

PREDICT OF AUDIENCE'S PERCEPTION OF CULTURAL PROGRAMS THROUGH CULTURAL CAPITAL

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Abstract

This study aims to predict the audience's perception of cultural television channel was cultural capital. All students of the humanities research community to the number of 6428 people formed the University of Isfahan. Of these 362 patients was calculated by the Cochran formula were selected through stratified random sampling method. Data collection tools to measure cultural capital of a questionnaire of 28 questions in three dimensions Objectified, Embodied, and institutional and questionnaire 9 questions the perception of quality. The validity of the questionnaire structure and reliability verified through Cronbach's alpha coefficient scale cultural capital (0.86) and to the perception of quality (0.78) were estimated. Regression results show that the best predictor of an institution in the first step and the second step in addition to the following institutional Objectified cultural capital dimension. The findings also showed no significant difference in demographic variables between these variables was found with Perception and cultural capital.

Key words: Capital, Cultural Capital, Quality, Culture, Perception, Audience

1- Introduction

Cultural capital as a key mechanism in the reproduction of social hierarchy is considered. This is mainly through the consumption of goods and cultural products in the form of the material can be used as one of the main indicators of cultural capital to be created. Due to time very powerful symbolic cultural capital can and hierarchical classification of community members in the areas of social interaction determine. In addition to the new media of credit is not great, but it can deal with a better understanding of the relationship between cultural capital and television programs provide planners.

Cultural capital is one of the topics of special importance to full intensity in the area of culture find the question of social sciences. This issue, along with increasing the use of information and communication technologies, as well as issues such as growing urbanization and the formation of cultural capital consumption is the subject of a lot of academic research on the screen. The cultural capital for the first time by French sociologist Pierre Bourdieu was raised. The concept of cultural capital of the society and focusing almost find culture in social stratification can be entered [1].

Cultural capital is social and cultural means to act as capital. The main function of the domination of capital over legitimate symbolic violence, that is, the ability to sustain the relations of domination [2]. Having more cultural capital, which, unlike economic capital, the quality is quite

subjective, in the sense of having the ability to recognize more and more curious to decrypt cultural products. Thus, the cultural capital of the subjective and personal way, because culture is the tendency of people to lifestyle and cultural capital can be divided into two categories: tangible (such as buildings, locations, art, and so on) and intangible (in the form of ideas, practices, and values the intellectual capital in a joint) is divided [3]. The concept of cultural capital can be embodied into three levels (mind), physical and institutional divide. According to cultural, human individual cultural backgrounds through socialization and cultural accumulation and includes factors that give us an advantage.

Cultural goods and products in today's society do not have a written form, but merely due to the growth of technology are more cultural products of the property have been very soft. The media today, along with the educational, cultural and economic system of the bases in the fourth and one of the most important sources of identity in today's society [4].

A variety of program level so high that it seems that recipients who have less intelligence, having relatively higher academic success with television. Whereas this trend, they are smart in terms of quantitative loss supervisors actually can be the factor for the low level of the strata of the TV to create cultural capital'. While the higher levels of investment for Community Builder not to goes.

Surveys have shown an increase in leisure time between youth causes them based on their features and consumer desire to view the TV [5]. This means that the sentiment that people under the influence of cultural capital is a large share of them in the selection of TV programs on. Even though TV can be exaggerated perception of the people who painted the capital, cultural capital of the wings have affected but this is regarding the special conditions, particularly when elections [6]. Although several factors such as age, education, media literacy, employment, gender roles [7] in understanding the content of TV programs are involved but that research in particular with regard to the relationship between the dimensions of the cultural capital and the perception of the quality of TV programs do not.

On the other hand, in fact, judging by the quality of the (attitude) is relative to the application contact. In other words, the difference between his expectations of what the organization does have to offer and he receives will be defined. Thus, the amount of the difference between the expectations or the demands of the audience and his understanding of the actual quality of the performance was defined on the other hand grip is in fact interpret and organize the information is received from the senses [8].

The amount of media-specific dependency or attachment and without considering the actual rate of consumption of media as well as the specific content of the audience informed of the selection according to the expected audience satisfaction of media consumption and the amount of respect the audience, or the extent of their involvement with their practical experience of media consumption, including the factors that can influence on the understanding of the audience. According to what was proposed seems to be the understanding of the content of programs with social status, education, job, people, etc... Is linked to each of these factors to the cultural capital indices are somehow. However, the understanding of the changing quality of the programs is to assess it in relation to the cultural capital is more important for research, has not yet been considered.

Cultural capital in a society there can be cultural development instrument field; it is that it seems to a large extent depend on the content of the television program, based on the theory that the reflection of the media reflect the reality of society, and the relationship between the cultural capital program with the media means that the content of the media programs can strengthen the cultural capital is in the midst of the audience.

The development of the cultural capital cultural development instrument platform and consequently entering the sustainable development of society would be. On this basis, a researcher

in the wake of a relationship between the cultural capital is discovers in three dimensions with an objective and subjective, the perception of the quality of the content of TV programs are there?

2- The Research Hypothesis

1. *The dimensions of cultural capital can predict the perception of the quality of the cultural programs of its network.*
2. *Demographic variables (age, sex, occupation, education, etc.) a significant difference in the perception of the quality of cultural programs and cultural capital.*

3-Research Methodology

Method study Descriptive -Correlational. The statistical survey of all Community College students of Humanities University of khorasgan branch to the number 6428 people. Sample size the sample size using the Cochran formula 382 individuals. Data collection tools' using two researchers was likert with a range of five degrees.

4-Data Analysis

ANOVA test

The ANOVA for comparison of qualitative variables such as gender, discipline and education research can be used in response to questionnaire items.

Regression

The regression coefficients of the variables used to predict the relationship between the dependent variable Shd.az this test to determine numerical values based on the value it will use 2 or more independent variables.

4-The findings of the research

The dimensions of cultural capital can predict the perception of the quality of the cultural programs of its network.

Table 1- Table correlation to predict the multiple dimensions of cultural capital tend to perceive the quality of the cultural program of the network

Statistical program of the network							
Statistical Indicators criterion		Predictor variables	Multiple correlation coefficient	Squared multiple correlation coefficient	Square multiple correlation coefficient adjusted	F	Sig
Perception of quality	The first step	Institution	0391	0.153	0.150	51.191	0.000
	The second step	Institutional Objective	0.408	0.166	0.160	28.221	0.003

So that the table1- shows that the best predictor variables in the regression study the perception of network quality of cultural programs in the first step and the second step in addition to the institutional entity, the objective of is. Accordingly, 15.3 percent of the variance in the first factor, the institutional perception of network quality of cultural programs and in the second step after the institutional variables and 16.6% of the variance in subjective perception of the quality of the

cultural program of the network explains. F observed at $p < 0.05$ was significant to the population is so generalized regression.

Table 2- Table Beta coefficient to predict the perception of network quality of cultural programs

Statistical Indicators Criterion		Predictor variables	Beta coefficients non-standard measures		Standard errors beta	T	Sig
			Beta coefficients				
The perception of network quality of cultural programs	The first step	Institution	0595	0.083	0391	7.155	0.000
	The second step	Institutional	0639	0.085	0.419	7.504	0.000
		Objective	-0.162	0.076	-0.120	-2.145	0.033

Results Table 2- indicates that beta coefficient per unit increase in the institutional sense of the 0.419 per unit increase and increase in the objective perception of the quality of programs 120/0 of the unit reduces the cultural network.

The equation between the fourth theory study is available as follows:

$$\text{The perception of network quality of cultural programs} = \text{constant (1.543)} + \text{Dimension institutional (0.639)} + \text{Dimension objective (-0.162)}$$

Demographic variables (age, sex, occupation, education, etc.) a significant difference in the perception of the quality of cultural programs and cultural capital.

Table 3- analysis of variance between the perception of the quality of the cultural program of the network in terms of gender, age, education, marital status, etc.

Source	Sum of squares	Degrees of freedom	Mean squares	F	Significant
Gender	4.075	19	214.	1.097	0.352
	65.503	335	196.		
Marital status	2.268	19	119.	549.	0.939
	72.876	335	218.		
Age	11.919	19	627.	1.242	0.222
	169.275	335	505.		
Education	11.101	19	584.	764.	0.750
	251.678	329	765.		
Job	15.825	19	833.	1.237	0.225
	221.562	329	673.		
Fathers Occupation	25.311	19	1.332	1.040	0.414
	412.583	322	1.281		
Education Father	26.581	19	1.399	1.352	0.149
	337.303	326	1.035		
Mother Occupation	5.961	18	331.	842.	0.650
	127.803	325	393.		
Mother's education	24.954	19	1.313	878.	0.611
	493.743	330	1.496		

The results listed in Table 3- indicate that the scores of perception of network quality cultural programs in terms of gender, age, marital status, etc. are not significant.

Table 4- multivariate analysis of variance of scores of cultural capital in terms of gender, age, education, marital status

Source	Sum of squares	Degrees of freedom	Mean squares	F	Significant
Gender	29.968	153	196.	0.961	0.579
	28.114	138	204.		
Marital status	33.871	153	221.	0.968	0.579
	31.564	138	229.		
Age	86.183	153	563.	1.022	0.203
	74.598	138	541.		
Education	106.247	152	699.	1.035	0.220
	91.167	135	675.		
Job	97.377	150	649.	0.947	0.629
	92.581	135	686.		
Fathers Occupation	183.823	151	1.217	0.922	0.632
	166.290	129	1.289		
Education Father	137.211	152	903.	0835	0.859
	142.733	132	1.081		
Mother Occupation	65.302	152	430.	1.150	0206
	48.550	130	373.		
Mother's education	210.834	153	1.378	1.055	0.378
	172.481	132	1.307		

The results in Table 4- shows that scores of cultural capital in terms of gender, age, marital status, not significant.

5-Dissension and Conclusion

As discussed cultural inequality with behavior and cultural practices that it is possible for individuals and groups, is determined to go the theater and cinema, concerts, museums and galleries go magazine and newspaper reading, photography, etc. You can have and facilities be considered as a sign of cultural capital. Opportunities equally available to all, not possible due to financial barriers.

However, the TV does not have this limitation and can be used as the medium of the majority of society. Separated. What the results of this research show that all aspects of cultural capital cannot have a relationship with the audience's perception. In Minnesota predictive data show only two dimensions and the institutional objective can be predictors of the perception of the audience.

These findings suggest that the institutional reinforcement of the perception of the quality of programs is interesting is that going to the theater and cinema, listening to music, going to concerts, art galleries, historical museums, the art and literature such as poetry night can increase the television audience expectations, and if the program is stable perception of quality is reduced. While the institution by institution comes to the content can be increased perception of quality programs. Although this ratio, but still contains a high proportion of institutional cultural capital can strengthen the perception of the provincial radio and television programs.

Cultural capital plays an important role in shaping social inequality, but inequality rather than elevating the status of privileged individuals alleged to be caused by the development of more opportunities for the lower classes. The members of the higher classes of financial assets to the

cultural wealth and their children will inherit. Also, people who have low education levels are low and do not have sufficient economic capital to convert it into a cultural capital. Therefore, children remain poor in terms of cultural property, but it is possible that cultural institutions to increase their capital.

Some interesting point of this study is the first that a significant proportion of respondents who expect college cultural capital of knowledge and experience do not have access to them. This is actually a kind of new content poverty and high awareness of cultural consumption. Second, a significant portion of the knowledge of university students has short-term stability as well as a clear and explicit understanding of the social and cultural needs and not social.

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