



The Causal Relationship Between Media Literacy and Social Responsibility with the Mediating Role of Cultural Capital in Female Students

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Abstract

The purpose of this research was to investigate the causal relationship between media literacy and social responsibility with the mediating role of cultural capital in female students. The statistical population included all the female students of Ahvaz Islamic Azad University, in 2022. The sample subsumed 310 subjects whom were selected by convenience sampling procedure. The applied method was correlational and structural equation modeling type. The measuring instruments were Media literacy Questionnaire (Falsafi, 2014), Social Responsibility Questionnaire (Talabi and Khosbin, 2015), and Cultural Capital Questionnaire (Bourdieu, 1999). The data were analyzed by applying structural equation modeling and using SPSS-24 and AMOS-24. The results showed that the proposed model had a relatively acceptable goodness of fit indices. The findings indicated a direct and significant relationship between media literacy dimensions (understanding the content of media literacy, awareness of the hidden goals of media literacy, conscious selection of media literacy, critical look at media literacy and media literacy analysis) with social responsibility and cultural capital. In addition, cultural capital had a positive and significant relationship with social responsibility. The results also revealed an indirect significant relation of media literacy and social responsibility via mediating the cultural capital. Therefore, increasing the level of media literacy and cultural capital plays an important role in increasing social responsibility in female students.



Extended abstract

Introduction: In nowadays era, reading and writing printed words is no longer enough to be literate; Rather, individuals should have the ability to critically analyze multimedia contents and culture and express their opinions with different media methods. Today, information and communication, the abundance of all kinds of applications, messages and their rush to the audience require that the audience be equipped with the knowledge to choose appropriate media messages and applications in order to get out of the state of passivity and being a mere consumer and select based on their own information needs. Students' use of media more than other groups and sections of the society has caused social media to have a greater effect on their lives. One of these cases is the existence of social responsibility. Responsibility in individual and social dimensions is a concept that can be a good tool for maintaining social cohesion while respecting differences and understanding them. Individual responsibility means that a person considers her/himself responsible for her/himself and the situation in which she/ he is placed, as well as the needs and well-being of others. Social responsibility is one of the dimensions of effectiveness in the development of cultural capital in the higher education system. Cultural capital is manifested through having special skills in various fields of art, sports, science, etc., and having the necessary specialized books and necessary publications for reading, access to the internet, having the necessary sports equipment, and so on. Considering the importance of relationship between media literacy and social responsibility the purpose of this research was to investigate the causal relationship between media literacy and social responsibility with the mediating role of cultural capital in female students.

Method: The statistical population included all the female students of Ahvaz Islamic Azad University, in 2022. The sample subsumed 310 subjects whom were selected by convenience sampling procedure. The applied method was correlational and structural equation modeling type. The measuring instruments were Media literacy Questionnaire (Falsafi, 2014), Social Responsibility Questionnaire (Talabi and Khosbin, 2015), and Cultural Capital Questionnaire (Bourdieu, 1999). The data were analyzed by applying structural equation modeling and using SPSS-24 and AMOS-24.

Results: The results showed that the proposed model had a relatively acceptable goodness of fit indices. The findings indicated a direct and significant relationship between media literacy dimensions (understanding the content of media literacy, awareness of the hidden goals of media literacy, conscious selection of media literacy, critical look at media literacy and media literacy analysis) with social responsibility and cultural capital. In addition, cultural capital had a positive and significant relationship with social responsibility. The results also revealed an indirect significant relation of media literacy and social responsibility via mediating the cultural capital.

Conclusions: Since the social responsibility of female students has a positive correlation with desirable social behaviors, social responsibility, especially in socially important situations, causes positive social behaviors in them. Considering that knowledge, language, taste and lifestyle are said to be cultural capital; The media could be influential in shaping and changing them, and this is a sign of the power of the media. Media dominates people's cultural and political life and almost all information, except that which



is directly experienced, became media contents. The media has the ability to program the mentalities and influence the cultural capital of the people in the society as they want. Therefore, increasing the level of media literacy and cultural capital plays an important role in increasing social responsibility in female students.

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