The Role of National Media Provincial Channels in Economic Development of the Province

Reza Damirchie
Islamic Republic of Iran Broadcasting (IRIB)

Abstract

In the communication age, media is one of the most important development tool in today world that is the main communication means to achieve development goals. The role of provincial channels of national media in economic development activities is such important that no other tool can find this place. The question we are going to answer to it in this article is that basically, what is the position of provincial channels in realizing and achieving the economic growth? In the other words, can the provincial channels provide economic development field? Library method is used in this study. Economic development experts believe that the economic development is not possible except in the case of realizing the social development and social development requires the extension of education and information. So it must be admitted that the mass media has a decisive influence on the cultural development and meanwhile it will have economic development. In this way, provincial channels of national media are good field for economic development of the province.

Keywords: National Media, Provincial Channels, Development, Economic Development.
Introduction
Communication and development have been one of the most challenging topics in the field of social science, economy, politics, and culture over the last five decades in the world. Experts and scholars and also new independent or developing countries have been interested in studies in this field, especially after World War II (Jafari et al. 2013). This issue has been expanded and considered since the media has been developed and important. Now, the role of development and communication is very important for experts and scholars with the development and expansion of radio and television channels around the world.
In communication age, media is one of the most important development means in today world that having the most audiences is the main means of communication to achieve the development goals. In our country, however, the concept and role of media in the modern age of communication and exchange of technology is still unclear and vague. Today, we cannot ignore the speed of learning, expand and the role of this factor in development. Over the years, there is not a strong planning for media in Iran. Most economic experts believe that the media is considered as a basic prerequisite for economic development.
The question which is raised here is that "what is the position of provincial channels in the case of realizing the province economic development?" In the other words, can the provincial channels provide the economic development of the province? In this study, it is claimed that the provincial channels can play an important role in the economic development of the province according to the broadcasting time, signal coverage, increasing participation programs and audiences.

METHOD
Descriptive and documents-library methods are used to explain the studied issue. The document method is the regular searching in documents and resources which include the facts related to the researcher's main question in order to critic, examine, explore the facts, extract, classify, describe, interpret and analyze them and finally using all cases in the final report (Sam Aram 1999, 124).
Arthur Asa Berger believes that the obtained documents should be used in documental method (Translated by Movafaghi 1999, 97).

Communication and Development
The researches in the field of communication and development are a part of communicational researches during the last decade. Basis of these studies are the theories which have been mainly proposed by western theorists, especially Americans since 1950. Totally, it can be said that the communication plays a special role in development and promotion of industry and economy. In fact, the global economic system cannot have efficiency without communication means and it can be said that the survival of global economy depends on the survival of communication equipment (Motamednejad 1996).
In this way, it's clear that why the communication and development is the politicians, scientists and researchers' concern in the world and it has been proposed the different theories about it. Communication is important in national development process from different aspects: first, the various communication means are the effective factors in notification and organizing to implement of various development schemes and have a decisive influence in public participation to achieve optimal results. Second, the communication has a high position as development indices such as national income, education level, public welfare and also the health, industry and services. Hence, special planning is considered for progress and
development of communicational means along with the other important fields of development. In this way, communication development and development communication are interdependent of each other in development process (Motamednejad 1996). Finally, there are two theories about the effect of communication on the development: first, optimistic theory that considers the communication as a miracle for the development and second, pessimistic theory that is suspicious to the use of media and considers it against with the local and national values and an alienation factor.

**Theoretical Fundamentals of Economic Development**

Now, it passes over fifty years of development economy and it became acceptable although it is not all-inclusive. For example, university community has officially recognized it as an independent major. Since, Chenery conducted an assessment in 1965 believing that development economy is comparative advantage theory of classics with some changes, development economy has changed a lot to become industry. During the decades experiencing economic development, many books and researches were published about the extensive compare of development in different areas and statistics related to many time series of development variables, designing of large macroeconomic models, quick calculations with the computer and applying mathematical methods in development economy. All these created foundations of new development economy paradigm. Unbalanced growth theory proposed by Hirshman (1958) was the first spark of new economic development paradigm. In this theory, the effective growth issue is not the main subject. Such attention to the growth of key data (labor force and capital) over the time, instead of using them effectively in the context of static economy, requires such use. (Jafarzade and Firouzabadi 2011: 51).

Development economy found the courage to declare independent by Kinz School or to put it precisely, got independent of classical economy. In new knowledge, there are more concepts which are directly inspired with revolution of Kinz School. For example, "rural partial unemployment" concept and mixed economy attitude are some examples of it. In mixed economy, the government plays dominant role in correcting imbalances of macro economy policy.

Despite the diverse theories that have been raised related to economic development, it cannot be certainly adapted one or another in the case of today developing countries. So far, the theories that have been proposed related to the economic development, may be divided into:

First group: theories that consider the lack of production factors as the reason of the lack of realizing the development in developing countries.

Second group: theories of development that consider the structural problems as the reason of countries development problems. Central discussion of these theories is economic duality issue.

The third group of development theories consider the countries' inability to integrate and adopt with global system of national economic relationships as the main factor of the lack of development.

The fourth group of development theories consider explosion of population growth as the main factor of backwardness and underdevelopment of some parts of world.

It can be concluded with an overview that the accurate recognition of non-realization development in the countries will not be an easy task. Totally, it can be said that a group of different factors and their interactions on each other causes the lack of realizing economic development in today developing countries (Mohtasham Dolatshahi 2005, 378).
Economic Development Concepts

The development is a generic concept which can be applicable is all different aspects of human's life. In the other words, in general it can be included specific concepts of cultural, social, political, office, economic development and etc. So the economic development can be considered as a certain aspect of the general development of any country (Mohtasham Dolatshahi, 1991).

In developing countries, it defines as the total income and per capita growth along with major changes in economic structure. These changes include: the growing importance of industrial activities against the agricultural ones, labor force migration from rural areas to the industrial ones, reduction of dependence on imports of more advanced consumer and capital goods, reduction of dependence on agricultural and mineral products as the main exports and finally, reduction of dependence on the other countries' help to raise money for investment (Moridi et al. 1994).

Michel Tudarou has defined the economic development as follows: the economic development is the process of improving the quality of all people's life that forms because of the economic growth (Dirbaz et al. 2001).

One of the major objectives of economic development in the Islamic Republic is the creating of development and growth. The factors of achieving this goal is observed in Islam guidance and its great leaders:

A) Islam strictly orders to the Muslims to acquire knowledge and gain the information. There is no age limitation to learn knowledge; for this purpose, the long distance and travel suffering should not be underestimated (Majlesi, 3, 14).

B) Islam emphasizes on development of lands and cities. This vision is an important factor of the production growth in a society. As Quran states: God created you from the earth and made it a duty to develop it (Hud Surah, verse 61).

C) Emphasis on investment and avoid of leaving the funds and capital is observed in leaders' order of Islam (Jafarzade & Firuzabadi, 2011).

Muslim leaders recommend not to leave your properties. Buy them, produce and trade or give them to the others to work with it (Harameli, 2012).

The Role of Media in Economic Development

In today world, the opportunities and success of people basically depends on what institutions there are in the society and how they act. Media is one of the most important and effective institute. They can have an effective role in development. The flow of information influences on people's thought through the media. In fact, observing the consequences of communication process has caused that the development plans and programs relates to the communication strategies and as well as the mass media, especially television, radio and newspaper (Rezairad, 2014: 53).

Today, the governments, organizations and governmental and non-governmental institutions use the media, new informational and communicational technologies to develop the urban and rural areas (Tripani, Kumaring and Kumar, 2012). In the current condition, the economic development highly depends on the development of information part (Hadsone, 2006).

Radio and television are kind of advertising means in today world. The role of this public and effective media is such important in economic development that no other tools and means can find its place. Some of its roles are: intellectual and cultural growth, managing and directing mind, spirit and moral behavior of society, expansion of moral and material strength, creating
hope and self-esteem, paying attention to the talents and encouraging the innovation, strengthen the research and, science and technology, avoid violation of weakening the province's economic program, notification of province economic activities to people.

**The Role of provincial Channel in Economic Development**

An effective factor in implementation of policies and planning for the economic development of province is the using of provincial channel capacity and efficiency. According to missions and goals of provincial channel, Qazvin provincial channel activity can be defined in three areas to realize the economic development of the province:

A) Provincial channel activity as a culture-maker institution

Provincial channel activity as a culture-maker institution can be summarized under three headings:

1- Promoting of audiences’ economic insight

Provincial channel of Qazvin can provide the adequate information for the audiences to find the relationship among their own economic activities and also its relationship with the flow of the economy in country. In this regard, it should be considered some points in the first step:

- The necessity, importance and quality issue of economic development for the provincial network with committed experts should analyze well in broadcasting Center of Qazvin.
- In doing researches and designing the activities and media programs about the economic development, component of national-provincial culture is a basis.
- The slogan and duplicate and non-artistic practices and unprofessional methods should be avoided.
- In informing and program making, it should be avoided one way expression, and a necessary level of criticism and different opinions plan should be used.
- The competent and professional people should be employed to import messages to the production programs.

The following topics are important in improving insight as content topics for programming:

- Explaining and analyzing the necessity and importance of economic development for the public as well as the educated class through expressing the economic situation of the province.
- Explaining the productivity impact in economy of the country and the manufacturing and consumption sectors.
- Explaining the concept of work and effort value in Islamic culture.
- Explaining the appropriate economic procedures and practices and social activities in the field.

2- Promoting and reforming of morality and economic ethics

Basically, moods and motivations in doing, following and success of activities play a crucial role. Economic ethics govern the three major sectors of production, distribution and consumption that some topics can be arranged as appropriate programming content topics matched with each of these three areas:

- Promoting the spirit of sacrifice and dedication in production and economic tasks
- Promoting the efforts tireless economic activity
- Strengthening the risk morale in economic activities based on trust and faith
- Promoting the belief in beneficial activities and avoiding the false economic activities
- Celebrating the persistent pattern of province in the field of economic development
3- Increasing the knowledge and skills in the field of economic development
In this regard, Qazvin province channel can track the following topics and plays an effective role. The topics can be followed by the empowerment program-makers in the form of expert talks, documentaries and the like that.

. Informing and alerting the manufacturers in the case of state-owned facilities for economic activities
. Informing and alerting in the relationship with appropriate and advantageous fields of economic activities
. Training and expanding of participation and consultation culture in management and economic activities
. Explaining the effects of economic development for people of the province

Conclusion
Economic issues have been the fundamental topic that the enemy put the target in the last years. There have been the economic sanctions on the agenda of the enemy from the early years of the Revolution, but in the last years the enemy has tried to overthrow the regime and economy by collecting all his people. IRIB Provincial channels are as one of the most effective provincial and university media that take the responsibility of education, training and awareness in the geography of the province. Therefore, these channels have a heavy responsibility to develop the province with developed features.
According to the provinces with a lot of advantages and capabilities, to achieve the ultimate goal of economic, social and cultural development of province, IRIB Provincial channels paying attention to media position, its goals and missions should meet the needs of economic development of society and institutions to produce the programs.

Recommendations
1- The provincial channel can play its role by culturing, training, removing sensitivity, making passion, job motivation, become a necessity for economic growth and prosperity to one of the components of provincial identity, eliminating the preventive beliefs and subjectivism, drawing attention to the necessity and importance of economic development, informing low qualitative continuous process of economic development and its effects, pathology and traumatic of the development process, identifying and highlighting economic weaknesses of province, linking with the provincial executive agencies, exchange of information with stakeholders and operators in various economic sectors, the media role in the economic development of the province.

2- Provincial channel can increase awareness of provincial audience and insight into the field of economic development by various production and broadcasting with the aim of highlighting the role of economics in society and the impact of economic progress in advancing the ideals of cultural, social, etc., and thereby increase people's participation in economic activity.

3- It is suggested that the provincial channel provide capabilities, capacity and economic activity of the province in the form of news reports and documentary production and to attract foreign investment networks across the province and play them in the national media.

4- Considering the importance of culture for economic development of the provincial channel should consider developing mechanisms and accessories and to employ
experts from various fields in particular economic practices and procedures to be productive in the economic development field.

5- Certainly, managers and programmers of the provincial channel are able to fulfill their role in the economic development of the province if they are convinced and reached this belief. Otherwise, their plans will be superficial programs that merely will not have any effect on the audience. Therefore, the first step for the economic development of the province in the provincial channel is they should have scientific and technical meetings for groups of programmers, producers, directors, researchers and authors, improve the ability and skills to keep pace with social changes and transformations in all aspects of human resources in the field of science and technology of messaging and by production, distribution and efficient distribution of and effective media content within the framework of the goals and missions of the channel help to increase the province's positive economic growth and development.

6- One of the important provisions of the provincial media success in maintaining the mission and responsibility of the province's economic development is prudence acting with, far-sightedness and moderation and to avoid any hasty and superficial and iterative methods of media based on advertising and aggressive. For satisfying them we should address the various strata of society, especially the elite, intellectuals and the educated classes. Therefore, any hasty, superficiality and measures a mere slogan decision, it fails province channel from their real mission and responsibility and it neutralize media messages.

7- Considering the development of industrial parks in different locations of the province, strengthening the industry means taking advantage of existing capacities in increasing the economic development of the province. In this regard, the provincial channel to produce and broadcast programs to introduce economic capacity and act to contribute to the economic development of these towns.

8- Media by giving hope and vitality to society, keep the community with purposes, and growing. In this regard, the provincial channel should play its role in the economic development of the province by accuracy and enjoyment of the artistic aspects and attractions for messaging, hopes confided to the audience, maintain and respect the principle of general laws of messaging and audience enjoyment of the technical and artistic attractions.

9- Considering the role of media monitoring, province channel should have the necessary mechanisms for continuous communication with the executive institutions and related entities provided economic development of the province. In fact, provincial channel act as a vehicle to interact and exchange ideas of policymakers and policy implementers to develop the province and through that play an active role in the creation and institutionalization of document preparation and economic development. Provincial channel achieve two main objectives through this method: first, realizing this make the citizens familiar with it and concerned institutions and organizations responsible for economic development issues. Secondly, it will improve the accountability of the institutions and organizations responsible for the province's economic development.

10- Provincial channel as public observers and the assistance of the executive can play its monitoring role by identifying various organizations and related tasks, informing about the measures taken in an institution, the transfer of organizations experiences to each other, highlighting strengths and weaknesses of performance, create an
atmosphere of healthy competition among these sectors reflects the aspirations and expectations of the people and leaders of these organizations. Transmission of problems with organizations in fulfilling the expectations of the authorities concerned to encourage and promote continuous vitality and active and successful organizations.
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