



Analysis of the Clergy's Perspective on Cultural Invasion and Its Impact on Iranian Families

Samaneh. Foghi¹

Mohammadreza. Aghareb Parast^{2*}

Abdolreza. Baghi³

1. PhD Student, Faculty of Sociology, Shahreza Branch, Islamic Azad University, Shahreza, Iran

2. *Corresponding author: Assistant Professor, Faculty of Sociology, Shahreza Branch, Islamic Azad University, Shahreza, Iran

3. Assistant Professor, Faculty of Sociology, Shahreza Branch, Islamic Azad University, Shahreza, Iran

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Abstract

Aim: This study aimed to analyze the cultural invasion and its damages to the Iranian family foundation from the perspective of the Clergy's viewpoint. **Method:** This research was conducted using a descriptive-analytical method, relying on library resources. **Results:** One of the social functions of the media is its role in introducing the concept of family to the audience. They often depict families as distinguishable and prominent units. This method transfers the family foundation from one generation to another. The purpose of this research is to identify the destructive effects of cultural invasion, soft war, and cultural damages to Iranian families from the perspective of the Clergy. Western media can impose their own definition of family on the Iranian society by repeatedly publishing their desired definition of family, thus causing a change in a society from within. This has become a concern for officials, including the Clergy. **Conclusion:** Data analysis showed that the virtual space and media have the most significant impact on cultural invasion.

Keywords: *Cultural invasion, media, Iranian families, soft war, virtual space.*

Introduction

Now, in the 21st century, which is the century of communication, these communications have led to cultural changes in such a way that it can be said to have accelerated the phenomenon of cultural invasion.

Methods

This research was conducted descriptively-analytically using library resources.

Results

Culture is not superficial or apparent; rather, it is rooted in the fundamental and intrinsic insights and beliefs of humans (Rezavi et al., 2018). Sociologists consider the culture of each society as the basis of its civilization, and cultural scholars have called society a group composed of a common culture. Today, culture refers to all the tools available to members of a society, including all customs, beliefs, sciences, arts, and social organizations that exist in a society (Mansoori, 1991).

Role of Media in Producing Mental Contents Today, the importance and role of media are undeniable; this is due to their significant impact on the beliefs, values, norms, and behaviors of society and their transformation by this powerful cultural tool, which creates and reinforces the power of acceptance in the audience based on the modern security model (Bahrami, 2009). Communication tools such as satellites, the internet, and mobile phones have had a significant impact on all aspects of society. These tools play a very important role in the emergence of new habits, the formation of values and beliefs, or changes in people's opinions, behaviors, and attitudes, and in the cultural transformations that govern society and families. On the other hand, the global dominance system has tried to have complete control over the media to achieve its various goals. Therefore, the media not only have the ability to show reality other than it is, but they can also change people's perception of reality according to their taste and preference (Rahmani et al., 2016).

Satellite Networks: The global dominance system, especially the United States government, strives to monopolize the technology of satellite construction and its programming. Broadcasting TV programs for the conquest of hearts and minds enhances diplomatic power and aids in the resolution of foreign disputes. Especially in times of crisis, they try to broadcast influential programs for the people of other countries through their media. Recent advancements in satellite technologies, coupled with the expansion of television news markets, exemplify this. Specifically, the ability to cover news events instantaneously around the world has highlighted the role media play in advancing or implementing foreign policy. Satellite networks can be considered the most powerful weapon of the global dominance system in the media war against countries, with their wide reach and ability to transmit vast amounts of information, they have become a unique tool in their hands (Moradi). Furthermore, by broadcasting obscene films with themes that attract adolescents and young adults, they target the cultures of countries.

Computer Games: In computer games, the user in this media space experiences driving, shooting, chasing, and escapes, finding themselves in the scene and accessing a false excitement. With a little reflection, one can see and understand the soft power of the enemy in the form of the new media of computer games; a weapon that is used in their soft war. Soldiers in the world of computer games advance into homes without any supervision or resistance.

The design of these games has been with significant purposes such as promoting hedonism, confronting ethics, and eradicating the stigma of sins. Individuals gradually engage in illegal acts, theft, etc. (Mohammadi, 2015).

Disuccion and Conclusion

In today's world, countries cannot build walls around themselves and remain safe from the encounter of their society's culture with foreign cultures. If a society's culture loses its strength and people become detached from their culture, the power of proper thinking is taken away from them, and they drown in this sea of communication. If a nation is interested in preserving and safeguarding its cultural identity, it should strive to preserve its society's intangible culture. However, this does not mean that intangible culture can or should be kept completely untouched and static, as change is a characteristic of culture. But this change does not harm cultural identity if it follows a normal and spontaneous course. Several solutions have been suggested to counter and fight cultural invasion, some of which are mentioned here: 1- Comprehensive understanding of cultural invasion and the enemy's goals from it; 2- Strengthening religious and political insights of the people; 3- Satisfying human natural needs through legitimate means; 4- Expanding the practice of enjoining good and forbidding evil; 5- Self-improvement of cultural authorities; 6- Efforts to eliminate economic poverty.

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