

STUDY OF CONSUMPTIONS' BARRIERS OF ARTISTIC AND CULTURAL GOODS

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Abstract

The aim of the present study was conducted to the descriptive method; cultural and artistic goods consumption barriers survey. Taking cultural goods cannot be attributed to a single factor, while several factors such as economic, social, media and etc. the cultural consumption is impressive. The results of this study showed that factors such as the existing advertising practices regarding cultural goods, low use of technology in advertising, being inadequate participation of mass communications in the field of informational, cultural goods, prices substandard quality cultural goods distribution network, reducing production subsidies assigned to cultural goods, the role of cultural goods and on family consumption down. Including the most important obstacles facing cultural and artistic consumption.

Key words: Cultural and Artistic Goods, Consumption, Economic, Media

1- Introduction

Today, taking to one of the most fundamental concepts for understanding modern society in such a way that the pundits, from different angles. Although taking the first practical economic activity to meet the need or understand, but focuses on the twentieth century thinkers all over the stressed form of cultural consumption and cultural consumption is the most important component of the new society. Cultural consumption, social and everyday activity.

Our form of life style and cultural consumption, our desires and needs, ingredients for the production of fictional provides, indicates the differences and social distinctions, and represents the secondary products we are employing the available tools [1]. One of the most important theoretical concerns in the field of Sociology of culture can be attributed to cultural consumption and type chooses the people to the extent that cultural products in wide cultural consumption, you play an important role in the creation of identities, as well as the economy of

culture. Social class and cultural capital as a key variable to explain the two classic theory of cultural consumption [2].

An overview of the literature show most grows audience or consumer consumers traditionally use commercial or social-economic aspects, are considered public consumption as the financial value of the partnership in the purchase, Exchange, lease equipment and cultural themes [3]. the type and amount of cultural consumption has three main dimensions on visualization, which includes individual mentally trends and tendencies towards the next objective is the use of cultural goods, which includes the consumption of cultural products is qualifications and academic degrees that include institutional and cultural and scientific person.

It's something that any goods to be produced not use swap manufacturer [4]. Biological material human needs are in the field, the most important of them: feed, clothing and housing. Human needs can be met by the resources and factors which they say goods and services [5].

In order for a product to become a commodity must be able to fix one of the man's needs, and not to satisfy the personal needs of the manufacturer or of his dependents, but merely to buy and swap with other products can be produced, and therefore the Exchange. It is therefore not a natural traits but also social characteristics of commodity products. Cotton, for example, that a rural woman for family consumption or cereal that a farmer produces goods for personal consumption [6].

2- Types and Features of Cultural Goods and Services

Economists do not have a duty to provide a definition of culture. The dominant paradigm in the consumer preference for each individual based on their experience and the necessary and sufficient conditions for the recognition of the concept of culture.

However, economists can understand in certain criteria are whether there are people cleaning it for giving the cultural commodities or services of other products and services to take work» [7].For addressing the characteristics of cultural goods and services must be first to the goods and services category. A typical assortment of the goods and services they offer in the following four categories:

- 1- Private cultural goods and services, in the case of these goods is a collection of market price and there are at least potentially owning this type of specific goods and services and is determined, for example, a book or CD.
- 2- Public cultural goods and services, this type of certain goods and services do not have the owner and any noticeable price there is about them, for example, an object of cultural heritage.
- 3- Goods and services combined this type of cultural goods and services at the same time, the characteristics of cultural goods and services are private and public as an example of a private aspect to its owner art Panel and to others that it is to visit the general mood and a lot of cultural goods and services of this type.
4. The doctrinal and cultural goods and services, the goods and services of this type cannot be imported because the category value [7].

As can be observed, cultural goods and services are both economic value and cultural value. Here to talk about the cultural value of these goods and services. Although that multidimensional cultural values, unstable, not a polemic, the unit is common and may include elements that cannot be simply in accordance with any qualitative or quantitative scale are expressed. But it seems the cultural features of the goods and services that are cultural values shape them are as follows:

- (A) **Aesthetic Value:** without trying to set a vaguer concept of the structure of aesthetic quality, we can at least features the beauty of form, harmony, and other aesthetic features, the effect of the component as a recognized cultural value we look to that effect. Can be influenced by other elements, style, fashion and good taste to aesthetic effect reading added.
- (B) **Intellectual property:** can be found in the official interpretation of a religious background, so that if a particular cultural significance to this effect for members of a religion, tribe or other cultural groupings; it's worth can be based on the basis of this world (secular), i.e. the inner features common among all human beings refers. The spiritual value of beneficial influences (spiritual) is: understanding, enlightenment and insight.
- (C) **Social value:** may gain by means of communicating with others, and it is possible to understand the nature of Pakistani society in which we live and to a sense of identity and place.
- (D) **Historical value:** an important cultural value may be a component of a work of art is its historical links, how does this affect the living conditions at the time of their creation, reflection and how through the creation of a sense of continuity with the past, to the present time.
- (E) **Symbolic value:** the artwork and other cultural topics as there are treasures meant carriers if the recitation of a work of art involves the extraction of meaning, in this case, the symbolic value of the work, the nature of the semantic expressed by means of the effect and its value to the consumer.
- (F) **Value of originality:** this is the same effect that actually refers to a real work of art, unique and original that shows open. There is little doubt about the authenticity and integrity of a work in addition to other resources learn value of recognizable value per se is [7]

3- History of research

Fardero and Sedaghat zadegan (2000) in his study entitled "social-economic base and cultural goods consumption in two southern and Northern region Sunday noon, using the method of sample collection and 500 people to the results achieved that with an average of more than 2 hours of TV for most of the day, it's the cultural goods consumed and study the book as one of the most important and most effective cultural goods shows that 2/48 per cent of people in the past month No book did not study[8].

Vahida (2004) in a study entitled "the relationship between the database of economic, social and cultural" products consumption using the method of collection and the sample size n 818160 r all persons 15 years of age and older and have a resident of the city of Isfahan with the use of cluster sampling method in Isfahan municipality area 5 (2, 3, 6, 7, 10) was selected and came to the conclusion that one of the minor problems due to the study population to the written and visual media to learn about absolute TV than other commodities, the share of small associations, institutes and agencies active in the social field with relish to sport and leisure as a tool in the study of society and the low level of participation in the Forum and the Institute for people's leisure time was filled [9].

Fazeli (2005) in a study entitled "the sociology of music consumption in the city of Tehran using the research collection and the sample size $n = 807$ at the level of assessment for the amount and types of Sunday noon and consumption of music, cultural and lifestyle assessments of individuals and families whose paternity was implemented and results achieved cultural capital of family and cultural capital generally make the importance of cultural consumption, disposition, but to show them To better explain the other variables must be considered. Variable that can act outside the family level and eventually even the groundwork for the impact of the above variables. For example, every other network role should explain who the person is, contact with them in the media space that cultural products and messages are sent in, and a more complete review of the characteristics of the type of work ranging from people's personal lives, family conditions and events have occurred in the lives of them into consideration [10].

In 2003, a study by the National Bureau of the National Ministry of culture and Islamic guidance projects under the title of "cultural goods and activities, taking the country's situation-cultural attitudes of Iranians carried it results in a general report produced and 30 provincial reporting. The relationship between economic status and benefit from better economic situation with books becoming non-study course rate increased. Book inventory in the library more than tripled, to almost 4 times the book seems a little higher than average study only the bottom floor and the middle class is the difference. Buy the book from the high areas down to the areas and increased about three times [11].

Katz-Gerro and Sullivan (2002) comprehensive research regarding the relationship between gender and cultural taste in the UK have done that this relationship from the perspective of developments during the Decade 60 to 90 establishments in the UK are measured. They believe that social developments made decades lead to the evolution of the meaning of sex and this development directly on the human impact of people's taste and liking existence and spend leisure is also affected and has been changing. Sullivan and Katz-Gerro in the further research on factors such as class and gender focus and have proof that sex in the type and quality of cultural consumption and cultural tastes, essentially on an impact people [12].

Bukodi (2007) in the research entitled "social and cultural consumption and social stratification in Hungary showed that social, education and income base three basic factors in the case study book in Hungary. The results of this study showed that tends to be a study in people, dependent on the social base of the person and the family's social base and the only people who are at the top of the hierarchy of the social base and have sufficient education and income are more adequate cultural goods, taking [13].

4- **The barriers affecting the consumption of cultural goods**

4-1- status of socio economical

Base in the field of Sociology of work with two different means, first, the definition of the social site Linton very simple phrase of a particular position in the social system, knows as a parent and a child site etc...In other words in the definition database to what the person is called while the concept of the role of the individual in social behavior that a certain social base is expected. The second meaning that the above references to the concept of social Semantic Web site listed is equal respect and dignity the social base knows [14].

According to the social and economic base of the items listed is the location and position that people in the first stage of the next step to bring the junk with the efforts and efforts of individuals can be created with the previous steps, of course, that earned the unwanted, is not connected to the next in terms of existing positions may be a better effort or whether, for

example, all the family wealth and income to lose after the first stage and with regard to II economic and social base of people with social class, occupation, income, level of education, gender, location, leisure can be determined, then the social economic base towards the social class of a wider and more general meaning is entitled [15]

4-1-1- Social classes

Social class has implied a variety of concepts, including: power, prestige, money and culture. The social class to which part of the community in terms of having common values, social prestige, mass activities, the amount of wealth and other personal assets as well as etiquette, with other parts of the same community.

The floors of two or more persons or groups that believe in people, according to their community and social sites by higher or lower have been ranked. What's on this site are effective, the social and economic aspects. In this regard there is also such a classification: level of the community that it is because of the similarity in the level of education, occupation, family background, race and sexual orientation toward social issues, its against to know [16].

The high social classes, certain cultural capital in the economic hierarchy of your dedicated to social stratification. Namely those in higher social and economic hierarchy, the type of cultural goods, consumption, disposition methods and have different patterns. In terms of education, the children of the upper classes that are more cultural capital access. People to benefit from the classes, more features, different tastes and preferences in type of cultural exhibitions, books and travel, and General access to culture facilities and accessories, from top-class prestige excellence. minors, as their parents are possible community and culture higher base provided by the experimental teaching system of rewards will be given, to display content.

4-1-2- Social identity

Some of the researchers in the studies on the relationship between the purchase of goods and the traditional emphasis of the post-Soviet identity. This particular look is characterized by the concept of lifestyle. In this way, consumers will be around goods and objects that define identity. Life style with other traditional concepts of the past, including the order and status of structural Division such as family, class, gender and ethnicity, is different. One of the most important movement that makes it worth mentioning for those mills that lifestyle on the cultural instruction stresses that according to the signs, representation and media have formed [1].

The cultural purposes in a variety of different classes and strata and different social spaces. Also, cultural consumption depends on the volume of the group at its disposal and can exploit it.

Determining the identity of the "axis", aside from the symbolic value of the facilities, meet the cultural value, so spent; mainly on the basis of allegedly "cultural needs" can be set to require coal. "Today, in almost all communities, poverty, human burdens of heavy debt, to buy goods with famous brands, a kind of identity. So in the world, taking on a kind of cultural goods, always taking the cultural identity", and remake himself by the sources and the possibility that the capitalist market, supply is possible. «Cultural goods consumption cultures makes the person rather than through economic relations (floors) or political links find the identity, eat, drink, how to spend leisure time or "way of life" to achieve identity.

4-1-3- Social barriers

Without a doubt, reading and study of the most important and the most transcendental activities underlying the visa regulation which is a very basic human role in one's life and the creation and advancement of culture and civilization. This work should start in childhood, all the people from the great as his in the establishment. Although the baseline of any age if properly targeted, and started a revolution in person that the dramatic developments and quick mind to sophistication.

In the advanced world today the importance of the study was valuable in such a way that the Organization should be responsible to all cultural barriers, institutional and etc. The publication of the book in the spirit of the people has all the easy access to books. The importance of books and press in the world today is clear and it is known. Without a doubt, if speaking of tools comes more advertising to radio and television and in particular TV, come on. The reason is that TV and radio than any other ad type is used by more people are actually. All TV can also be caused by the quantity and availability of this medium. TV time to physically and also in terms of communication available to the target audience and generating a huge volume of everyday speech is people as well as the impact of an investment in the media due to the ability of the TV translator any unfamiliar context and in the framework for the meaning to which is inaudible. Scientists and experts of social sciences and communication, advertising with respect to the sources used, the effects and results, range cover, presentation and its objectives are divided into several types. Cultural promotions as well as one of the types of advertising and also as a part of the culture of the society that can underlie changes in cultural values and principles. A lot of media including television, radio, newspapers and etc. Are used for advertising and cultural but perhaps TV is one of the major media in this context.

Nowadays, influenced by the performance of advertising, large groups of people, their behavior and adjustment with the dramatic impact of that on how to affect the lives of people, a lot of groups more effective NATO for the use of this tool

In the Iranian society and the culture of this country and with respect to the emergence of modern societies, culture, advertising and appearances with the issues and problems faced. The lack of familiarity and finally the lack of efficient use of technology and adherence to traditions, lack of familiarity with the scientific topics advertising officials in this field, it is not aware of the ways people use media types according to the position and the time and place to use it, not to use the beautiful basics in designing and shaping concepts of advertising ... Of the problems that seem to be stuck in today's society, administrations.

4-2- Cultural advertising

This word originally means the publication of opinions and ideas through lies and deception the cult took place was mean but gradually with the studies that researchers took note of that propaganda is often nothing more than clever deception. In many cases, political advertising is synonymous with propaganda, but it must be said: the political propaganda is a specific type of advertising that is dealing with people's feelings. Although the concept of cultural promotion the inner workings not show notification process but the way for the formation of a variety of beliefs, imagination and myth and media, opened to a good soil for growing San ideologies and myths.

In general advertising is based on the orientation towards cultural values, especially values in order to get to the inner social are these values are likely to be more than the following three factors above all depends on the:

- 1- The possibility of understanding the value of data (access to these values to form their perception and subjective shape)
- 2- Emotional relationship with the known values
- 3- The degree of integration of small groups like families round social values (UNESCO).

Generally can be used as a tool of cultural advertising that utilizes a variety of very strong influences on the arts, values and cultural behaviors are learned societies. Of the following works can be culturally transmitting ads:

- 1- Some pundits believe that the ads will promote consumerism, for giving the kind of consumption, showing the specific practices and replace life, creating unconditional tabs and etc.
- 2- With regard to devices used in advertising, arts and Visual value and form and shape, in such a glamorous, replace the content and its quality may be the formation of this type of attitude in the process of persuading others, social, cultural and political environment would also be drawn.
- 3- Advertise using repeat for a variety of desires, consumption, attitude to life and etc. The same as that utilized in the human or more of their needs and their facilities with the phenomenon of the eye and the eye to decide. The phenomenon of cultural uniformity.
- 4- The media directly and indirectly, the attitude of the audience through advertising, altered and new ideas and attitudes, to replace it cultural propaganda and advertising. In General, in order to change society's cultural values and principles.

Propaganda, money would affect the mass communications, a large part of the pages of newspapers and publications and radio and television broadcasting time of employment and on people, on the force of imagination and understanding cultural impact by their language and images. So the ads should target the culture.

5- Discussion and Conclusions

The research showed that factors such as the ahead The advertising practices regarding cultural goods, Limited information through advertising, weak advertising environment, and Low use of technology in advertising, The role of weak fundamentals of aesthetics in the design and shaping of advertising, Being inadequate participation of mass communications in the field of Informatics, The weak role of mass communications in the introduction of the cultural goods, Weak advertising in order to promote the study of culture in the education system, The role of weak schools in planning and implementation, slight cost to study non-curriculum resources for schools, Inadequate use of the leveraging of resources with the use of incentive, Take advantage of the low level of research and scientific research to improve the written sources, The role of the family in taking down the cultural goods, Study on the culture of weakness expected places (Queuing, doctor's Office, public vehicles, etc.) Study of culture at the weakness of the other family members during the day. The current family income levels) current income with life cover basic costs , Price increase of cultural goods, The position of cultural goods in the consumer household basket, Reducing production subsidies assigned to cultural goods ', The existence of Android market look quite commercial and cultural goods, The adverse cultural goods distribution network quality As an obstacle in facing the impact of cultural and artistic goods.

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