

Investigation of National Media role in Sustainability Governance Model in Isfahan city

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Abstract: The main purpose of this research was investigation of national media role in Sustainability Governance Model in Isfahan city. This study is considered as a practical study and is a descriptive- survey research. Population is consisted of three groups of people, working in government sector, public sector and private sector in Isfahan city. According to results, these people believed that National Media did not have desirable yield in establishment of sustainability governance. In addition, interaction between public sector and media in the city was moderate. Also, they believed that interaction between private sector and government sector with media is higher than mean value.

Key words: Governance; Sustainability; National media role

1. Introduction

Governance is a process which a community or organization will be developed. Sustainable development, that is the goal of long-term development programs in developing countries including Iran, will be achievable by balance of power between the three sectors mentioned in the Constitution, namely, public sector, government sector and private sector (Ebrahimpoor and Roshandel, 2008). The National Media as one of the achievements and development tools plays an important role (Ebrahimpoor and Khalili, 2009). Thus, purpose of this study was assessment of status and functioning of National Media in facilitating of establishment of sustainable and balanced governance in Isfahan.

2. Necessity of sustainable governance

Sustainable governance is considered against unsustainable governance. Governance accompanied by sustainable development and sustainability confirm the fact that public and private sector activities need to revise and correction. This concept is not developed similar to sustainable development. Sustainable governance means to create balance between governmental sectors; private sectors and civil institutions (Rahmani and Bouzari, 2009). It should be noted that Sustainable governance is different from sustainability governance. Sustainable governance characteristics are as follows (Zahedi and Ebrahimpoor, 2008):

1-Sustainable governance is based on stability-oriented paradigms and management of sustainable development

2-Sustainable governance is beyond good governance.

3-Role of Government in sustainable governance is creation of constitutional frameworks, enabling, encouraging cooperation and activities of people and institutions.

4-Success index in sustainable governance is attention to sustainability.

5-In sustainable governance, development is regarded as a multidimensional phenomenon that people define it.

6-In sustainable governance, capital has different dimensions such as Economic capital, political capital and ecological capital.

7-In sustainable governance human is objective and primary. Collective responsibility has been emphasized. Natural resources are platform for life and development.

8-Comprehensive responses to local and international communities have been emphasized.

3. Sustainability Governance

Sustainability Governance is against of instability. Instability is due to the lack of harmony between social sectors In order to develop. After a few years of introduction of the Millennium Development Goals, the effectiveness of good governance for achieving sustainable development was suspicious. In fact, the relationship and interaction between public sectors (With minimal and supervisory role), private and Public (Including cooperatives, Governmental Organizations institution and Civil institutions) Will not be effective in all socioeconomic status (Sadat, 2009).

Chang have stated that improper use of this theory in both developed countries and underdeveloped countries leads to failure of good

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governance. We cannot state clearly that good governance will cause the sustainable development.

Vision documents of 5 Arab countries, Saudi Arabia, Jordan, Oman, Bahrain, Qatar, refers to the important role of government in these countries in sustainable development which is in contradiction with good governance. Therefore, good governance has moved towards Sustainability Governance (Moshabaki and Bakhtiari, 2010).

It is essential to understand that the governance based on sustainability requires strong coherence between the three criteria of transparency, public participation and capacity of the natural environment

Thus, sustainable development requires governance based on sustainability and its prerequisite is replacement growth-oriented paradigm with stability-oriented paradigm (Momeni M, 2009).

Sustainability Governance is creating harmony among three social sectors, government, private and public sectors (Mehdizadeh, 2009).

4. Media and its role in governance

In an Age of Information and Communication Technologies, media is considered as one of the important tool to achieve objectives. Communication experts know media as route to reach message to target audience (Noori Poor and Shah Wali, 2010). Thus, Media should act as a passage for a message without any resistance. Mass media plays effective and important role in their communities from the beginning and have been effective in all aspects of social life including economy, politics, culture and etc (Akhtar Malla and Gregson, 2002). Public Relations have various tools and facilities for transferring information to information society. But none of methods of transmission can be effective as media. Media is potential and a tool for public relations. Experts have divided media into two groups, large and small:

Great media – are devices such as radio, television, cinema, computers and etc., which can attract a large of audience in a moment.

Small media – are educational aids such as tape recorder, projector, overhead, etc., which have attracted limited audience.

Akhtar Malla and Gregson, (2002) have defined two important tasks for media that are as follows:

- 1-Creating solidarity among all members of society.
- 2-Coercing them to participate in regional and national development Plans.

Media can be regarded as organizations in the field of commerce, politics, and ethics .Its exclusive role in shaping emotions and morals cannot be denied (Armstrong, 2013).

5. National Media

The national media has an important role in creating a lively political and public participation (Asada, 2007). On the other hand media is outside of

policy domain of three branches of government and administered directly by supreme leader of Islamic Republic of Iran (Bertot et al., 2012).

Different organizations are trying to provide services and products to community, according to their mission. National media is an important factor in improving knowledge and culture in the country. Also, radio and television are the most important mass media (Camajl, 2013). Radio and television enhance political and social culture with providing a link between people and government of Iran by means of reflecting News of Iran and World, and by production and broadcast educational, cultural, recreational, social programs. It is important to note that the IRIB Islamic Republic belongs to the whole nation (DeFleur and Dennis, 1995).

Explaining the role of national media by means of concept of Managed Media Pluralism (MMP) is:

1. Planning two roles for Media. (i.e., the role of programming in continuation of previous trends and national television networks and the role of monitoring other television networks).
2. Supporting private satellite channels and digital TV by means of managing distributed content among them.
3. Privatization part of existing facilities in the national media.
4. Invitation of current satellite television and other media related to activities organized under the supervision of national media in Iran with incentives such as registration, ability to attract advertising and use of facilities IRIB.
5. Establishing managed hypermedia with numerous private and public television channels, with supervision and management of national media.
6. Unity in diversity and diversity in unity is an example of implementation of management theory.

6. Mass Media and Governance

It can be said that the government plays an important role in supervision of media and it's financing, even in a capitalist economy. On the other hand, the media can be effective in clearing government operations and policies. In addition, the role of media in Managed Media Pluralism, developing socio-cultural infrastructure and promoting democracy has always been emphasized by international institutions (Minzberg, 1998).

The media, especially the national media can be an intermediary among public and private sectors in order to creating functional interaction. Mass media can potentially provide some parameters such as participation, accountability, clarity, justice and equality that are sustainability governance indicators.

7. Literature

Ebrahimpoor and Roshandel (2008) in an investigation entitled "The Role of the Media in

sustainability governance model in Iran “ have concluded that there is not balance between different parts of government, public and private media and government has most portion. In addition, media was a fundamental factor to create balance between other three sections.

Kamajl (2013) in an investigation entitled “ Analysis of role of mass media and facilitating establishment of good governance through combating administrative corruption” has stated that mass media enhanced process of democratization of governance.

Assada (2007)) in an investigation entitled “Democracy and Good Governance in Nigeria: role of Mass Media” has analyzed role of mass media in achieving good governance in Nigeria. He believes that media has a key role in democracy and justice of governance.

8. Methodology

This study is considered as a practical study and is a descriptive- survey research. Library and field methods have been used to collect data. Population is consisted of three groups of people working in government sector, public sector and private sector in Isfahan city. According to aim and nature of study, people should have elementary knowledge of media functions and performance. So in private sector, 302 manager of Steel Mobarakeh Co have been selected.

220 questionnaires were distributed, 105 questionnaires were returned and 100 questionnaires only were valid. The people in the public sector were randomly selected from one of the branches of social security insurance. Due to the limited number of staff, 112 employees were selected. 110 questionnaires were distributed and 95 questionnaires were returned that were valid. In public section, 126 employees of Cultural Cooperative Association of Isfahan city were selected. 120 questionnaires were distributed, 73questionnaires were returned.

SPSS software was used for data analyzing. The reliability of the questionnaire was 0.923. Data normality was evaluated by Kolmogorov-Smirnov test (k-s). ANOVA test has been used to understand the difference of results.

9. Discussion and results

9.1. Descriptive Statistics

According to Fig. 1, 84 percent of respondents are in 25-46 years age group.

According to Fig. 2, most of respondents had Bachelor Degree, Master Degree, Associate Degree, and Ph.D. Degree respectively.

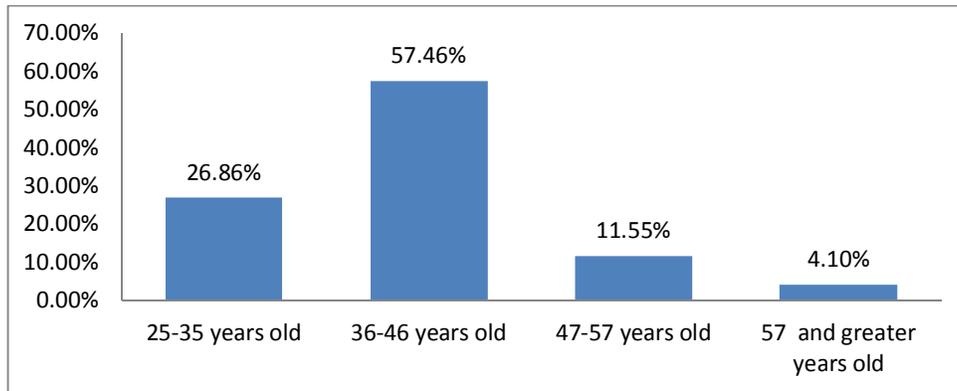


Fig. 1: Distribution of sample according to age groups

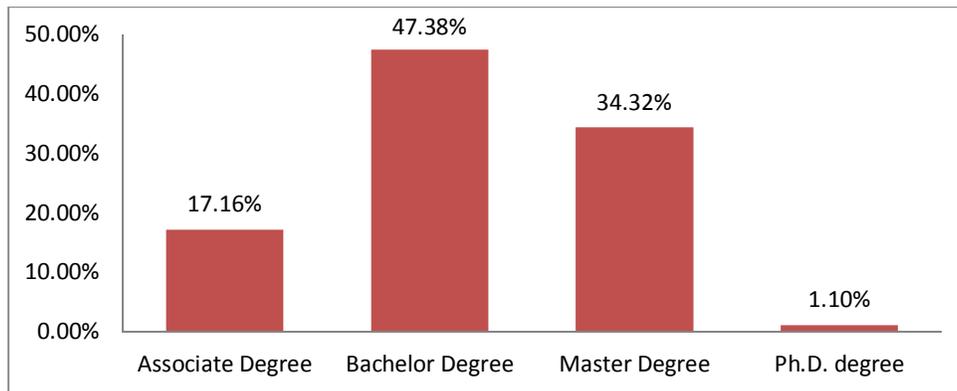


Fig. 2: Distribution of sample according to academic degree

9.2 Inferential statistics

The main hypothesis of study

With regard to the main research question- has national media played an effective role in achieving sustainability governance? – It is expected that Media performance in achieving sustainability governance model will be above average. We can statically say that the average of scores should not be 3.

According to the results shown in Table 1, the mean value has not significant difference with 3 (0.06).

Table 1: Mean test for performance of media in society to achieve sustainability governance

Variable	Mean	SD	T-test Statistic	Significance level	Result
performance of media in society to achieve sustainability governance model	3.06	0.63	64.49	0.061	Negative answer to the first question

Model

$$\begin{cases}
 H0: \mu_i = 3_i = \{2,3,4,5,7,8,12,13,15,16,17,18,22,25,1\} \\
 \text{Media performance average in achieving sustainability governance mod is 3} \\
 H1: \mu_i \neq 3_i = \{1,2,3,4,5,7,8,12,13,15,16,17,18,22,25\} \\
 \text{Media performance average in achieving sustainability governance mod is not 3}
 \end{cases}$$

The first sub- hypothesis

In first sub-question-How much is interaction between media and public sector- the interaction between media and public sector should be measured.

The results in Table 2 showed that the mean is equal to 3.03. But according to ANOVA test it should be considered as 3, because it has not significant difference with 3. It can be said that interaction between public sector and media in the city of Isfahan is moderate. This result is not similar to Ebrahimpoor and Roshandel (2008) findings.

The second sub- hypothesis

Table 2: Average of Interaction between the media and the public sector and its test

Variable	Mean	SD	T-test Statistic	Significance level	Result
Interaction between the media and the public sector	3.03	0.67	57.91	0.06	

Table 3: Average of Interaction between the media and the private sector and its test

Variable	Mean	SD	T-test Statistic	Significance level	Result
Interaction between the media and the private sector	3.89	0.62	1.32	0.001	

The third sub- hypothesis

In third sub-question-How much is interaction between media and government sector- the

The results indicate that national media was not successful to establish sustainability governance. These results are similar to Ebrahimpoor and Roshandel (2008) findings that had a proved its weak performance in the country. In addition results of this study are similar to results of Rahmani Fazli and Bouzari (2009) investigation, entitled "Achieving sustainable rural development with emphasis on the central role of the mass media, a case study of a village in Qazvin province".

In second sub-question-How much is interaction between media and private sector- the interaction between media and private sector should be measured.

The results in Table 3 showed that the mean value has significant difference with 3.

The results indicate it can be said that interaction between public sector and media in the city of Isfahan is moderate. This result is not similar to Ebrahimpoor and Roshandel (2008) findings. The interaction between private sectors and national media is greater that public sectors but is less than government sectors. This result is not similar to Ebrahimpoor and Roshandel (2008) findings with average less than 3(2.86).

interaction between media and government sector should be measured.

The results in Table 4 showed that the mean value has significant difference with 3.

As we saw more the average value 4.03 was greater than 3. Thus, it can be said that interaction between government sector and media in the city of

Isfahan is high and greater two other sectors. This is similar to Ebrahimpoor and Roshandel (2008) findings.

Table 4: Average of Interaction between the media and the government sector and its test

Variable	Mean	SD	T-test Statistic	Significance level	Result
Interaction between the media and the government sector	4.03	0.61	1.3	0.001	

All of these results are similar to Kamajl findings (2013) in an investigation entitled "Democracy and Good Governance in Nigeria: role of Mass Media". This study is parallel to Asda (2007) investigation on the role of mass media and good governance in Nigeria.

10. Conclusion

The results of main hypothesis indicate that national media was not successful in establishing sustainability governance. The results of first sub-hypothesis showed that interaction between public sector and media in the city of Isfahan is moderate. The results of second sub- hypothesis showed that interaction between private sectors and national media is greater that public sectors but is less than government sectors. . The results of third sub-hypothesis showed that that interaction between government sector and media in the city of Isfahan is high and greater two other sectors.

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