

Study of the Effect of Internet and Information Society on Information Dissemination and Comparison to other Communication Means

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Abstract: Appearance and progress of internet in establishment of transmitting conditions from an industrial society to an information society has found a prominent position. On the other hand, one may declare that combination and convergence of modern communication technologies and renewal of structure and system of capitalism in the recent decades have emerged a new stage in human communities. This stage has been described and explained as an information society. Under these circumstances, one may state that internet and information society have had a progressive effect on information dissemination in electronic society and other communication areas accordingly. This article is willing to provide the effect of this process i.e. internet and information society on mass media and information dissemination means.

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Introduction

In the recent years, the realm of communication and affiliated technologies, like many other realms, has been affected by extensive changes and evolutions. In current century, human has witnessed appearance certain communication systems, which have made swift and extensive transfer and distribution of messages from one place to another. First, these systems have been uniformed through making information electronic and then, simultaneous with daily increasingly progress of technologies and through digitalization of the said technologies, the said systems could overcome such elements as space, time and place. For this purpose, upon appearance of modern communication media such as fax, satellite televisions and internet, the world has arrived the second era of the media. The said era is completely different from the first era of the media. The first era of media is recognized through communication technologies such as motion pictures, radio, television and video, accompanied with development of telephone communication trend. Each media carries certain message and culture. Thus, modern electronic media carried certain messages and culture. Upon extension of the same, the said consequences and cultures shall be propagated accordingly. From among these new media, one may point out the role of computer and internet in this respect. Carl Lidelmayer from Enbruke University developed an article on the philosophy of technology and that of media, stating: "Usually computer is not regarded as an outside threat. This new joint action between computer and human brings about new problems. According to Michal Him: "The jeopardy of computer lies in the fact that humans

may change and eventually human's acts and expectations are totally transformed. Using technology of computer, especially in superior structure of internet and mass media, a daily radical mental and occupational change occurs for us: "On the other hand, under new conditions, contrary to the past during which period technical information only possessed by specialists and scholars of technology and industries, legitimacy of the same was associated with confirmation of the said persons; in a modern society, information of technologists and social thinkers and ordinary people are dealing with information technology and the said information is part of their daily life accordingly; because information and news are among essential needs of all people and its products is of multilateral uses as well. However, in the past, technology was only possessed by certain groups and it was not as comprehensive as today On the other hand, information, changed to goods, are accessed by all who is seeking for by the help of modern communication technologies (Delpasand-2006 :2).

Statement of Problem

Internet and information society are among distinguished consequences of globalization. Because of globalism, many relations and interactions across the global society have changed. In age of communications, internet can't be imagined without journalism and/or today's journalism without internet; undoubtedly, in today's world of media, the aforesaid two subjects like journalism, printing industry, journalism and photography, journalism and radio and television find meaning altogether. Appearance of online or digital journalism in USA as of the 1990s, and then, in Europe, has overshadowed the realm of

journalism on various aspects due to rendering online services in such a way as nowadays, thanks to facilities, which are provided by news agencies for audience, they can receive and observe recent news simultaneous with chatting with their friends or checking their mails. Consequently, being online provides the possibility for production each time and also provides the audience with a unique opportunity to achieve their required information by defining their interests. Presently, online journalism in Iran undergoes preliminary stages and can be developed in the future by achieving special skills and training specialists in this regard. Electronic or cyber journalism is a new concept of more application in communication technologies. Online journalism is a model form of journalism in which speed, quality and transfer of news and information are completely different from printed newspapers. The main ground of this type of journalism is internet and access of global network. High speed of broadcasting of news and information is among the most significant similarities between news agencies and online newspapers. Changing structure, manner of selection and news goalkeeping as well as design of various programs, news agencies have tried utmost to pay attention to speed and preciseness of transfer of information exactly like online newspapers. Findings and presumptions of journalism knowledge are not able to realize today's requirements of online journalism and simultaneous and constant interaction with audience and valuing the said audience, is the most significant different between the said field and traditional journalism where power of the audience has been maximized and the distance between what actually occurs in reality and its event is minimized to a great extent. In order to reach online journalism, traditional journalism has undergone five stages: transmission of physical journalism to electronic or cyber one, transmission of central journalism to non=central one, transmission of analog journalism to digital one, transmission of textual and single-media journalism to hypertext and multimedia one as well as transmission of constant journalism to hypertext are regarded transmit stages from traditional journalism to online journalism. Online and traditional journalisms can be compared in three realms of production capacity, interaction with audience and difference in factor of time and place in producing materials. Online journalism changes the communication logic of representation of reality and the reality itself and reflects a more real world in the realm of media representation. Online or cyber journalism is a process based on which news and information are collected through internet, processed in a cyber environment and then, entered in an online graphic environment and released accordingly. This type of journalism in our

country is far from its desirable place. Presently news agencies in Iran have a similar function to cyber journalism due to use of web environment in collection, processing and release of information. Furthermore, weblogs are also regarded as the said type of journalism, i.e. online and cyber journalism, which doesn't enjoy official and organizational structure and they are completely personal.

Consequently, in an information society, which is part of globalization process, many changes have occurred in the realm of human life and are considered a cause for changes in communities and human, social and economic relations and the ones. Following globalism, politics, security, economy, trade, culture, identity, communications, technology, information dissemination and social definition have found new forms. Means of mass media and modern communication technologies in information society and globalization process have accelerated to great extent. If the importance of pivotal role of media as an effective factor is not recognized, it can't be discussed. Presently, the topic and concept of globalization and subsequently, information communication is neither a natural phenomenon nor a dependent concept. But, it has been formed and propagated through a series of interrelations among transnational organizations, governments and communication media (Pathak, 2007-122-123).

Review of studies conducted

Considering undeniable role of internet in the realm of communication and information dissemination in the field of subject of research, articles, interview with professors and scholars and associated and various researches conducted so far, one can point out the following scientific researches and articles: "Role of internet as media in social abnormalities in cyber environment in software field" (Abbasi and Hashemi-2010), modern media against traditional mass media (Chinisaz- 2002), "National media and genre: "Case study of decisions in design of modern media" (Graham & Whalen- 2008), "National Media and Modern Media" (Mohammadi- 2010), "Audience, media communications and end of group communications" (Khajeh Noori- 2010), "Modern communication networks and mass media" (Forghani-2002), "New training courses for new media" (Harvey-2000), "Traditional methods of communication and modern mass media" (Ravan- 1999), "The future of electronic journalism: Transformation of media or killing media?" (Kalman- Aloos- 2001), "Traditional media, modern media" as well as regarding the subject of research, we can point out the following books"

Dr Manouchehr Mohseni, Author of the book of "Sociology of Information society" has introduced social and economic theories about information society

and indicated a global prospective and different viewpoints, relying on communication an information role of internet in transmission period of industrial society to a modern one and studied global inequities with respect to development of electronic development, designating internet status as an element which creates and extends digital gap and studying critical views with respect to information society (Mohseni- 2009).

Moreover, Professor Kazem Motamednejad in his book entitled international Relations”, transfer and propagation means of international information, discussing various news agencies and commercial television networks and global information and communication inequities. (Motamed Nejad- 2010).

Keyvan Yazdan Far in his book entitled “Use of internet in provision of newspaper materials”, designated achievement of communication as the most important goal of development in the country. The author has come up with this conclusion that since internet connection costs too much, limitation of journalists in us of internet at their workplace, no access of computer by journalists and work with computer, limitation of freedom of newspaper experts with respect to existing information in network disturbs access of information. It seems that such shortages and insufficiencies, either in Islamic Republic of Iran or in Tajikistan, have passed and journalists benefit from internet facilities more desirably. Internet is a source of information and information means for journalists simultaneously. In Iran, various news sites, news agencies as well as online newspapers benefit from this facility accordingly (Shekarkhah- 2009).

Younes Shekarkhah in his book entitled “Difference between traditional newspapers and cyber newspapers and its role and effect in freedom of expression in various societies” (2006), has studied the relationship between freedom in traditional newspapers and cyber newspapers and the difference between the two newspapers and cause of tendency of the society and audience of newspapers to each media. The said author has indicated lack of freedom in expression in society and censorship in many cases as defect with traditional newspaper in the view of information and news, tendency of all newspapers to cyber and heavy expenses incurred to attendance of newspapers to act at internet (Shekarkhah- 2009).

Main Question

What are the effect and advantages of internet in the realm of information dissemination in the society and comparison its role to other mass media?

Research Hypothesis

Considering the desirable conditions of online journalism in Iran, it seems that there is a relationship between effect of internet and realm of information in

the society and role of internet, compared to other mass media, plays a prominent role in this regard.

Internet

A. Internet, Information society in Iran and all over the world

“Appearance and progress” of “internet” play a prominent role in transmission conditions from “industrial society” to “information society”. Nowadays, internet society, which is said by a few researchers, is spinal cord of communication and information all over the globe. In other words, it is recognized as “Network of Information Dissemination Networks”, indicting a transformed structure of a military information network (Motamednejad- 2005-43). In its simplest form, internet is defined as a network of computers, connected each other all over the world. Now, this network is a large set, formed due to connection of thousands of local networks, connecting the farthest places in the world together. Through this connection, computers and their users all over the world may benefit from existing information available at network or connect each other in a cyber world directly, chat with each other and transfer of information although they are thousands or even million kilometers far from each other regarding geographical places. Thus, nowadays, internet is a widespread source of information, which provides suitable grounds for collection of various thoughts and news and has changed to a free place for expressing thoughts by humans (Derifous- 2004- 1).

Extension of internet and quick release of news and possibility for moment to moment transfer of news on events have led various subjects with (e), which is the abbreviation form of “electronic”, have started their activity and electronic commerce, electronic post, electronic citizen, electronic journalism, electronic public relations, and the ones, were born in consideration of our subject, which is online journalism. The simplest definition of online newspaper is a newspaper of which production and publication are done through internet. This type of journalism appeared based on internet through military stage upon gradual generalization of its application in the 1990s decay.

Access and use of internet depends on various factors such as national telecommunication substructures, economic, social, political and cultural development and non-development. This subject is fulfilled in developing countries due to lack of telecommunication substructure, no social or economic booming by spending too much cost, more than in developed countries. On the one hand, too much cost causes that such facilities are allotted to high social classes, at desirable economic level. On the other hand, low level of knowledge and awareness of people in

undeveloped countries are among the factors, which hinder growth of internet in a country. Another factor, which is associated with internet condition, refers to influence of computer and telephone because without telephone, computer and modem, it is not possible to speak about internet. Fortunately, in Iran due to policies and plans of government, respective problems have been removed to a great extent and further to telephone line, there are other ways to access internet across the nation by all people. Various companies such as Shuttle, Asia Tech, Datech, etc, offer internet services discarding its speed. Attraction of internet due to its horizontal structure in offering information is extended contrary to the far past prior to invention of printing, during which period training was only for the elite and special groups and upon invention of printing industry, this monopoly has been removed and training found public aspect accordingly. Upon appearance of internet, information found general state and was extended at extensive level. This media has been formed through down-top process. However, a kind of anarchism is governing the said media. If discipline governs internet, it will be both attractive and alive (Shekarkah- 2000-15). Internet (Inter or Inranet) represents a substitute transformation in mass communication and opens a way toward a completely double communication (K. Write- 2004- 13).

B. Obstacles for extension of Internet in Iran

Despite the fact many years have passed since Internet arrived in Iran, relying on statistics presented in MATMA site, which was described on previous pages, Internet has not found its deserving position and function in Iran yet and its entire capacities and abilities have not appropriately been hired either. There are certain obstacles for improvement of Internet in Iran namely

- Government-restricted telecommunication: Transfer of Internet in Iran is restrictedly owned by Telecommunication Company of Iran and Ministry of Communication and Information Technology and this hinders competition and noticeable improvement of internet status in Iran.

Government-restricted internet in Iran has caused that Telecommunication Company of Iran doesn't make any efforts for swift improvement of internet services since there are no competitors, on the one hand. On the other hand, influenced by governmental policies and in most cases, due to political reasons, it refrains from providing high speed internet services. While according to experiences, achieved in this respect, on a whole, accomplishment of respective affairs by government is done more slowly compared to private section due to complicated bureaucracy and lack of needed motivation among

responsible authorities of companies and offices. Presently, Iran is facing limitation in bandwidth of internet in form of optic fiber. In our country, optic fiber belongs to government and distribution of bandwidth is not private either although intermediary companies have been established for this purpose, acting between government and users. In other words, in Iran, respective substructures of internet and cyber world are completely owned by government.

- Substructure problems: In Iran, internet suffers from structural and substructure problems in such a way as there is no stable ground for internet in Iran. One of the most important reasons for the said condition is that internet paths in Iran (optic fiber) is merely connected to cyber world through Turkey and United Arab Emirates and these two paths are easily disconnected through cutoff of optic fiber due to collision of anchors of ships in Persian Gulf or Oman Sea or due to other problems. If each path is disconnected, it means increase of pressure of demand on other path. This results in more slowness of internet line and occurrence of serious problems for users.
- Filtering: One of other serious problems with Internet in Iran is filtering. Presently, there are thousands of websites and news sites in Persian and other languages, which are filtered due to security or cultural issues in Iran. Filtering is done through inserting keyword to the internet system in Iran. This has caused that even scientific and useful sites, with no security, cultural and political problems, are accessed by users only due to similar key word accordingly. Searching in internet, you may encounter with this filtering message or similar messages: "On the strength of Law on Computer Offenses, it is not possible to access required website" or "dear subscriber, it is not possible to access this website. If this site is filtered by mistake, please write to email address given as filter@dcii.ir, indicating the name of respective range as subject of letter and giving required explanations".
- Speed of internet: One of the most important problems with Internet in Iran is serious slowness of Internet speed in Iran. Lack of desirable speed of internet access causes that users dispensed of keeping on their efforts to use internet and eventually, extent of demand for internet by users is influenced accordingly. This case shall automatically lead to other consequences such as no enrichment of internet culture among people and unwillingness to expand the same by those who are seeking to make profit or to attract interest of people

through internet information dissemination and publicity. On the other hand, one should not consider that government has launched many plans for rendering various administrative, educational and bank services to people in form of execution of such projects as electronic government and electronic citizen. Success of such plans does need improvement of internet condition in Iran. By virtue of Article 49 of Law on Fifth Development Plan, Ministry of Communication and Information Technology is obligated to act upon extension of a national safe and stable information network with desirable bandwidth and to provide widespread and high speed access of such network for all users by the help of potential and capacity of nongovernmental sector (Naderi Kagsikor- 85-96).

C. Characteristics of Internet

As it has been stated earlier, internet enjoys both positive and negative aspects and empty characteristics such as guidance and control of internet are done by private cartels and internet enjoys all characteristics that a media should have. Internet is a media, which transmits both time and information and receives information from individuals moment to moment and simultaneously (communication between one, two or among more than two persons). Internet enjoys respective characteristics and functions of a media i.e. written (like books and newspaper), audio (like radio), and visual (like television). Moreover, governments have no control over internet (Bolkhari- 2002). On the other hand, component and structure of internet is constantly and dynamically changing. New network programs are online and existing centers are restored or excluded from network and dynamic contents of network are formed on the basis of data of the users, providing an opportunity for receiving feedback among the people from various cultures, who live far from each other. Internet has changed to the speediest and the most widespread, efficient and appropriate means of information dissemination accordingly.

D. Relationship between internet and information society

Combination and convergence of modern communication technologies and renewal of structure and system of capitalism in the recent decays have created a fresh phase in human societies. The said phase has been described and explained as information society. Arrival in information society, like transmission of

agricultural society to industrial one, has influenced all aspects of human life and political, social, economic, cultural, information dissemination and transfer of news and information through media have encountered many opportunities and threats accordingly. As it is evident, in an information society, information is really valuable to the extent that this era has been entitled "Age of information and eventually information society". Undoubtedly base and foundation of the information society consist of growth and development of technology and modern communication technologies on top of which internet stands. In fact, internet and modern communication technologies have removed time and place distance to great extent. It means that nowadays bilateral relation and interaction are possible through internet and all individuals may access required information during twenty four hours and at any expedient time. In this era, audience is not passive before messages delivered by media. Instead, the audience can establish a bilateral relation and be a generating factor of information for others. On the other hand, internet has caused decentralization in offering information. One of remarkable point about internet refers to high speed and huge quantity of information, which is provided for audience and users. Considering classification of information, users clearly know where they can easily access their required information. Although there are two different views in this respect: 1. this concept, constructing a really specialized society promises appearance of a thoughtful and educated society, which is immediately able to access resources of knowledge and 2. An information society intensifies supervision over citizens and flood of superficial controversial and deviating publicity (Jafarkhani- 2012- 2).

E. Evolution trend of the concept of information society

Increasingly reliance on respective activities, associated with generation, distribution and application of information has caused that many industrial countries are called information communities. In fact, this concept has first used for describing modern particulars of postindustrial countries where all affairs depend on information to great extent. The word "information society" and similar concepts such as "Age of information" and knowledge economy define a society, which is largely dependant on application of information technology for production of kinds of goods and services. In order to raise physical work of human, the information society needed inner force of

engines. However, the information society does require computer technology for raise of mental activity. As it has been said before, the information society was mostly concerned by researchers with respect to the effects of computer during 1970s and early 1980. Then, in about 1990, most attention was driven toward remote communication system. In other words, most attention was driven toward appropriate telecommunication channels through which swift transmission of voluminous files and multimedia data could be done (Saeedi- 2008- 1).

Globalization of economy and appearance of flexible producing institutions i.e. an organization, which is able to survive and to increase production in an environment facing constant changes and disturbances. Economic appearance relies on knowledge even more. Development and profound application of communication networks and digital messages is reality, which has caused that we call it “Digital Revolution”, compared to past (Webster- 2003- 1).

As it has been said, there is no doubt that one of the important pivots of information society is information highways. The said highways, one of the most important examples of which is internet that is being developed and grown, create a fresh environment for contemporary humans in economic, social and cultural views; an environment with fresh elements, an environment, free from geographical and political borders and eventually, the environment, which gives an image of a human, which appears everywhere. The effect of these information highways is similar to that of printing invention. These highways are effective on communication, education, recreation, welfare and.... As well as human and influence awareness, attitudes and behaviors of human in many areas. Professor Pintalk, Professor of Journalism from Michigan University in USA, says: “An information society creates an intertwined public extension. It is a public electronic field where all can speak i.e. even the smallest organizations may attend at a website” (Shekarkhah- 2009- 166). Through a research on Federal Canadian Government, executed in 1978-79, Montreal University defines an information society as follows:

An information society is a foundational set of social relations, based on information economy. In its turn, information economy will be realized wherever over 50% of gross national production is provided by an extensive part of information. Moreover, according to the report presented by “Gordon B. Thompson, a Canadian Researcher, he has emphasized on the special importance,

attached to “Information Technology” in further progresses of communities (Motamednejad- 2009- 50). In this case, the information society, organizing pivot of which is information and is generated on internet network ground and distribution of information is expedited, is regarded as one of indices for progress and development of societies. It can create free flow of information among societies. Mass media shall help propagation of information to great extent especially these media such as radio, television and press hire completely modern means and use the same for much more news coverage and raise of news extension. On a whole, mass media and internet could succeed in creating interaction. It means that media benefits from website for information dissemination and in internet, mass media in the age of communication and information and information society complete each other. However, in an information society, communication substructures are of great importance in order to conduct generation and transmission of a huge volume of information on an extensive and widespread network. These substructures are divided into three groups:

- Remote and telecommunication substructures
- Knowledge-associated substructures
- Technologic substructures relating information

The first aspect indicate the networks, which supply physical transmission and communication and the second substructure considers an organization and processing of information of which one may access; a reality which makes access, application and interpretation of information possible. The second substructure indicates an environment where open transfer and interaction will be realized. Undoubtedly, this part is one of the most important basic dimensions of information market development.

F. Structures of information society

- **Information Network:** It is a structure, which connects various regions of information each other by the help of long-distance communication means and causes processing, transfer and saving of data.
- **Information system:** In fact, this system is an organized set of other groups, which enjoys social abilities. This ability is can really be measured in the view of social return.
- **Information Technology:** This type of technology, which is actually a mixture of media and network software and hardware, is the main carriers of generation, collection,

- telecommunicating, display and accumulation of data.
- **Technology of age of information:** There is another common concept, which refers to an extensive range of independent technologies. When these technologies are related to each other, an information network shall be generated.
 - **Information substructure:** It is a great and proposed concepts associated with information society (Zokaee- 52: 139). A society where life quality, extension of social transformations and economic, social and cultural development are increasingly felt and role and position of information are strengthened, is called "Information Society". In this society, life standards, educational system, communication and information dissemination as well as business economic activities are influenced by information progress accordingly. The information society is a society, which is affiliated to public information dissemination services. It surpasses other societies more rapidly and through more mastery over scientific and experimental achievements. In such society, the actual reason of transmission for changing individuals is to achieve information and information values is determining factor in development of a society. Internet, as major means in serving the information society shall play a prominent role in information dissemination and information transfer process and eventually, characteristics of an information society are namely
 1. Technical characteristics;
 2. Economic characteristics;
 3. Professional characteristics;
 4. Spatial characteristics;
 5. Cultural characteristics
 as well as increase of number internet users in Iran may influence formation of free flow of generation and distribution of information to a great extent. Concerning the fact that internet as the most important multilateral information dissemination means may distribute news and information in the shortest time possible in various languages, in written, visual and audio forms at high volume and all over the globe, therefore, its importance and role can't easily be denied or omitted. In spite of negative effects and consequences of information society and some positive effects of internet, coexistence between Iran and information society still continues and it finds a more complete form. If today's world is called "World of Information", the world of tomorrow is called "World of Knowledge" or "Age of knowledge"; the age, which is said that it will

start in 2012 and formed until 2035. During the age of knowledge, information exploitation is culminated; and presently, we are at age of information and all efforts are focused on services rose from information. Thus, the difference between age of information and age of knowledge refers to extent of information exploitation. The second difference is that at age of information, citizens are not defined by the help of information, but, information is at service of citizens. However, at age of knowledge, citizens are defined by the use of information and they are called "electronic citizen".

Considering the aforesaid differences, we find that developing countries (progressing governments) are suffering from information backwardness due to economic, cultural, industrial and computer known as software, backwardness, which is called "Knowledge gap" or "Digital gap". Digital gap means inequities in access of modern communication technologies at national and transnational levels. These inequities and lack of balance in various aspects of life of individuals including message transfer networks, telecommunication substructures, and extent of participation of individuals influence generation and distribution of news and information, information saving networks, and quality of media. This is assessed by the use of such indices as extent of enjoyment of digital technologies, level of knowledge, extent of common local language in internet, coefficient of influence on internet and the ones. In order to compensate for this backwardness, developing countries must raise capability of information exploitation (Sar Kar Ani- 2005: 28). This digital gap may bring about certain problems among undeveloped societies and eventually, it shall lead to gap of knowledge i.e. no access of information, knowledge and awareness in more poor societies. These worries about double classes and double variety of information society have caused that removal of digital gap would be included in various international and organizational agenda of the region and ICT Task Force of the United Nations was seeking for swift and creative solution in this regard. United Nations Development Program (UNDP) considers certain projects for development of internet connection and access of internet by poor countries in the world. Global Ict (GICT) in developing countries is seeking for extension of investment, decrease of poverty and promotion of life level through gratuitous aids (Valana- 2006: 40).

In an information society, internet media enjoys certain ability and Iranian society had to have coexistence accordingly and other media including press have to use respective facilities of internet media. Lofty culture of the Iranian society shall cause internet

media find their real position, serving science and progress in the future. However, easy, cheap and uncontrolled access of internet media shall provide citizens with more information. Thus, all sections of government try utmost not to be surpassed by information news and this is a positive event, which is predicted for Iran in future. In order to recognize the effect of internet media in Iran, one must pay attention to conditions of today's media in Iran and its 30-year path of the said media in the future. Modern information technologies empower wealth and capital so that weaker group of people in the society will be exploited. The danger of internet media threats such developing countries as Iran, to be put in such situation as described earlier. However, need of information and knowledge is a reality and an undeniable necessity, which must be planned and realized and it preferred positive aspects of an information society to its negative aspects. Quoting from Doorkim's mail, Dr Bagher Saroukhani writes: "In an information society, no gap should be made between an individual and other individuals of the society because this drives sound and proper human relations toward suicide". Considering the first communication model, presented by Aristotle, where ultimate goal of communication was to encourage, any communication enjoys three components: speaker, speech and audience. Nowadays, there are certain channels among source, audience and recipient. Messages and speech, which are presented according to Aristotle, are manipulated and controlled in an information society higher than the said channels. Consequently, in an information society in Iran and other development countries, there is no possibility for free flow of information through sovereignty of a sound and right communication system. Instead, information society has transformed previous traditional society and subsequent to such transformation, a new illustrative, knowledgeable and well-informed society has been born. Thus, Iranian society must benefit from information knowledge in such a way as while preserving Islamic, cultural and Iranian values, it doesn't fall behind changes and progresses in developed countries and steps in harmony with information society in order to campaign against arrogant thoughts and:

1. To able to raise use of information, knowledge and awareness of users and people in Iran and the country of Iran must participate more strongly and actively in this field in online internet media.
2. To promote internet knowledge of people in specialized fields so that internet media will be used more precisely and logically.
3. To grow service-oriented information at all levels and a media communication between media and audience (establishment of

multipurpose media) and main aim of media must be to encourage not establishing communication only.

4. More suitable grounds must be established in Iran for educational and scientific use of internet and cyber media in order to establish a link among educational institutions, universities and specialized market.

Respective results of report on digital opportunity in Iran reveal that we are far from desirable conditions. Although growth and development for use of these technologies are remarkable, rating of Iran proves that Iran has fallen behind the convoy of information society. Iran is experiencing a very critical historical, political and economic period where our attendance at information society is really determining. Thus, in order to desirably utilize the information society, first we must have sufficient knowledge of such society. In other words, information society is a kind of society where information has changed to vital elements. During the recent three decays, Japanese has tried utmost to draw this information society. Nowadays, developed countries achieve their production and inform through information from among which we can point out Sweden, America and Canada.

Information society can be called a turning point in history. Many historical transformations have occurred during human history. Marshal McLuhan, a well-known rhetorician, is of this opinion that relations in historical transformations have caused by history. For this purpose, he introduces the theory of galaxy, studying various civilizations including ancient civilizations (orally). Later, in 1920, radio was invented and other progresses have started in the field of extension of communications and eventually, other new media appeared. Nowadays, we are following the age of information and also the theory of galaxy, which was propounded by McLuhan. Thus, age of information influences all economic and social areas. All countries do need technology in certain forms. Some theoreticians namely Frank Webster pointed out different points with respect to information society. Thus, arrival in information societies does require particular grounds. However, with no information hardware substructures, it is not possible to arrive in information society. Nowadays, fragileness of geographical walls of countries is among the factors, which influence information societies. It means that in the said countries no information or news will be hidden in the view of sharp-sighted audience and media companions in such a way as geographical walls and borders are as fragile as glass and all people are aware of all events and can influence the same accordingly.

In contemporary world, information enjoys noticeably high speed. Information challenge among news agencies was per second, however, now information challenge is done per 1/100th second. For example, after one of IRNA correspondents released the news of arrest of Saddam Husain for the first time, Rويتر News Agency achieved a huge quantity of news in this respect after half an hour, of which Iranian news site was not aware. Arrival in an information society is right for selection, reserved by most individuals and all who sends and receives a message. : page 14

Director of Publication and Studies Affairs of “Hamshahri” daily wrote on problems with internet exploitation in Iran: “Prolongation to receive information in some cases and disconnection due to technical problems with connection lines are among obstacles, which are encountered with by Internet users. Because widths of connection lines in Iran is less than that of other countries. In Iran, after a call for a policy by subscribers, it took a long time in order to gradually transmit information through thin connection lines. Consequently, speed for receiving information is reduced”. Dr Shahindokht Kharazmi writes on this case: “The Iranian society has recently been exposed to widespread and deep changes, facing very significant problems. We should accept this reality that the most important requirement under these circumstances is to make wealth for materialization of primary demands of the society. This wealth must be achieved through agricultural, service and industrial sectors. In order to fulfill the requirements of the said sectors, we must attract advanced experiences, technologies and sciences. For realization of the case, there are essentially two ways: We must be able to produce and/or should obtain the same from other countries. Both of the said ways does require advanced scientific, information and communication substructure”. Nowadays, most concerns are related to loss of control over information flow. There are no borders for transfer of information and no borders between interior and exterior area. Companies live in fragile houses (William J- 2012- 36).

Conclusion

This age must be regarded as a combination of communication and information. The age where humans are in dire need of information and communication for achieving required information more compared to the past. Nowadays, thanks to possession of various and advanced communication and information technology, it is easily possible to establish swift communication and quick exchange of information more compared to the past. Individuals, wherever they are, can receive the latest required information in all fields whatsoever. There is no doubt in this reality that world is going to experience a new

jump toward a transformation which constructs all ages. Location of this transformation lies in the realm of information dissemination and knowledge. The effect of internet on human societies is being intensified more in such a way as internet has changed into one of a fundamental means for access of updated information from all over the world by the youth and young adults. Appearance and progress of internet have found a prominent role in establishment of suitable grounds for transmission from an industrial society to an information society. On the other hand, one can declare that combination and convergence of modern communication technologies and renewal of structure and capitalism system in the recent decays has created a new phase in human societies. The said phase has been described and explained as an information society. Under such circumstances as described above, one can state that internet and information society have had an increasingly effect on information dissemination in a cyber society and other communication areas. Nowadays, as it is said by some communication researchers, internet has changed to spinal cord of communication and information all over the globe and in other words, it has been recognized as network of global information network and it is an indication of the transformed structure of a military information network accordingly.

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