

The role of mass media spending leisure time of parents and their children

¹Mohammad reza Haghighi and ²Leila Niroomand

¹Master student, Department of Social Communication Sciences, Faculty of Human Sciences, Islamic Azad University, East Tehran Branch (Ghiyamdasht), Iran

²Assistant Professor, Department of Social Communication Sciences, Faculty of Human Sciences, Islamic Azad University, East Tehran Branch (Ghiyamdasht), Iran

m.haghighi53@yahoo.com

Abstract: Today, in all societies, most people, whether male or female, child or adult, after returning from their daily work or business get involved in recreational activities. Leisure time is the time in which people choose their desired activities with fun and relax mode and they get pleasure of them. Also, in this situation, people achieve spiritual peace, alimentionation of fatigue from their work and likely grow up their personalities. These activities are different in various countries and therefore in their people, as people perform activities regarding to the culture of their society, the opportunities provided by that society and their culture allowance. For example, in terms of facilities, all societies are not able to afford the high cost of playing golf, or in terms of culture, having casinos and gambling are not allowed in all communities. The aim of this study was firstly the understanding of cultural and recreational activities for youth and their parents when they are free from daily work and secondly, the impact of mass media on the shape and type of such activities between parents and their children. The results of this study indicate that parents and young people do not spend their leisure in similar way, due to their different avocations, interests or hobbies. In addition it might be resulted by not believing in the same values, having different worlds, different ideology. In fact, parents have different economical, social and cultural resources. On the other hand, children have been grown up in different family environments and are impacted by the communication era. Hence, both parents and young people are involved in different avocations which are resulted in having dissimilar leisure and cultural areas around them.

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1. Introduction

Leisure time means differently to people but it is obvious that it is not only the free time spent away from work, but also is a non-mandatory activity. Leisure time has many functions, mainly refreshment and providing rest for individuals. Another function of leisure time is having fun after daily or weekly work and business. The third function of leisure time is having an appropriate opportunity in which a person can identify and develop his/her talents and potentials. The last but not the least important function of leisure time is having individual influences on personality besides helping individual's social development. In fact, individual participation in social networks and improves social relations and will help to progress socially [1].

Today, spending leisure time undoubtedly has become one of the most important aspects of "differentiation". In other words, it determines type of "entertainment", "cultural capital" and "economic capital" of individuals and families, defines "social status" of them and gives them the distinction [2, 3]. Pierre Bourdieu [4] stated that with type of exercise, dress, music and movie which you are interested in,

you can "differentiate" own self from others and defines your class and social level. In this situation, having leisure time has converted to a kind of "force" (against option and desire) that makes individuals' cultural identity. In case of not having worthy leisure and entertainment time, as a symbolic capital, a low class of cultural, social, economic has been found. On the other hand, several studies show that various social and cultural factors influence the type of activities that people choose for their leisure time [5-7]. Members of each community choose a specific activity or series of activities such as dramatics, sports, visiting, traveling and tours, religious rites, studying, entertainment and skill training for their leisure time and engage in them with respect to various factors including dominant values and norms, religion, family, education and business systems, consumption patterns and the class system, government and relevant agencies and the non-governmental institutions and organizations [8, 9]. Now the question is how and to what extent mass media affect spending leisure time. To answer this question, impression of each mentioned factor must

be identified and by comparing the results order and type of influence of each factor can be determined.

Media

Media consists of means which can transport information, goods, energy, message or any certain object. Specifically, media refers to the transmission of information. Also, in communication area, media means any device which can transmit information [10]. Communication media are categorized in to three groups according to the number of people who are involved with and take advantage of them;

Personal communication media: media which are used to communicate without an intermediary between the massager (sender) and the person receiving the message (receiver), such as speaking, writing, etc.

Group communication media: media which are used for mediated or remote communication. These devices can be verbal or written words or in audio and video types likes video telephone, telex, etc.

Mass media: media that are used for all population groups. Mass media is mainly referred to press, radio, television and computer networks [10].

Mass media

Mass media refer to the media which have been created by progress of communication technologies and human civilization in recent years. The term of "mass media" is indicative of the type of communication that is aimed at establishing a relationship with a population [11]. Mohsenian-Rad [12] in explanation of the difference between mass media and other media of communication refers to the relatively large number of recipients. He stated that several definitions have been proposed for mass media, but addition of term "mass" to the "media" is the common point of all these definitions. In fact, in the definition of mass media, it is referred to recipients of a message rather than recipient. Motamed-Nejad [13] mentioned to speed, endurance, extent as well as diversity of propagation as the features that differentiate mass media from other media of communications.

The emergence and spread of mass media makes communication processes complex and integrated. In other words, simple process of communication which was firstly consisted of three elements (sender, receiver and message), gradually in the process of "from communication toward mass communication" evolution, leaves their place to more complex communication patterns [10].

The first model of communication was introduced in the late 1940s [14]. Although, a decade later in the late 1950s, communication model was gradually replaced by mass communication model,

flourished researches and studies on understanding the mass communication process are related to the 1960s and 1970s [14]. Over these years, certain issues were introduced in the field of communication research such as the long-term social, cultural and ideological effects of media and their relationships with the community and audience, social and psychological roots of responses and reactions of the audiences, the foundations of a model templates of content, forms of content, especially information related to news and facts. Maletzke [15] developed a complex model and of mass communications process, using other ideas, particularly those that dealt with differences between various media types, contents, communicator's perceptions and mass audiences. This model is illustrated in Figure 1.

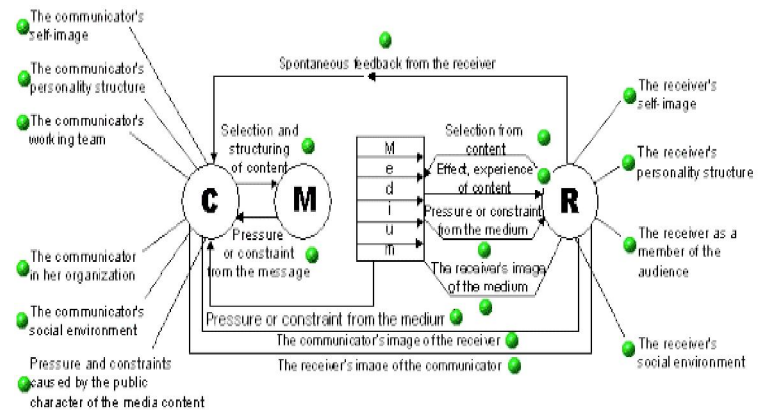


Figure 1: Model of the Fields of Mass Communication (Source: [15])

The role and function of mass media:

Media performance is classified into six categories:

Observing: The media are in a position to receive and reflect their community events; monitor and observe community through this function.

Investment: media impress intrinsic values and criteria of audiences through highlighting various issues.

Creating group link: media help to expand, enhance and strengthen relationships in the community through introduction of different social groups.

Socialization: media have an important role in induction of social and political attitudes and behaviors.

Advertising role: Media cover their cost by advertising goods, services and certain ideas.

Recreational role: Media play an important recreational and fun role with regards to the need of new societies to eliminating tension [16].

Among different theories about the function of mass media, Mowlana [17] refers to the three attitudes:

The causal attitude to communication and development: this was the first attitude which was dominant in the 1950s and 1960s and deal with cause and effect relationship as well as transposition between these two phenomena. This approach was criticized by Lucian Pye, Ithiel De Sola Pool and Wilbur Schramm due to the attitude of ethnocentrism and helping to expand the global capitalist system [18].

Attitude of speculators cost-benefit for communication and development: this attitude attempts to investigate investment costs of technology for the development with the benefit of this investment. This attitude contains different contents that one of the most important promote pattern of them is in the field of communication and development. The hidden assumptions of this model are:

Communication itself can lead to development regardless of socio-economic status.

Most of the production and consumption of goods and services represent the essence of development.

Technological innovation, regardless of who benefits from, is a key to increasing production.

Regarding to the researches results on communication based on dissemination, channel of mass media in the role of giving information and interpersonal channels in the role of social decision making process are more important [19].

Constructionist attitude to development communications: Third World and Europe researchers stated the main idea of this theory. For example, the report of the International Commission for Research on communication problems with this approach, introduced the communication as an infrastructure and as a prerequisite for economic growth and the development [20, 21].

Conceptual framework of research:

In this study following research model was used in order to assess the main factors influencing leisure time of parents and their children. In this study, independent variable is the role of the mass media and dependent variable is leisure time of parents and their children.

2. Research objectives

General objective

To identify the role of mass media on leisure time of parent and their children

Specific objectives

1. To identify effective factors on leisure time of parent and their children

2. To determine the effectiveness of each component
3. To rating the impact of each component

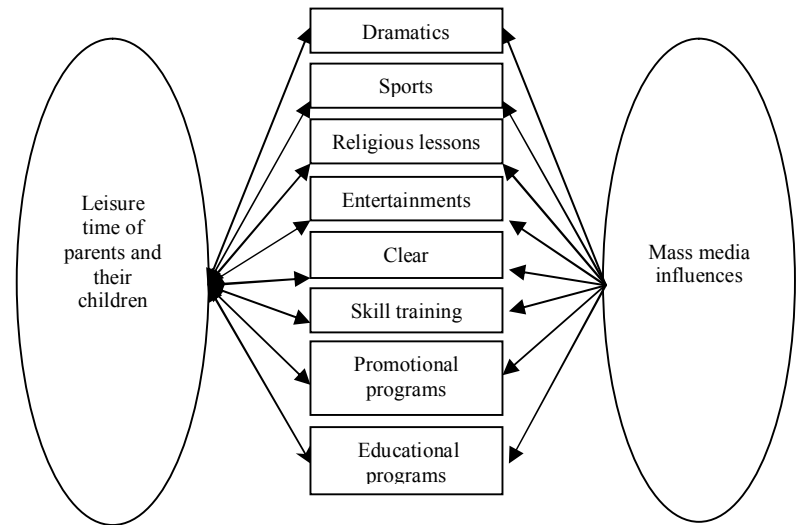


Figure 2: Theoretical framework of research

3. Research method

This study is applied in terms of objective and is descriptive in terms of methodology. The study population is consisted of all professors, professionals and executives in management, social sciences and the media. In this study, purposive sampling was used and 150 questionnaires were distributed among the study population and 131 questionnaires were completed and returned to the researcher. Data collection toll in this study was a questionnaire. The questionnaire was in two parts: a) individual characteristics, and b) 20 questions.

Research questions

1. Are the mass media dramatics programs effective on leisure time of parents and their children?
2. Are the mass media sport programs effective on leisure time of parents and their children?
3. Are the mass media religious lessons effective on leisure time of parents and their children?
4. Are the media entertainments effective on leisure time of parents and their children?
5. Is the media clear information effective on leisure time of parents and their children?
6. Are the media skill trainings effective on leisure time of parents and their children?
7. Are the media promotional programs effective on leisure time of parents and their children?
8. Are the media educational programs effective on leisure time of parents and their children?

Research hypotheses

1. The mass media dramatics programs are effective on leisure time of parents and their children.
2. The mass media sport programs are effective on leisure time of parents and their children.
3. The mass media religious lessons are effective on leisure time of parents and their children.
4. The media entertainments are effective on leisure time of parents and their children.
5. The media clear information is effective on leisure time of parents and their children.
6. The media skill trainings are effective on leisure time of parents and their children.
7. The media promotional programs are effective on leisure time of parents and their children.
8. The media educational programs are effective on leisure time of parents and their children.

4. Results and Discussion

The mass media dramatics programs are effective on leisure time of parents and their children. As it has been shown in table 1, it can be stated that in over 99%, media dramatics programs are effective on leisure time of parents and their children.

Table 1: effect of the media dramatics programs on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Dramatics programs	131	8.2137	0.12	1.38	-3.79	0.001

The mass media sports programs are effective on leisure time of parents and their children. As it has been shown in table 2, it can be stated that in over 99%, media sport programs are effective on leisure time of parents and their children.

Table 2: effect of the media sport programs on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Sport programs	131	8.66	2.10	0.18	-3.33	0.001

The mass media religious lessons are effective on leisure time of parents and their children. As it has been shown in table 3, it can be stated that in over 99%, media religious lessons are effective on leisure time of parents and their children.

Table 3: effect of the media religious lessons on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Religious lessons	131	8.33	1.56	0.14	-3.66	0.001

The mass media entertainment programs are effective on leisure time of parents and their children. As it has been shown in table 4, it can be stated that in over 99%, media entertainment programs are effective on leisure time of parents and their children.

Table 4: effect of the media entertainment programs on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Entertainment programs	131	8.31	2.29	0.20	-3.69	0.001

The mass media clear information is effective on leisure time of parents and their children. As it has been shown in table 5, it can be stated that in over 99%, media clear information is effective on leisure time of parents and their children.

Table 5: effect of the media clear information on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Clear information	131	7.89	1.98	0.17	-4.11	0.001

The mass media skill trainings are effective on leisure time of parents and their children. As it has been shown in table 6, it can be stated that in over 99%, media skill trainings are effective on leisure time of parents and their children.

Table 6: effect of the media skill trainings on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Skill trainings	131	8.38	2.05	0.18	-3.62	0.001

The mass media promotional programs are effective on leisure time of parents and their children. As it has been shown in table 7, it can be stated that in over 99%, media promotional programs are effective on leisure time of parents and their children.

Table 7: effect of the media promotional programs on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Promotional programs	131	8.44	2.49	0.22	-3.99	0.001

The mass media educational programs are effective on leisure time of parents and their children. As it has been shown in table 8, it can be stated that in over 99%, media educational programs are effective on leisure time of parents and their children.

Table 8: effect of the media educational programs on leisure time of parents and their children

Variable	N	Mean	Std. Error Mean	Std. Deviation	Mean Difference	P-value
Educational programs	131	8.93	2.32	0.20	-3.47	0.001

Table 9. Kendall rank test to determine rank of components

Variable	Average rank	Ranke of Variable
Dramatics programs	5.31	2
Sport programs	4.55	4
Religious lessons	4.37	6
Entertainment programs	3.37	7
Clear information	5.97	1
Skill trainings	4.37	3
Promotional programs	4.04	5
Educational programs	3.24	8

5. Conclusion

This research has found that most parents know the satellite as a good phenomenon. Mothers watch TV more than fathers. A few of parents do exercise and a few of them are involved in arts and dramatics. Only 25% of parents have useful study. Fathers are interested in politics more than mothers. Most parents are religious and believe in religious orders. Watching satellite, watching TV time and type of TV programs, time and type of study, political and religious activities, time and type of exercise, dramatic engagements and type of youth music are different from their parents. Having relationship with the opposite sex and using the internet to chat are

other differences of children from their parents. In general, visual media most commonly used compared with other median such as written (newspapers) and audio (radio) and obviously might be more able to influence their audiences. These media, whether formal or informal, have a huge impact on culture and educational system of society individuals through their cultural charge.

Corresponding Author:

Mohammad reza Haghghi
 Department of Social Communication Sciences,
 Faculty of Human Sciences, Islamic Azad University,
 East Tehran Branch (Ghiyamdast), Iran
 E-mail: m.haghghi53@yahoo.com

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