# Television, Election, Political Impartiality

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**Abstract:** Interviews and television debates among political faces has important rule in manner of audiences taking of candidates and finally is influenced on voting of audiences. With regard to placement of medias as public and operation of television in the form of special and it important on elections, present article by utilization of performed research texture about role of television (visual media) in trend of elections has paid to impartial survey of media in current of presidential election from people insight and intend to find response to this question that: In covering of television, 10th Period of Election Campaign program whether any support is seen on behalf of television? In order to impartial weighing of media on behalf of people, we pay to survey media trust index in $10^{th}$ Period of Presidential Election debates and for this purpose behavior of television and speaker of debates in regard to accurate, justice and balance in transfer of message to audience is being assessed and analyzed. Results of this research is explanatory of lack of television bias in $10^{th}$ period of presidential election program and being index of media credit higher than average in both political group.

## 1. Introduction

In competitions of this period, elections candidates of each two flow of fundamentalists and reformist showed non-descriptive desire to presence in the magic box. People also preferred instead of take part in crowded and expensive sessions, lie in their sofa in their guest room and to watch campaign of election on television. But by the existence of all these interpretations, main winner of this battle field was television, which lonely covered all debates and news relative to elections. People of Iran selected television in the first instance because of introducing their favorite candidate and in second instance because of ensuring of correct election or final election among one of the candidates. By continuing this trend, a number of people believed that effective role of television in election of final candidate was explicit and this was highly arise from special route was followed in election programs. So that role of executor of the program in television arguments and debates of candidates was considerable and set forth questions of candidates, their order and manner of leading arguments, could be known as sample of manner of television policy makings execution in Presidential Elections. So, television in President of Republic of Iran Elections could introduce itself as the greatest news media and data base to people.

In this research we investigated about two political groups:

Fundamentalists that really are the same governed and winner of flow of $10^{th}$ Period of Elections, who forms broad scope of political parallel groups, meanwhile enjoyment of many common points, have different tastes and reformers groups are considered as flow of competent of fundamentalists and their failure in elections made an opportunity for detail appearance of inside confusions of some groups relative to fundamentalist group.

Final goal of research is finding level of real bias in content of program of $10^{th}$ Period of Presidential Elections. Upon this, the main question of research is that: Whether in television covering of $10^{th}$ period election campaign program, is seen any support on behalf of television?

To response to this question we obliged to determine and explain exactly the issues mentioned bellow:

- Media bias to the extent is interpreted equal to the word support, that is, because of existent of background and minding and believing form, glance to reality is together with pre-judgment.

- Equity: Equitable broadcast of news report and all events and daily and common news and suitable and equitable news covering of wing, governed on the state and other competitors.

- Balance: Balance in presenting different aspects of a subject and avoidance of any type of media bias is known balance.

- Accuracy: Journalists should be follow truth by severity and set forth the news correctly. This leads to enlightenment of public pioneer of justice. Duty of journalist is achieving these goals through seeking truth and response to incidents. Conscientious journalists use all media and related experts for reaching the truth to public who work honestly. Since, most of journalists try to take

seriously ethic principles in organization, therefore results of this research is explanatory of audience's perception of correct operation of television journalists.

- Media validity: This index pays asking individual and to inspect media in aspects of justice, authentication, and balance in covering of subject. With regard to public perception we can pay to three indices of justice, accuracy and balance, media and broadcaster. In this research by designing six assumptions we paid to measure the degree of media credibility from insight of groups (fundamentalists and reformist).

## 2. Influence of Media on Politics

Mass media are used for entertainment, clearing and to induce knowledge in public. Since birth of people, media were grown gradually and were used as economic power and an instrument for giving information to voters and forming views and general work order. May be in any time and conditions such as time of elections, the role of media is not outstanding and with ardor. So that, main part of elections process both in the case of hard ware aspect and utilization of operation and its publicity board and in the case of software aspect for characterization election behavior and leading public thoughts is due to media. These powerful tools are effect to the extent that each candidate which has more media facility, have more chance for winning in election to his competitors.

Among media, cinema and television because of facilities and visual attractiveness, are more considered by public thoughts and are influenced on them. Ratio among these two political medium could be understood in making publicity films and television debates. Cinema because of art and visual attractiveness and television because of expansion and high acceptance of addressee always have been considered by diplomats, especially in elections uproar. Among this, candidates television debates also is one of the attractive and most popular talk-based programs, which is representative of another part of media and elections and represents specification of a candidate in a more complete form to addressees and voter, that is voice and image together with thoughts and consideration and manner of explain and representing them. Role of media in elections not only is not limited to process of holding and manner it, but also facilitate its global reflex and their effect is continued a long after elections. Really, medium in news coverage, increasing people participation, political search and supervision, are effective on authentication of presence elections and manifest the part of reality of contemporary world of media.

Purists see the role of the media as one that can have positive effects on the levels of political information flow in the nation. Consider this call to action: First, journalists are important, indeed crucial providers of certain categories of political communication; second, the public needs the political communication services of journalists, who will not only educate them politically, but will guard against politicians and government officials who might threaten democracy or act in their own interests instead of those of the public (Dooley 1997, p.127).

## 3. Media Bias

Base of study of Mc quile is bias in content of news which exactly knows it, opposite point of sameness in news. For each of these two conceptions, he considers characteristics. Specification of sameness in his point of view is: to be careful, give importance, relevance, impartiality and showing reality of news events. He in his book under title "Introduction to Communications Theory" writes: "Impartiality in more events which are tension creating, like political events and to the extent athletic which are under various analyzing and interpretation, is brought up. Generally, impartiality (sameness) necessitates balance in selection and utilization of news resources in a manner that is reflected in different theories. In impartial representation of news reality would be separated of ideas and value judgment and print of excitement pictures be avoided.

M quile in explanation of meaning and conception of sameness (impartiality) has counted six features:

Balance in representing different aspects of a subject, observing accuracy and reality in providing report, providing all main points relative to subject, separating realities from insights and private views and minimization effect of desires, votes and intervention of writer in representing report, observance of impartial and avoidance of bias and grudge. He refers that from communication science insight, impartiality and informing on the basis of realities, is duty of a journalist. In this insight, partiality is counted a negative and indecent phenomena and brings it up by four characteristics of outstanding positive points of friends, outstanding positive point relative to ourselves and friends and fainting negative points and enemies and positive points of enemies.

Partiality may be implicit or explicit. Interpretive parts of mass media usually, by specificity show their partiality which is realized through using positive or negative value terms. In many cases implicit partiality could be recognized from "highlighting" of title, application of picture, to

repeat subject, allocation more time or space and more suitable to news of special events.

Edward G. Epstein 1973 in investigation issue of impartiality and television news in his famous book under title of "News from nowhere" refers to the point that news can show its partiality in different aspects: Focus or exclusion of providing and broadcasting a news which is near some few news organization in the world (in Iran nearly from Tehran) and the second bias is sought by Epstein all inside official ideology of television organization.

## 4. Media Creditability

Medium for continuation of their activity need to validity and without it would be lack of any effectiveness and utilization. Validity for legislators and law mediators is important. High validity of television news directly communicates with ability of influence of public views about president and for journalists high validity has financial benefits. Journalists are focused on prestige and empowerment and give this opportunity to employers (Liebes, Tamar, 2001). Views and typical inspection of lack of validity on behalf of public for acceptance what they receive of medium, shows that, negative aspect of this sense is a part of media skepticism is there among audiences. Cozzens and Contractor (1987) have brought this word in mass media as a degree that individuals are skeptic to medium. Critics believe that this skepticism is created during the time and through undervaluing realities. In addition, audiences of media know the audience of media having economic and political motivations and more are doubted to the truth. At the end conflict between their private experience and the experience we know about medium, makes a type of dissimilarity in structure of ideas which causes lack of trust to media. It is not exaggerating if we say that between media activities news programs more that other programs are the best index for realization of media bias. Trust of news program means compatibility of their content with realities and facts and to observe impartiality in publication of them. If these indices are not considered, the amount that they show deviation from reality, intellectuality replaces with similarity and news values and media trust would be crashed.

## 5. Medium as one of the Elements of Elections

Characters, groups and parties for enhancement and efficiency of political vital need to addressees and achievement to media, meets this important need. Since elections is together with expanded and planned propaganda and one the most basic factors of success or failure of individuals, parties or groups in flow of elections propaganda have close relation with manner, spread and forms of media covering,

specially television in sending the sound of individual or its party to ear and view of addressees. Certainly, manner, rate and broad of achievement of these individuals, parties or groups to television has key role in winning or failure of them. In another side, presence and activity of political characters with thoughts and political and social programs in television, day to day has exceeded and expanded sensitivity and authorities' attention to this important and effective video and audio instruments. Because of successful and unique results which utilize of this media has gained, thirsty of others for utilizing of it has increased, so that just know achievement co-efficient to this media are considered equal to success co-efficient in field of political, social and national economic. Therefore, placement and role of the greatest and most influencing media instrument of elections, specially, during late years, i.e. television has caused that most of people held their base of final making decision in talk, introduce or debates of candidates or other propagandize opportunities, which prepare the ground for providing message directly to units of society. According to expert's statement, one of the most important news program was debates among candidates which for the first time was occurred upon suggestion of television and media directly broadcasted it through across channel by coverage of more than 98% of whole country.

Time of each debates was about 1.5 hours divided equally between two attender candidates. Of course debate laws before celebration of program was declared to candidates and representatives of each candidate attended in a draw to determine priority or recency of debates. Each debate for candidate was divided to four times in this time candidate should state his declaration during the debate. Again through draw it was determined that which candidate should begin the debate and who terminates debate. During the talking each of them, the other one shouldn't enter into discussion of other one and should talk at himself time. It should not be any talk about the candidate who is not present. Otherwise equal to time has been talked about absent candidate(s) in another productive program individually the same time was given to absence person to defense. Of course, because these debates were the first experience of television and Iran society in this field, there the possibility that these programs will hold in a better manner in future. In 10th Period of Presidency Elections four candidates took part, according to political dividing we can say that one candidate of fundamentalist part and three other candidates in opposite side of him (it should be mentioned that upon total dividing, on political view in Iran society there two groups of fundamentalist and reformist, the

rest of sides are close to main group and are a part of them).

In research three debates were selected (debate of fundamentalist person with each competitor of another group). Fundamentalist person who was candidate for second time, was president in the time of holding elections and after holding also with decisive superiority became the winner of this campaign field. Some people, groups and journalists mainly were supporters of the reformer group, charged television with supporting during holding elections.

In 10th period of President Election of I.R.I before elections, television debates were held in which candidates of presidency Messrs Mehdi Karrobi, Mahmoud Ahmadinezhad, Moshen Rezaei and Mirhossein Mousavi participated, introduced their plans and asked to answers of reporters and audiences. In these debates Mr. Ahmadinezhad was giving the promise of continuing present trend in administration of Sate, meanwhile three other candidates all declared that they would make change and reforming in present trend of administration of the State. In this research we emphasized on fundamentalism opinion in Mahmoud Ahmadinezhad himself, but the view of reformers was not far from our vision.

## 6. Media Trust Index

Just as they collect demographic information with which we can better understand the voting and policy preferences citizens develop, large studies in political behavior often collect information about subject attitudes toward the media. The questions ask subjects to rate the media in terms of their fairness, their accuracy, and their balance in covering the issues. Some ask specifically about political issues, some ask the questions in a more general sense. It is possible, through the combination of the data generated by the major polling organization's media questions, to develop an overall barometer of the attitudes of the public toward the news media. This "media trust index" is useful in measuring changes in attitudes toward the media over time—including an experimental interval. Regarding public perceptions of media fairness, the surveys conducted for the National Election Studies at the University of Michigan have included a media question on the presidential election year questionnaires since 1996. Subjects respond to the question "How much of the time do you think you can trust the media to report the news fairly?"

## 7. Subjects Perceptions of Media Fairness, Accuracy, and Balance

The concepts of fairness, accuracy, and balance in the media have become standards by which media organizations believe they should be judged. But more importantly, it now appears some members of the public have gone from a position of general trust to begin to use the same criteria to determine which members of the media are doing a good job, and which are not. There appears to be no universal agreement on which media organizations do a fair, accurate, and balanced job of gathering and reporting the news. The differences in perception are visible in national surveys on the issue, as well as in comparisons with the local subjects used for this research. In fact, just what makes up a fair, accurate, and balanced approach to the news is a matter of some dispute. Differences in perceptions by media audience members stem from ideological differences, varying abilities to process mediated data, and the type of media consumed. If this research is to shed light on how media practices influence the perceptions of fairness, accuracy, and balance as judged by the general public, then it is necessary to begin the examination of the experimental data with a comparison of the local subjects views to the national views on media. The local subjects' ideological views, as well as their demographic characteristics will serve as comparison points for their respective positions on media. To serve that purpose, this chapter will analyze the subjects' pretest perceptions of media performance, looking for outlying positions that might be particular. to TEHRAN and its residents. The analysis will look specifically for the representativeness of the local audience to serve as test subjects for the entire nation. Clearly, in a study of perceptions on political new coverage, the subjects' ideological positions will be an important comparison point. That analysis will utilize the subjects' self-defined ideological position, along with corroboration of other ideological measuring sticks, to determine if ideology plays a role locally in media trust. Additionally, subjects' ideological differences in sex, race, age, income, and educational level will serve as factors of comparison to determine if those differences play a part in media trust evaluations. Understanding the differences subjects bring to their evaluations of the media as defined by their sociological differences will help isolate the effects of the research.

## 8. Research background

"Model questionnaire study and search is based on research studies, pew research Center America in 2002 and 2005years."The Pew Research Center for the People and the Press asked subjects across the country about what they believe that they see and hear in the news. The most negative answer—that

they believe nothing they see or hear—has risen dramatically. Cozzens and Contractor (1987) define the term as "the degree to which individuals are skeptical toward the reality presented in the mass media". Those authors see this skepticism building over time through the maturation of the individual, and a tendency to take on the ability to discount all they see as reality. In addition, as audience members learn the economic and political motives of the media, they become more skeptical of the reality of what is presented versus what could be gained by altering that reality. Finally, conflicts between their own personal experiences and the experiences they see related in the media cause dissonance in their belief structure (Cozzens and Contractor 1987, p. 439). That last factor bears directly on the credibility of the media when reporting political stories. If an audience member's personal experience with a candidate or issue differs from the way that candidate or issue is portrayed in the media, the dissonance is not likely to lead to opinion change in the audience members. Instead, it adds to the skepticism that audience member has about the mediator of the information. Gunther (1988) suggested that strong feelings about an issue might increase interest and lower credibility even further, but Stamm and Dube (1994) discounted that contention. Still, Gunter suggests that even a discounted media could have some bearing on public opinion. He depicts an audience member who has discounted media credibility, yet still see reports done there as either having a persuasive third-person effect on others, or mirroring public opinion of the others around her(Gunter 1998, p. 499).

The pressure is on for the traditional news media to maintain credibility and reduce media skepticism to a bare minimum. New media information sources are gaining in credibility as they reach more audience members and provide less dissonance with regards to their political points of view. Tsfati and Cappella (2003) suggest the trust is gone from mainstream news and that many who consume it do so only because the new media is not available in the style or quantity they require (Tsfati and Cappella 2003, p. 519). The Pew Internet and American Life Project (2002) asked people if they were watching television for their news. It shows that young people are increasingly not interested in television as a news source. But the styles are multiplying, as is the quantity of alternatives available, meaning the mainstream media needs to address its crisis of credibility before it becomes the second choice for most audiences. Kurtz (2005) sees the arrival of the "blog" (short for web log, an online diary often focused on politics), as a replacement for traditional political reporting. And Sutter (2001)

likens the liberal media to a cartel—successful in part because its members are limited in number by the costs of entering the business.

Should the cost go down, as they are with new media possibilities, then the cartel may cease to exist (Sutter 2001, p. 449). The crisis of credibility holds the key to the future for the journalist model developed a century ago. Conservatives predict a "meltdown" of a media that is too liberal to provide the information the public needs (Bozell 2004, p. 259). Liberals fear a return to the partisan press of old. The words, images, and actions of today's media will decide which comes to pass. The Pew Research Center for the People and the Press has asked subjects about opinions on media bias since 1985. The three surveys closest in time to those previously used were in 1999, 2001, and 2002. Subjects were asked if they believed the media are biased in their reporting or careful not to be biased.

## 9. Experimental Design:

The use of a controlled, cross-sectional experiment of descriptive proved to be an efficient way to produce generalizable results for comparison. The approach allowed the identification of any relationship between the variables and helped measure for correlation or cause—if any (Rosenthal & Rosnow 1991, p. 17). Through the use of controlled exposure of simulated television news content to a series of small experimental groups made up of a representative sample of television news viewers, it was possible to test for the effects of the cues sent by newscasters to their audiences—whether intentional or unintentional. The classic experimental design consisted of apretest to determine a baseline for the dependent variable to be studied, an experimental exposure of randomly-selected subjects to a treatment, a randomly-selected control group not exposed to the treatment, and a posttest of all subjects to determine any effect on thedependent variable (deVaus 2001, pp. 47-50). A modified pretest-posttest experimental design with two levels of control groups was used for this research. This approach allowed for the most accurate measurement of both treatment effects and experimentally-introduced effects(Smith 1991, pp.187-90). This approach allowed more rapid collection of data than individual questionnaire interviews, while keeping the subjects focused on the research subject and limiting the amount of time necessary to conduct the experiments(Morgan 2002, p. 147). Experimental groups of about twenty people (or multiple small groups totaling about 20) were assembled for the experiments. Phone callers from the Center for Advanced Social Research at the group made phone calls to recruit participants. All selected were adults, eighteen years of age or older, residing

in Tehran. During the recruiting process, the subjects answered a short slate of questions to measure the political orientation and existing view of the media of the group member. The questions were used to qualify the subject for the experiments, but to paint a picture of the subject taken significantly prior to the experimental exposure so as to minimize any measurement effects. Subjects then assembled in twelve experimental groups, each exposed to a different experimental treatment. Nine of the twelve groups watched a short videotape to begin the experiment. Realism is key to external validity of the research, so subjects were lead to believe what they were viewing actual television news and other programs(Aronson & Carlsmith 1968, p. 25). To give the experimental treatment that realism, the tape viewed consisted of half of a segment from the IRIB News program . Variation in the contents of the tapes came in the use of the independent variables of various newscast .content representing a particular stand on one of the three test issues. Three different levels or styles of presentation for each issue were used. The first presentation style was the "soft" presentation, consisting of a subtle visual clue in the form of an anchor lapel symbol. The second presentation style was the "moderate" presentation, consisting of story content that is written in a biased fashion toward a position on the issue. The final presentation style was the "hard" presentation, consisting of a visual reference to actual anchor participation on one side of the issue. This same series of presentations were presented to additional groups for each of the other two issues studied. Then, for each issue set, a group acted as a control saw a video presentation that consists of

the same elements as the other groups . Following viewing the video, each group member was asked to complete another questionnaire. The standard questionnaire format is a valuable way to measure the attitudes of subjects in a uniform, consistent fashion. A successful questionnaire gathers the information needed to verify the study's hypotheses, compels respondents to answer truthfully, and minimizes the risk of error (Malhotra 1999, p. 32). Successful questionnaires must gather the empirical evidence sought, without confusing or boring the subjects (Folz 1996, pp. 79-80). The questionnaire for this research, with approximately 21 multichotomous questions, was designed to measure any change in attitude toward the media based on the tape the group had just seen. The questions were attitude scale measurements, best suited for measure consistent subject opinions about the reviewed material(Oskamp 1977, pp. 54-55). The questions did not require great recall on the part of the subjects, which can lead to subject fatigue and

disinterest in the process(Bradburn, Rips, & Shevell 1987, p. 157). Instead, the questions focused on subject opinions easily recalled and addressable by the answer scale. Analysis used the Likert scale model of interval measurement, which allows statistical analysis of the attitudes measures by the questionnaires (O'Sullivan & Rassel 1995, p. 274). Different questionnaires were presented to subjects based on the particular ideological subject the tape had addressed, and measured subject feelings toward the dependent variables of balance, truthfulness, and trustworthiness on the part of the media. The order of the questions took the subject through a logical review of what he/she just viewed, without confusing or boring the subject(Bradburn & Sudman 1988, pp. 153-4). Questionnaire results were then subjected to an analysis of variance statistical test, looking for significant differences in the effects of various treatments on viewer perceptions of news media bias, so as to test the hypotheses. Internal validity of the experiment is crucial if it is to reveal correlation or causal relationships. This validity will be maintained by guarding against testing, instrumentation, and selection effects, among others (Cook & Campbell 1979, pp. 51-68). Members of the control group for each issue category who saw the videotape presentations without the local news break answered the same questionnaires as the other subjects in the same issue experiment treatment. Beyond those subjects who assembled to watch the videotapes, an additional control group of subjects was asked the recruiting questions by phone, but not asked to come to the experiment. Instead, those same subjects received a call at the time the experiments were taking place, asking the same post questionnaires. Table describes the entire experiment.

Table 1: Experimental Group Schematic

|  | Treatment A – | Treatment B – | Treatment C – | Treatment D |
|---|---|---|---|---|
| Message (Control) | Soft Message | Moderate | Hard Message | No Message |
| Issue 1(Conservative)– | Anchor- | Anchor reads | - Anchor leading - | No video |
| Issue 2 (Reformist) – | Anchor - | Anchor reads - | Anchor leading | No video |
| Issue 3 (Control) – | No video – | No video – | No video – | No Video |
|  | calls only | calls only | calls only | No Video |

## 10. Research Methods and Hypotheses:

The goals of the research have been to measure the effect of the use of imbedded messages on audience perceptions of newscaster objectivity, trustworthiness, and balance.      Messages in news reports come primarily from the words the newscasters speak.  But there are other messages in the form of visual symbols.  This research combines written and spoken words to measure subject response to each of those message carriers.  The simplest of those embedded messages, presented in the form of a lapel button or pin, makes up the "soft" or least persuasive of the treatments.  The addition of

the use of biased language in the verbal portion of the newscasts example produces a "moderate" form of the treatment. Finally, the further addition of biased video to the lapel pin and verbal biases yields a "hard" treatment approach for subject exposures. All treatments manipulate the symbols—verbal or visual—that television news viewers encounter whenever they view the medium. And it is through the power those symbols carry that bias can be introduced into the messages. At the completion of the experiments, questionnaire results were subjected to a multivariate analysis of variance statistical test. These tests described the statistical strength of any change in the dependent variables based on the various treatments (Tacq 1997, p. 38). The tests revealed any significant differences in the effects of various treatments on viewer perceptions of news media bias to test the hypotheses.

Hypotheses of the Study For the research, the tests attempted to prove series hypotheses, as each hypothesis will be supported by a movement in one direction away from the null hypothesis(Montgomery 1984, p. 21). Hypotheses tested are:

Hypothesis 1: newscasters displaying the "soft" message on any issue will be perceived as the most accurate.

Hypothesis 2: newscasters displaying the "soft" message on any issue will be perceived as the most balanced.

Hypothesis 3: newscasters displaying the "hard" message on any issue will be perceived as the least accurate.

Hypothesis 4: newscasters displaying the "hard" message on any issue will be perceived as the least balanced.

Hypothesis 5: Subjects viewing any of the Conservative treatments will find newscaster to be more loyal to the IRAN government.

Hypothesis 6: Subjects viewing the "hard" Conservative treatment will find newscaster to be the most loyal to the IRAN government.

The literature suggests the more potent the symbols used in the experimental newscast, the greater the effect viewing those symbols will have on the viewer. Symbols can transmit more complex or higher-level messages simply (Bennett 1983, p. 41), so the simple symbols used in the earliest part of each experiment have the power to transmit messages about the newscaster. Viewed spatially, voters do notice the difference between themselves and their perceptions of media outlet placement on the ideological axis—particularly conservative viewers (Ognianova & Endersby 1996, pp. 17-20). The ultimate goal of the research is to find the levels of actual bias inserted into news content and presentation that generate a perception of bias within

audience members. Those with different demographic background and political ideologies, as well as varying levels of media trust, will react differently to the bias stimulus. Finding the threshold of bias perception for each of these groups will be enlightening for political scientists and journalists alike.

## 11. Ideology Differences:

With regard to the matter that in each experimental group there is difference ideology in persons, It is important us to know, if reformer or fundamentalism define equity, accuracy and balance in a same method? If two groups define these worlds alike, the collection will have alike perception. Therefore at the beginning persons' ideology is surveyed by three questionnaire, first we ask persons held themselves in a seven part scale begins from ultra fundamentalist to ultra reformist. Then there were asked to give their views about responsibility of government into providing services to people. People preferred the less services to present services or more services.The persons who selected the less services were known as fundamentalists and the persons who were followed more services were named reformers. At the end the persons were asked to show reaction about two different roles of government and choose fair role. One of these answers says: "Whatever the government is less, it is better". The persons who selected this governmental role, were known as fundamentalists. Another answer was on the basis that: "There are many cases which government should do it". The persons who selected this response, were held in reformer section. Results of above three questions resulted in identification of ideology level of persons in all groups, this identification resulted in similar classification in groups.

## 12. Results

For measurement of organization creditability index, different of changes in view of four groups before performance of test and after that about three indices of balance, accuracy and equity was calculated which is presented in table below:

|         | Equality | Accuracy | Balance |
|---------|----------|----------|---------|
| Witness | +.030    | +.085    | +.010   |
| Soft    | +.060    | +.070    | +.058   |
| Average | +.010    | -.030    | .000    |
| Hard    | +.017    | +.57     | -.095   |

At first we pay to comparison results of conception of equity. It considers that negative perception of newscaster results in increasing of bias in media. Results show that soft experimental group

know newscaster more equitable to witness group, but hard and average groups know newscaster less equitable. Experimental group of soft, hard and witness almost have the same evaluation in accuracy of newscaster, while, average experimental group were seeing less accuracy in newscaster.

Balance conceptions are very interesting, because this collection show the foreseeable model of considered persons' reactions. Only average of soft experimental group was applicable. In average and witness group results was close to applicable average level and in hard experimental group results is the least limit into three other groups. These results restrict us in measurement the factors effective on supporting from insight of audience. May be if the bigger sample was tested, it would shown the better and more clear results or repetition of tests with the same group in longer time would helped us identify effective factors in supporting from insight of audiences.

In this basis, theory of single-behavior in soft groups is indicator of most accuracy limit in messages is confirmed. Meanwhile, the other achieved interesting result was that hard group also confirmed the most amount of accuracy limit n messages on behalf of newscaster. Therefore, the third hypothesis (newscaster treatment displaying the "hard message o any issue will be perceive as the least accurate) is not confirmed. So, the second hypothesis
(newscasters treatments displaying the "soft" message on any issue will be perceived as the most balanced) also is confirmed. The fourth hypothesis (newscasters displaying the "hard" message on any issue will be perceived as the least balance).

Soft Group has more decreasing in conception into other groups. But average groups indeed, have the least decreasing in conception of equity to soft groups and other groups.

However, soft group had less decrease in conception of equity in changes of media test before the film and newscaster test after the film to witness group. But each of these three test group displayed a type of decrease in equity conceptions, which explains increase of bias. As it was anticipated, hard group displayed the most decrease in perception of conception of equity. In all measured variables in individuals of hard group the more negative conception is seen. This continuity among hard groups gives more credibility to hypothesis for more exact evaluation. But may be the best question here is that, whether all persons of hard level know the media inequitable? It considers that in hard group individuals for failing equity in newscaster have more agreement, of course this is because of newscaster treatment.

## 13. Three Side Analyzing of Ideology Influences:

In interaction with gap of fundamentality and reforming, for this analyze we face to analyzing fundamentalist and moderate and reformer. At the beginning we began to separate individuals on the basis of ideology, from severely fundamentalist, equated or reformer. Most important of all is increasing of "Moderate" group which facilitate us to separate these individuals for seeing influence. Position of individuals through ideology test which is made of all individuals before beginning the practice is identified. Hypothesis of this analysis was in the form that reformers more would like consider negative the media operation, fundamentalists consider media in less negative degree and moderates also consider average limit, but indeed data achieve more different results.

|  | Equity | Accuracy | Equity |
|---|---|---|---|
| Fundamentalist | .561 | .602 | .434 |
| Moderate | .655 | .661 | .521 |
| Reformer | .594 | .606 | .466 |

Why these moderate individuals consider nicer image of issue after watching this film? And why fundamentalists and reformers grade the media alike. Considered answer for second question helps to first question. The individuals are held in both sides of ideology scope, lie on media history which media interactions is filtered through their political view. Moderate group indeed are inclined to the side that have less interest to ideological difference in mediate operation. Ideological bias has less important for them and individuals take less critical condition to themselves in providing subject on behalf of media. This subject holds moderates in a position that displays their positive orientation in results. Results of this group display that they have had positive views about media and newscaster. Then, the fifth hypothesis (reformer group after viewing has found newscasters to be more loyal to Iran Government) is not confirmed.

With regard to these results, it is specified that reformer group before viewing the film has known the media biased and had point to media less than average limit. After viewing the film their insight has changed and is reached to the level over average limit, which displays this group has reformed the biased insight that at first they had into media and have changed it to positive insight (over than average limit). Indeed, comparison of media test after viewing the film with newscaster test after viewing the film refers to this fine and hidden point that trust of reformers to newscaster is more than their trust to media. Then, by this result, sixth hypothesis (reformer group after viewing the film has found

news caster to be more loyal to Iran Government) is not confirmed. But finally it is necessary, I mention the issue that, when I planned the result with some reformers in society and brought them up scientific results of research which has made by accurate and scientific measurement, in scientific researches was proved, in flow of elections trust to media and newscaster is confirmed on behalf of reformer group (higher than average), was astonishment for them. On this basis, it is necessary to inspect other aspects of indices effective on media bias including activity of western media or political activities in society which this subject is out of scope of this research.

*Equity Index:*    Individual bias analysis is measured in three middle of fundamentalist, moderate and reformer and displays details more than difference of ideology in individuals and their practice. Different between individuals and equity, accuracy, balance conceptions in debates films enjoys of special important. These changes in more individuals resulted in change of ideas and finally shift them to media operation. If there will be negative changes in media indices, then individual more believe to media bias. By changes in views of individuals about equity in media there will be considerable decrease about individuals without considering ideology in amounts of indices before viewing film to after viewing film.

All people in perception equity conception achieved considerable decrease, but indices are enough similar to each other, so that there is generally, little difference among ideological group and changes in views before viewing film to the after viewing film in media. But existent changes in newscaster test are very interest. Fundamentalists and reformers both had decrease in trust to newscaster. But moderates didn't feel so important changes.

*Accuracy Index:*    As, it was said before, conception of accuracy in media before viewing the film in to after viewing the film displays advanced conditions. This trend in the case of individuals under experiment without considering ideological insight have similar trend. Fundamentalists and reformers both increased their views. But, generally moderates were kinder than other two groups into the newscaster and media. All three groups similarly were changed conceptions relative to accuracy after viewing the film.

*Balance Index:*  Final analysis of individual of existent elements in media supported of this conception, moderates have less criticizing views into bias in media. As it was said in evaluation of accuracy conceptions in this study, all individuals found media and newscaster balanced.

Reformers and fundamentalists almost display similar changes in views of others. Evaluation of average of accuracy in each group is increased up to 10% before viewing the film to after viewing the film. Newscaster had similar increase in positive conceptions by individuals in each group. But again moderates had the most increase in negative evaluation of media and newscaster. Generally, mediate group almost had two time increase to other ideological groups.

After ideological differences, also there were differences in media conceptions on the basis of education level. Individuals, who had non-university education level had positive points in operation of media before experiment. Development of critical thought skill which is generated in university, causes graduates have more criticism to exit programs of media. Individuals who has not critical thought more accept media to take it under question. The persons who have university education, more are inclined to medium bias and because of critical look less pay to analyzing content of equity, accuracy and balance conceptions about newscaster and media. The persons who have not very complex critical thought skills, the less see this bias in media.

Since, by increasing the age and education, individuals' anticipations also increase, influence of these two factors will be in analyzing of influence in results. Individuals who use of news resources and media for a long time, have accelerate evaluation to what they see and hear. Reversely, individuals with less experience, are whom generally have less critic to the practice of media. Individuals who are in average experience group should locate in are position between up and down groups. For test of this hypothesis we add new variable which is a combination of age and education. Adults who their age is below 35 and had no academic diploma, there are in a group with low experience. Individuals who are 55 year old or upper and have higher academic diploma enter into the groups with higher experience. The rest all entered into average experience group. The only important difference is in evaluation of media balance.

|  | Equity | Accuracy | Equity |
|---|---|---|---|
| Low experience | .554 | .584 | .448 |
| Average experience | .628 | .648 | .538 |
| High experience | .608 | .621 | .412 |

Here average experience only in mediate evaluation relative to other individuals is positive and was the only group which gave positive point. Low experience group, gave more point relative to high

group experience to conception of balance, while, in perception of equity, accuracy conceptions average experience group had given the most point. But given point of high experience group relative to given point to low experience group in two mentioned conceptions was more.

## 14. Conclusion:

This dispute (media bias) was upon 10th Presidency Elections Period which began in Iran Country. Some of journalists such as researcher of this thesis were annoyed about partiality of media and newscaster, who flow high sign of biasing towards audiences. These critics wanted media practice without bias, but addressees did not observed any sign upon biasing on behalf of newscaster. Journalists believed that audiences were paid by extreme accurate to observance of debates and focused on each type of details whether verbal, written and visual. Audiences of television news have different method in viewing news. They pay to watching television by conception of what they want to see. Some accused medium to support of fundamentalist. Some other saw media in a manner that before was administered by people who had trust to them. Therefore, some journalists protest and number of politics insist, this research in showing difference in manner of perception of media and type of its validity investigated and research is shown that experience of viewers in media is considered as part of continuation and improvement of operation of media. Practice of sitting in front of television and to attract attention to news broadcasting is as sitting against parents or a holy person is a normal issue, which has been a part of our daily living an in addition of awareness of the world around us have a type of making culture and its special suggestions.

But sometimes media by displaying some messages disappear the subject which are not similar to idea structure and or provide subject as filtered conditions. If we want to speak politically, political programs for supporting of people trust is used from politics and keeps away each message which denies this support. Newscaster in medium can be as other politics, but should consider that newscasters are held in center of validity and trust of people. Long term experiences they have as newscaster causes firm ideas about equity, accuracy and its balance and what they are telling to viewers.

Special newscasters have a high chance for preserve of viewers through challenge of election competitors. Circle of providing, collection and issuing news by newscaster is not a single circle and in addition of newscaster each of them are a human and are directed by a team of human cooperation, the can also make mistake and sometimes intervene their

private or party biasing in news. Investigations have shown that newscasters consider to this issue that if a viewer feels bias in news broadcasting, distrust during a long time is generated. In these researches complex discussions which show bias usually is failed. While with regard to results of 10th Period of Elections who fundamentalists were winner of this field (by about 63% of votes), in all cities votes of reformers was less than their rivals, except city of Tehran, where in this city reformers had superiority of 60%. Television on behalf of this group was accused to support of rival. Then we can conclude that when media on the basis of this research in city of Tehran has been exempted of partiality, then if field of research was performed beyond of Tehran city (whole of country), the best results of television related to what here gained, would be resulted. Easily we can anticipate that individuals having related experiences related to investigation, change they pre-determined views about practice media do and only some individuals consider this bias apparently. These results show that, bias create less weight in mind of viewer. "Correct" image of each viewer in output of media which is used in daily activity, is a mobile picture. The first frame when is recorded that viewer is encounter to viewing news for awareness of happens on the world. These initial effects have a lot of meaning and show expectable model during the time.

## 15. Suggestions:

Political and social characters exit from center of program and instead of it considered subject of them (their personal ideas) focused by program and considered character provide his speech around discussion of subject. Newscaster remembers relation of mentioned news with economic benefits of addressee (Important of elections subject in fate of people). Thus attract the view of addressee for attention to news, but by this practice really held program beyond the politics (at least in addressee mind). Newscaster by this practice in deed, give non-dialogue, non-political, party and wing dimension to news. He shows program in side of benefits of the middle class which are considered nation. By this practice newscaster is introduced as reflector of voice of balance beyond the political grouping and group small benefits and thus he is reflector of national benefits and finally in the best form becomes awake conscience of benefits of people and this has been achieved to his mail goal which is gaining trust for himself and media.

Media should know threat issues for himself which the most important of which is lack of trust of people to media. Media continuously should remember news ethic principles to personnel of news

department to avoid partiality operation of them and use of trusted resources of news. If the media considers this matter that viewers by positive vision to media can change in a short time by undesired operation of media change their insight from positive to negative and after a while media should be incredible, has made a big help to media trust near people and finally its credibility.

Through these studies which has made done in trust index of media, media can percept that their viewers really what a view have about television. Also, media can by deep, serious and sympatric and impartiality critic to follow operation of parts and different groups loyal to system in the field of fighting against poverty, corruption and prejudice, execution of justice and the rate of acting to given promises to people and give trust to viewers and himself that impartiality has performed his duties and people also are witnessed of issuing their disturbances and worries in television, which of course this issue can by establishment of round table and challenging interviews by using of newscaster, dominant and brave expert and also serious debates be in work order. Also, using of credible and trustworthy news resources, especially in news and programs related to elections is main condition of ensuring and increasing efficiency of television and from another side, avoidance of centralization of activities upon broadcasting of daily news in the case of issues and normal and executive involvement of elections, informing about the last situation of list of elections of parties and groups and some border news and familiarization of addressees with programs of parties and group elections in order to solve political, economic, social and cultural problems. But the important point here is message engineer (designer of message) in accurate adjustment of content and bias of news and news report in a type that finally addressee reaches to analyzing about necessity of active and expanded participation in elections, is very important. Therefore, it is necessary we avoid of paying to interviews and stereotype round table which may make ambiguity to addressee in receiving of message. Reflection of operation of authorities and administrators of elections issue in television before elections and during elections and in phase of counting votes makes trust in people and in all phases of elections and debates and interviews by providing everyday reports and point by point referendum which by help of new technologies (sending message through mobile or internet, etc.) is possible. People and addressees moment by moment are in the real current of elections and cause trust of viewers of television. Observatory of propaganda destructive activities and alien media interactions that every day try with an excuse doubted health and democratic

process of election in Iran, is an important issue. Television program makers by awareness of propaganda lines of enemy and identification of them in different programs should response to these doubts as indirect.

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