The relationship between people and the state in political procedures

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Abstract: One of the interpretations on political communication based on communications transmitter, recipient, message and channel that indicates the relationship between public institutions and political rule in which the leniency can be considered very effective in community development and growth and the media as a channel can be explained as the most important communication process between public and the political rule, so any disorder in political communication process consequently can be followed by raising social-political movement. Thus, consequently in undemocratic societies and totalitarian state can be associated with a kind of uncertainty because of distrust and lack of mutual understanding between the people and government due to media censorship and incorrect information interchanging.

1. Introduction

Political communication: it is a communication process and political issue that not limited to the relationship between people and government or vice versa, but can have a plurality (numerous) dimensions, but the author mostly pay attention to communication between political power and people which play role through the media as a communication channel between the government and people. Moreover media have great abilities due to its great influential power, so not only it is capable to influence the message and it meaning but also by itself plays a fundamental role in communication area as a message, as well as they are able to condition people alongside their religion or religious beliefs and can make pseudo-population against traditional (obvious) population. Communication means, conveying awareness, views, feelings, skills, etc in the form of messages through symbols such as images, icons, diagrams, etc from the sender to the recipient. Now it is likely, the message recipient be influenced by the sender`s message or the sender by itself or no impress be created at all in this communicative process. The essential model of communication is based on message transmission to the recipient through channels or bearers that each of them i.e. carriers, transmitters, recipients, and massage, channel has their own quality and definition in communication process. Additionally communication is to exchange meaning in which the constant volumes of data are transmitted from the sender to the recipient. Bockstette, Carsten (2008)" in "media management" believes: "*Communication does not involve meaning conveyance; meanings are not alienable or transferable but only the messages can be transmitted, meanings are not in the heart of message by itself but there are in message user*."

It may be even possible in communication process that the "purpose" of communicator or sender of the message does not intend to influence the recipient so the "purpose" of senders can be hidden, in this case the apparent form of message is not so much important but it is proportionate to cultural and intellectual context of message recipient and receptor, recipient understand the main and hidden purpose of sender by using symbols, codes and the meaning that recipient knows or the message may be understood totally different from the intended purposes followed by sender. For example, the cultural and intellectual differences between sender and recipient are so that the message is not understood by recipient at all. On the other hand, the meaning will be produced when the communication is established by exchanging the message between sender and recipient, i.e. the facts will be formed for any person or group when communication is created between them and other ones. In addition, everyone can get the reality during the connection from his/her own perspective. Therefore, if it is assumed that all audiences (recipient) accepted the sender`s transferred messages, it will be an inopportune assumption, it may be possible that the message would not be accepted completely since the audience may understand the message different from the purpose intended by sender because of the covered motivation or cultural circumstance or any other reasons[1]. This type of political communication process is occurred in most of Non-democratic and totalitarian countries and so people should obedient and subservient to their political sovereignty without any reaction.

Conclusively, such a communication model is called "directive" communication in communications field with propagandistic, ideological, secrecy, domination nature, class aspects. Usually communication is bidirectional in developed and democratic countries, in the other word people are not mere obedient of government but they are reactive toward state messages and show positive or negative reaction to them or sometime their communicative reaction is active toward political rule. Among this, media acts as a carrier or intermediary for both sides (government and people). Without exaggeration, the media outwardly present so powerful that they are authoritative and influential on the government and people; they per se not only affect the message, but also represent naturally as a message by themselves. The discussion is notable in modern media issue. In the other word, today media have become the message by itself so "Kietzmann, J.H " in this regard says: "The real message actually and practically is messaging tool or media by itself what plays a major role in transformation is not machinery or set but it is its usage that displays as a message is media by itself. A movie itself is a medium that contains a message for the audience in which a famous actor as a component of the media mechanism (movie) like a part of the movie theater help to convey the movie message to audience (viewers) (Kietzmann, J.H.et.al 2011). But people reveres the famous film actor and first role player outside of the film because of the attention have been paid to the movie, even the in election campaign candidates use them independently for gaining people votes. Because people are obedient to film characters (that is produced by the media, especially cinema) or people trust the news that is broadcasted from their favorite TV network. By this assumption, the political rulers constantly know themselves as media supervisors. As a result they try to adapt themselves to media area or take media into services indirectly. Because media are able to maintain social solidarity based on political, moral and cultural values and integrate society as masses and in the unit nation framework, meanwhile it is possible the masses community never visit or know each other by the media establish masses like community by addressing people and giving them identity via government and nation in political social communication as if media govern the society. And it suggests that in our visible world, the fantasy nature prevail its real that is created in "pseudo-environment" by the media. Therefore, communities and nations are made by the media. "McLuhan Marshall.1964" believes the visible world is not an objective reality." In an interpretation, mass media function as an intermediate among objective and social realities and personal experiences, this

intermediacy creates a common and attitude toward the world among audiences. The media are looking for creating relatively a resemble views of reality and environment. Consequently, the context of acculturation will be gradually crystallized in the audience and community show off resemblance views of reality and environment. In result the context of acculturation will be gradually crystallized in the audience and the community will possess unit form and identity. And it is because of implanting dominant mental patterns by media communications i.e. not only media are able to create a "masses" (which is formed by the media communications) but also can create a common way of selecting issues especially looking at the events by implanting a defined pattern in audience`s minds. Although the media in democratic societies do not say how to think, but they induce us what we should think about. Subsequently, when people`s knowledge and awareness grow against the media, especially political communication, undoubtedly, they resist the against induction of certain ideas (from political sovereignty) even it is possible to deploy against them, because today if you do not trust the media consequently its message will not be accepted. Although the media messages from undemocratic and totalitarian regimes, apparently lead to emerging a unit masses, but it does not indicate the message concept is accepted, i.e. however the media message can form the social masses, but never able to provide welfare, security, justice and democracy for people, in public thought. Therefore, the exploitation of the normal symbols of power probably is effective in masses coherence but not guarantee government preservation. "Ritual" or "expressive" communication in the political communication process is assigned to government and social culture. In this form of communication, often conveying the messages from sender to the receiver is not targeted but the end is celebrations, ceremonies, or showing off the culture and common into a symbolic space. As if, there is a congress based on a "common faith" and in which people generally are joint in "meaning". In the ritual communication sender`s purpose toward recipient is to create an emotional connection that is expressed by symbols, nevertheless the messages are generally covered and non-explicit in such communication models. At least, occurring the common emotions in the "ritual communication" can help the community integration and national identity, culture, history etc, also can emerge in this communication processes as a drama. Governments benefiting from various ritual ceremonies such as religious traditions, etc. is to adapt government and political rulers to mythical characters and symbolic religious space. So more the myths have been revived, his life will be sustained

more, so in these countries history will be replaced by myths. However, the public are not paid attention or addressed by political sovereignty. About it, "Danis McKoail" believes, "Merely the audience attention to media does not any way means conveying the meaning or audience participation or deepening the relationship between senders and recipients of the message". In other words, it is likely in a communication process there would be a "hidden motives" for example parents who force their child to do something apparently, in fact, are seeking to their own satisfaction not to satisfy their child. Nevertheless, this type of relationship can be true between political rule and people. Political communication is a concept resulting from relationship between governments and people that media in the form of modern and traditional stand in the middle as channels and passage. In the other word, three main elements, namely the "government", "media" and "masses" play important role in "collective-political" decision making that makes a communication process between the masses and government. In a sense, the media acts as communication channels and has different functions according to societies and their manner. Accordingly, "Ito" based on researches has been conducted in Japan and known as "Kooki" believes three poles of "the masses", "media" and "government, or" state regarding to "political communication" model, but "Pratzel" reject the hypothesis. Since he argues the mass media in democratic political systems are not necessarily as a mediator between civil society and government but they can act in attracting public support in favor of the political system and make people have full agreement on political sovereignty. Even today the mass media not only are outwardly powerful, but also they can transform the relationship between political rulers and people as well as present new forms of the "public people" concept. Although critical perspectives of "Hurkhaimer" and "Aderno" mean that the media are quite powerful in influencing and affect the attitudes and behavior of ordinary people. However, sometimes the ordinary people are not so directly influenced by the media, unless opinion or political leaders and etc stand in middle of media and the people in the communication process namely the opinions and ideas are flowed from ideological and political leaders via media and effluent by the same leaders into society. So the majority of society particularly ordinary people are not directly affected by the media, the process has been mentioned by "Lazarsfield et al. points of view in "two communication stage" in which people are mostly indirectly influenced by the media. So, in the interpersonal and intergroup communication, messages flows in society after it is received from

ideological leaders and transfer to ordinary people. In political communication, the issue is different from the direct impact of media on people by itself, because the ideological or political leaders stand middle of media and ordinary people. It is even possible, the message content are changed when transferring from media to leaders and then to ordinary people, in the case, what is sent from political rulers is considered as a snow ball which is melted before reaching to the last circle of message recipient namely ordinary people. However, in this case, political communication between ordinary people and political sovereignty may not establish. Nevertheless, democratic societies attempt to lessen the gap in the political rule and people communications by the modern media to lessen the changes are occurred during the conveying. In the other hand, in political communication discussion, there is another view that says in Kloderoryer`s point of view "political matter" is not confined solely within the government and political sovereignty range. In other words, political issue has no affiliation to the government more than anything else. Thus, political communication, namely, actual or potential effects on performance of a political system is independent of a political system. Although from traditional perspective, those are in power take the "communication" into service and command to achieve their own purposes, including staying in power throne. In other hand "Kloderoryer" also believes: "*a political relation means whatever used to make the political linkage by government." Critically, political communication is defined as a tool for dominance via media technology growth by rulers and politicians that worry many journalists, academics and even some of politicians. Because "the transformation in political communication*," not only lead to destructing public discourse quality, but increased public suspicion that gradually followed by decline in civic participation. Of course this is more related to the spread of neoliberal and new media technology that transforms the national communications systems throughout the world (Iorio, S. & Huxman, S. (1996)). It seems transformation in the field of political communication is because of the extent of economic developments in the world today and by privatization and setting liberty of the media apparently just a business logic is dominant in media and expanding in all countries; for example once a candidate was lucky based on individual, social, political characteristics and now the amounts of advertising or media costs are speaking. However, the organizing establishment as a driving source of media is considered as the most important power element in form of media ownership and the organization power of the media is able to artificially

give publicity to the characters appropriate to the objectives. Reporters, television anchors and commentators are as artificial personalities that have made the establishment by media and organizations and naturally are restricted in organizational limitation; the power of the organization establishment can act as religious in the process of political communication and creates beliefs in the minds of audience or conditions them. Although access to public opinion do not suggests domination on it. Perhaps it is not only possible audiences persist against media power and influences but also contrast against media impact. Generally media have symbolic and satisfying power namely they are able to influence their audience`s mind to some extent, because they do not influence directly on their behavior and actions accordingly their the media power can be perceived through the symbolic representation. This suggests that the power should not be imagined merely in the sense of economic exploitation and physical pressure. Symbolic power is as same as cultural power that appears from meaningful "production", "transfer" and "perceiving symbolic forms" process. So, media despite of other legal of official entities lack the administrative power to condemn and punish violating citizens. They are not able to force their audiences how to think but they have the power to put their audience's mind into a route or flow to think about the favored subject of media organization and media owners. One application of political communication that becomes very important today is exploiting of this method by election candidates to use the media to remove the competitors, because the media act as "pseudo-population". Anyhow the media creates a "virtual community" and people gather in that as a "political market" and the candidates are trying to influence the virtual community and reach to the political market. However, the "traditional public" or social presence in city square is not able to be replaced by such a "virtual community". In the case, the services of professional consultants and public relations were extended to hereby identify the taste of "virtual community" in order to produce the symbolic and cultural commodities and political market will be achieved by simplifying the messages and showing off the advertising and media activities. Today media are formed in the light of commercial logic and election counselors are above all as main strategists of election campaign like general issue experts and politicians` important counselors to guide the political personalities and election candidates in terms of political c marketing that has been conducted. In the twenty century AD, one of the topics in political communication process, the great attention had been paid by media, was strengthening

nationalism and sense of nationalism through TV as a national media that was propagated to start war against the enemy. In the twentieth century, the political communication flow was allocated mostly to the form of psychological warfare to the Cold War between East and West block. Basically Cold War without a media war did not mean between the Soviet and Europe or American camps. However, from past to now "political communication" often plays an important role in the establishment and consolidation of "nations and governments, in addition, the commercial attitudes has also been added on political communication process. On the other hand, media are channels of dialogue, understanding and interaction between the media and political sovereignty and should have the independent and rationale nature. Additionally media are obliged to proper circulation of knowledge among the political sovereignty and the people in the community. In addition, they should monitor the behavior and actions of political governance and cabinet council. And defense people as a shield toward rebellion, corruption and aggression of sovereignty and people because concentrating power in government and imperativeness in political sovereignty based on "constitution", "Tradition" and "charismatic" allow the government to resort to dictatorship by passing the law or justifying it by the law. In political communication, secrecy of authoritarian regimes besides of totalitarian state tries to inspire the people their interests are at risk while the benefits of the minor dominant party are at risk. And constantly prompt their concerns to the public through the media to flourish the threat suspicion in the minds of people as well as by creating an autistic enemy by media attempts to hide the sovereignty corruption through cultural, religious and social values and substitute their own attitude in the heart of people values, thus covers the aims of dominant minority. It is likely they uncover a hidden or secrete issue to alter the public thought or create an accident to explain the attitudes and legitimacy of dominant minority party. They are even consent to change some of the principles and concepts (including religious ones) and are continuously seeking to attract public opinion to deviational things instead of the dominant minority interests. Even they undertake heavy costs to amuse people to not realize the hidden realities, so that political goals are hidden in the heart of nonpolitical goals. According to "Nelson, J. (1989)": *there is "always a gap between the values that are announced and the values that are really practiced in the government"*. On the other hand, media are not considered as a rival by politician but they seek to possess them more and more to form the public opinion via them and lead public thought to the side

they desire, it indicates that the media is a powerful weapon for politicians; media such as TV interprets the event through experts as if another new reality was happened, in the other words , it is a kind of concealing the fact of event by media to overturn or targeting them via analyzing and interpreting them in media " Snow, D. & Benford, R. (1988)" says: "*media events deviate our attention from political issues and on the other hand adding a new political reality to pervious issues*." When communication and media tricks do not work for hiding political rulers` intention, consequently censorship will be used to concealing that this method is often applicable in the process of political communication in dictatorial societies. In the process of political communication, censorship is a set of behaviors that are conducted in the areas of communications particularly media by political power in order to guide the flow of information between individuals or the public. In the other word, censorship acts as a political, ethical filter of a control systems that are embedded in the data flow path to prevent damaging of public order and tranquility. Or from a political perspective it can lead to critical thinking in turn result to political or social protests. Thus, censorship is divided into two-stage of "preventing" and "refining" the information flow. The totalitarian regimes try to show off them as democrats to public opinion and conduct censorship behavior under the moral or religious masks. Additionally, censorship structure is very organized and great in these countries and several organizations are embedded for them proportionate to cultural and political conditions in the area of media communication to manage the data. This form of control and monitoring is influenced by social environment and era and means that in a period of time a concept may be rejected by political sovereignty and may be accepted in other period of time. For example, in UK in 1950 s AD, because of censorship the nudity and sexual was not seen in movies since the public opinion and social attitudes spread into society and subsequently sexy relation was more common than the past in cinema media. On the other hand censorship can be conducted consciously or unconsciously in physiological and sociological sense and its organized form can be visited in media and political-social communication. Feroid mentioned the mental factor in individual area in censorship and know it as a responsible for the withdrawal and distorting the vision that is rooted from the painful memory and social associations which are established primarily in the subconscious mind, so the censorship issue cannot be limited completely to governments why historical and cultural mentality are able to act as a censor on social relationship in the individual and social sense even in media field. For example, the "conservative", "cultural duality", "insecurity" in the social and political relations is due to fears that Iranian experienced from the past along with mental-tyrannized that have been continuing and force Iranians to self-censorship. "Blake Wade" and "Harvldsn" considered censorship as "the intentional removal of the flow of awareness, to form other`s opinions and acts. Of course, censorship can have the broader form that force the political rulers to revoked the newspapers, private television certifies, heavy taxation, imprisonment of journalists when feeling threatened especially if the areas of crisis and social and political protests against the political rule provoke the society. Essentially the crisis nature in totalitarian communities depends on how the information is flowed even if the media are unable to inform people clearly and fast for some reasons, promptly the rumors acts as media, So the censorship with such a nature not only adds the insecurity in the community but can create a social and political movement in a society.

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