

According to the statistical data is found, significant level of two variables test is 0.000 in watching the God and moral values, significant level of two variables test is 0.001, is watching Lessons from the Quran and moral values, Significant level of two variables test watch conquest narrative and moral values of 0.000, which is less than 0.01 (error rate R (0.01)), therefore, the null hypothesis was rejected with 99% confidence it can be said there is a significant correlation between the two variables. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and current Tehran citizens to moral values and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to have higher moral values.

Table (1): Evaluation of correlation test program and Moral Values

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.000	0.192**	Moral Values	Toward the God
Existence of significant relationship	0.001	0.166**	Moral Values	Lessons from the Quran
Existence of significant relationship	0.000	0.217**	Moral Values	the story of the conquest

Correlation is significant at the 0.01 level (2-tailed)**.

2. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with faith of citizens in Tehran.

According to the statistical data is found, significant level of two variables test is 0.000 watch toward the God and faith of citizens, significant level of two variables test is 0.000 in watching Lessons of the Quran and the faith of the citizens, significant level of two variables test is 0.000 in watching the story of the conquest and faith of citizens, which is less than 0.01 (error rate R (0.01)), therefore, the null hypothesis was rejected with %99 confidence it can be said there is a significant correlation between the two variables. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and faith of citizens, and the relationship between the two variables is positive. In other words,

if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to have more faith.

Table (2): Evaluation of correlation test of seeing the programs and faith of citizens

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.000	0.201 **	faith of citizens	Toward the God
Existence of significant relationship	0.000	0.185**	faith of citizens	Lessons from the Quran
Existence of significant relationship	0.000	0.249**	faith of citizens	the story of the conquest

** .Correlation is significant at the 0.01 (2-tailed).

3. There is relationship between viewing television programs (Programs toward God, the lessons of the Quran, the story of the conquest) with piety of Tehran citizens.

According to the statistical data is found significant level of two variables test is 0.013 watch toward the god and piety of Tehran citizens, significant level of two variables test 0.001 in watching lessons of the Quran and piety oh Tehran citizens, significant level of two variables test is 0.000 in watching the story of the conquest and piety of Tehran citizens, which is the less than 0.05 (error rate R(0.05)), therefore, the null hypothesis was rejected with %95 confidence it can be said there is a significant correlation between the two variables. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward god, the lessons of the Quran, the story of the conquest) and piety of Tehran citizens, and the relationship between the two variables is positive.in other words, if more people are watching the plans of god, the lessons of the Quran, the story of the conquest, they tend to have more piety.

Table (3): Evaluation of correlation test of seeing the programs and piety of citizens

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.013	0.126*	piety of citizens	Toward the God
Existence of significant relationship	0.001	0.164**	piety of citizens	Lessons from the Quran
Existence of significant relationship	0.000	0.185**	piety of citizens	the story of the conquest

**Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

4. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with self-purification of Tehran citizens.

According to the statistical data is found, significant level of two variables test is 0.016 watch toward the God and self-purification of Tehran citizens, significant level of two variables test is 0.142 in watching Lessons of the Quran and self-purification of Tehran citizens, significant level of two variables test is 0/081 in watching the story of the conquest and self-purification of Tehran citizens, significant level of two variables test is less than 0.05(error rate R (0.05)) in watching toward the God and self-purification of Tehran citizens. Therefore, the null hypothesis was rejected with95% confidence it can be said there is a significant correlation between the two variables. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God) and self-purification of Tehran citizens, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, they tend to have more self-purification. Significant level of two variables test in watching Lessons of the Quran and self-purification of Tehran citizens, and two variables of watching the story of the conquest and self-purification of Tehran citizens are more 0/05. Therefore, the null hypothesis is not rejected and there is

not significant relationship between watching the story of the conquest and the Lessons of the Quran and with self-purification of Tehran citizens.

Table (4): Evaluation of correlation test of seeing the programs and self-purification of citizens

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.016	124*.0	self-purification of citizens	Toward the God
Absence of significant relationship	0.142	0.075*	self-purification of citizens	Lessons from the Quran
Absence of significant relationship	0.081	0.089*	self-purification of citizens	the story of the conquest

. *Correlation is significant at the 0.05 level (2-tailed)

5. There is relationship between viewing televisions programs (programs toward God, the Lessons of the Quran, the story of the conquest) biased reading of Tehran citizens to pray.

According to the statistical data is found, significant level of two variables test is 0.000 watch toward the God and Tehran citizens tend to prayer, significant level of two variables test is 0.001, is watching Lessons from the Quran and Tehran citizens tend to prayer, significant level of two variables test is 0.000 in watching the story of the conquest and Tehran citizens tend to prayer, which is less than 0.01 (error rate R (0.01)), therefore, the null hypothesis was rejected with %99 confidence it can be said there is a significant correlation between the two variables. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and Tehran citizens to pray, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to pray more.

Table (5): Evaluation of correlation test of seeing the programs and Tehran citizens tend to pray

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.000	0.282**	Tehran citizens tend to pray	Toward the God
Existence of significant relationship	0.000	0.240**	Tehran citizens tend to pray	Lessons from the Quran
Existence of significant relationship	0.000	0.276**	Tehran citizens tend to pray	the story of the conquest

. **Correlation is significant at the 0.01 level (2-tailed).

6. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to trust.

According to the statistical data of table 6 is found, significant level of two variables test is 0.194 watch toward the God and Tehran citizens tend to trust, significant level of two variables test is 0.791, is watching Lessons from the Quran and Tehran citizens tend to trust, significant level of two variables test is 0.238 in watching the story of the conquest and Tehran citizens tend to trust, which is less than 0.01 (error rate R (0.01)), therefore, the null hypothesis was not rejected with 99% confidence it can be said there is not a significant correlation between the two variables. Therefore, can be said there is not relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to trust.

Table (6): Evaluation of correlation test of seeing the programs and Tehran citizens tend to trust

result	The significance level	The correlation coefficient	Second variable	first variable
Absence of significant relationship	0.194	-0.067	Tehran citizens tend to trust	Toward the God
Absence of significant relationship	791.0	0.014-	Tehran citizens tend to trust	Lessons from the Quran
Absence of significant relationship	0.238	-0.06	Tehran citizens tend to trust	the story of the conquest

7. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and justice-oriented of Tehran citizens.

According to the statistical data is found, significant level of two variables test is 0.052 watch toward the God and justice-oriented of Tehran citizens, significant level of two variables test is 0.115, is watching Lessons from the Quran and justice-oriented of Tehran citizens. Which is more than 0.01 (error rate R (0.01)), therefore, the null hypothesis was not rejected with 99% confidence it can be said there is not a significant correlation between the two variables. Therefore, can be said there is not relationship between viewing television programs (programs toward God, the Lessons of the Quran) and justice-oriented of Tehran citizens.

significant level of two variables test is 0.004 in watching the story of the conquest and justice-oriented of Tehran citizens, which is less than 0/01 (error rate R (0.01)), therefore, the null hypothesis was rejected with %99 confidence it can be said there is a significant correlation between the two variables. Therefore, can be said there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and justice-oriented of Tehran citizens. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (the story of the conquest) and Tehran citizens to pray, and the relationship between the two variables is positive. In other words, if more people are watching the story of the conquest, they tend to justice more.

Table (7): Evaluation of correlation test of seeing the programs and justice-oriented of Tehran citizens.

result	The significance level	The correlation coefficient	Second variable	first variable
Absence of significant relationship	0.052	0.099	justice-oriented of Tehran citizens	Toward the God
Absence of significant relationship	115.0	0.081	justice-oriented of Tehran citizens	Lessons from the Quran
Existence of significant relationship	0.004	0.144**	justice-oriented of Tehran citizens	the story of the conquest

.**Correlation is significant at the 0.01 level (2-tailed).

8. There is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and a good relationship with the people of Tehran citizens.

According to the statistical data of table 8 is found, significant level of two variables test is 0.229 watch Lessons from the Quran, which is less than 0.01 (error rate R (0.01)), therefore, the null hypothesis was not rejected with 99% confidence it can be said there is not a significant correlation between the two variables. Therefore, can be said there is not relationship between viewing television programs (Lessons from the Quran) and a good relationship with the people of Tehran citizens. significant level of two variables test in watching the story of the conquest and Toward the God program and a good relationship with the people of Tehran citizens, which is less than 0.05 (error rate R (0.05)), therefore, the null hypothesis was rejected with 95% confidence it can be said there is a significant correlation between the two variables. Therefore, can be said there is relationship between viewing television programs (programs toward God, the story of the conquest) and a good relationship with the people of Tehran

citizens. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (the story of the conquest and programs toward God) and a good relationship with the people of Tehran citizens, and the relationship between the two variables is positive. In other words, if more people are watching the story of the conquest and programs toward God, they tend to have more good relationship with the people of Tehran citizens.

Table (8): Evaluation of correlation test of seeing the programs and a good relationship with the people of Tehran citizens.

result	The significance level	The correlation coefficient	Second variable	first variable
Existence of significant relationship	0.014	0.126*	a good relationship with the people of Tehran citizens.	Toward the God
Absence of significant relationship	229.0	0.062	a good relationship with the people of Tehran citizens.	Lessons from the Quran
Existence of significant relationship	0.014	0.125*	a good relationship with the people of Tehran citizens.	the story of the conquest

.**Correlation is significant at the 0.01 level (2-tailed).

9. The study of relationship of viewing television programs with moral values

As seen in Table 9, the rate of Durbin- Watson statistics is the 1.5-2.5, therefore assumption of the lack of correlation between errors cannot be denied and regression can be used. The coefficient of determination is 0.056. This confirms that 5.6% of the variability of dependent variable can be explained by the independent variable.

Table (9): Summary description of the results of the regression model

Durbin- Watson statistics	Adjusted coefficient of determination	The coefficient of determination	The correlation coefficient
1.820	0.048	0.056	0.236

With respect to the F test statistic is valued significantly above the 95% confidence level that the regression equation is valid and the results analyzed. According to the statistical data of is found, significant level of independent variable in watching Lessons from the Quran is less than 0.05 (the error) is (sig <0.05), the lessons of the Koran watch variables are entered into the regression model. Due to the positive regression coefficient (B) can be said there is a direct relationship between moral values and watching Lessons from the Quran program. In other words, watch lessons from the Qur'an has a positive effect on moral values.

Table (10): regression analysis and regression coefficients

The significance level	T statistic	BETA	Standard error	B	variable
0.000	38.995	-	0.098	3.803	Fix Number
0.957	0.054	0.004	0.079	0.004	Toward the God
0.015	2.443	0.079	0.077	0.187	Lessons from the Quran
0.184	1.332	0.077	0.075	0.099	the story of the conquest

Discussion and Conclusion

The results of the analysis of the first hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and faith of Tehran citizen. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (the story of the conquest and programs toward God) and faith of Tehran citizen, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to have more faith. Compared with the done researches, media in various forms and formats is welcomed by

community, and should be planned conveying religious foundations of society, especially to children and religious concepts are transferred to the community into attractive plans and in plain language and at the same time popular and scientific.

According to the results of the analysis of the second hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and virtue of Tehran citizens. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and piety of citizens, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to have more piety. Compared with the done researches, mass media play a unique role as channels of informal education, because of the specific requirements and nature of relatively mass in retrieval, highlighting, undermining, refining, propaganda and criticism of current values and respected place in the realm of cultural activity. According to the results of the analysis of the third hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with self-purification of Tehran citizens. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God) and self-purification of Tehran citizens, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, they tend to have more self-purification. Significant level of two variables test in watching Lessons of the Quran and self-purification of Tehran citizens, and two variables of watching the story of the conquest and self-purification of Tehran citizens are more 0/05. Therefore, the null hypothesis is not rejected and there is not significant relationship between watching the story of the conquest and the Lessons of the Quran and with self-purification of Tehran citizens. Compared with the done researches, "Daniel Lerner," American sociologist is noted to media's role in the replacement of traditional values and modern values in society. He believes that the media can help to collapse traditionalism - is the problem to modernize.

According to the results of the analysis of the forth hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) biased reading of Tehran citizens to pray. According the positive correlation can be said there is a positive correlation between two variables viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and Tehran citizens to pray, and the relationship between the two variables is positive. In other words, if more people are watching the plans of God, the Lessons of the Quran, the story of the conquest, they tend to pray more. Compared with the done researches, equipped with the tools and new ways of evangelism is essential. It must not be forgotten that the teaching of religious orders, is no monopoly, and whoever is in the field of religion, understanding, knowledge and capacity of religious concepts, they should step in evangelism.

According to the results of the analysis of the fifth hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to trust. With 99% confidence it can be said there is no significant correlation between the two variables. So we can say that there is no relationship between the viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to trust. Compared with the done researches, In addition, the mass media that shape individual identity and environmental ones and in the recognition of the social world is effective, and is providing a pattern of social behavior for the individual as well. So it can be seen television programs (programs toward God, the Lessons of the Quran, the conquest narratives) are not effective trusteeship by citizens of Tehran. With 99% confidence it can be said there is no significant correlation between the two variables.

According to the results of the analysis of the sixth hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) and justice-oriented of Tehran citizens. According the positive correlation, can be said there is positive correlation between two variables of viewing TV programs (the story of the conquest) and orientation

of Tehran citizens to justice. The relationship between the two variables is positive. In other words, if more people watch the story of the conquest, Tehran citizens tend to be more liberal justice.

According to the results of the analysis of the seventh hypothesis, there is relationship between viewing television programs (programs toward God, the Lessons of the Quran, the story of the conquest) with Tehran citizens tend to have a good relationship with the people. According the positive correlation, can be said there is positive correlation between two variables of viewing TV programs (programs toward God, the story of the conquest) and Tehran citizens tend to have a good relationship with others, there is a positive correlation and direct correlation between the two variables. In other words, if more people watch the plan of God and the story of the conquest, Tehran citizens tend to have more good relationship with others.

Research Recommendations

- Study of relationship of viewing TV programs oriented citizens of Tehran to moral values by IRIB employees.
- Study of relationship of viewing TV programs oriented citizens of Tehran to moral values in other cities
- Study of relationship of viewing TV programs oriented citizens of Tehran to moral values through interviews with the elite
- Study of relationship of viewing TV programs oriented citizens of Tehran to moral values through interviews with citizens.
- Study of relationship of viewing TV programs oriented citizens of Tehran to moral values through other models.

References

1. Frqany. Mohammad Mehdi, (2001), communication and development, four decades of theorizing ... today? Media, twelfth year, second edition, published by the Media Development Center of the Ministry of Islamic Culture and Guidance.
2. Giddens. Anthony (1998), sociology, translated by M. Sabori, Tehran, straw publication.
3. Khalidi. S., (2014), media and ethics
4. McLuhan. Marshall (1998), to understand the media, Translation: Saeed Azari, Tehran, IRIB Research Center.
5. Mcquail. Denis, (1998), An Introduction to Theories of Mass Communication, Translation Parviz Ejlali, Tehran, published by the Center for Media Studies. First Edition.
6. Mehdi Zadeh pishvaei. Syed Sattar, (2013), training in media ethics and critical television station.
7. Nyku.mynu, Saeidian. Sarkisian Vazgen Sheikh, saadat, 2002), knowledge of TV and satisfaction with the approach of Tehran, Press TV serving up the focus of research ideas.
8. Rashidpur. Ali, Shah Ali. Mehrzad, (2014), about town culture of ethics, management, publication, National Center for Globalization, Tehran.
9. Roche. Vey, (1987), social action, translation: Znjanyzadeh. Homa, Mashhad, Ferdowsi University of Mashhad, Fourth Edition.
10. Sharafaldin. Seyed Hussein, (2012), the role of mass media transfer social values, emphasizing the national media, knowledge of the twenty-first - No. 179- October, 57 -78.