

Accidents News in Iran Press and its Effects on Addressees and Tourists

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Abstract: In this article we study the different violent effects of accidents page in newspapers on addressees and tourists and those interested in visiting Iran tourist centers. Credit of press in mass culture of Iranians with documentary media messages has important role in media effects. Group of addressees of this medium is important in this regard as the persons who are effective themselves. Material of accidents page in Hamshahri and Ettelaat newspapers has been analyzed with regard to their different policies to specify the effect of this difference on the publication of violent news. In this research, readers of two newspapers were divided into two groups of readers who read accident pages and those who don't read accident pages with regard to different political and cultural aspects to study behavioral difference and their attitude to violence and specify whether study of this page leads to confirmation of violence by readers of accidents page. Research finding shows that those who read violent news have positive view about necessity of committing violence but this subject doesn't cause violent news readers to commit violence. On the other hand, for violent actions, some factors such as social position are more effective than study of violent news is. For example, readers of newspaper which hardly publishes violent news commit more violence than those who read newspapers which have more violent news. Finding also shows that study of accidents news causes the readers to be far from violent actions and learn from other's violence while readers of accidents feel more fear and unconfident in environment and others. The results show that accident news in Iran press play an important role in the field of petition, justice, objection to traditions and unsuitable social structures and development of citizen's rights and human rights. And finally, research results show this critical fact that in case that violent news is published in press for times; this subject has considerable effect on decrease of tourism because one of the requirements of tourist industry is calmness of tourist.

Key words:

INTRODUCTION

Iranian accidents news and its increasing growth cause fear and anxiety in the people who are subject to violence. This subject has led to sociological experts to study about it because mental health and social life are damaged seriously. Statistics of some organizations such as Forensic Medicine, Justice Administration and Law Enforcement Force indicates considerable growth of violence and shows that thousands of persons die every year and hundreds of persons are physically and mentally injured. Recent studies show that dimensions of violence and accidents news are broader than statistics and figures recorded in social foundations relating to human damages and major part of violent accidents due to violence, fear, honorability, unfamiliarity with personal rights etc are not recorded in the mentioned foundations or victims of

violence withdraw from bringing the action and complaint[1-4]. In this article we study the effect of press as a mass medium effective on addressee in emergence of violent behavior.

Problem Statement: Power and effects of mass media have attracted attention of societies for many years. Growth of mass media technology and expansion of media in societies cause strong and deep dominance of media on formation of characteristic and mentality of persons, behavioral and social behaviors. Even major planning of tourists is done through communication with internet and satellite media. This subject along with other social changes such as employment of women have caused the children to be hardly trained by family like the past and mass media play the role of their socialization. Family members communicate with media separately and together

and link their senses with media massages. In present era, media are inseparable elements of social life. If media separated families from the relatives in the past, now, personalized media separated family members from each other [4,5]. Each family member is involved in his/her personal media (such as internet, book, television etc). Therefore, effects of media have included society before decades 7 and 8 of century 20. It seems that this phenomenon caused the content of programs to change because intensive competition between media led them to produce interesting, amusing and public programs and for this reason, rate of violence has increased in media massages and media programs. Media violence is published in different forms such as news of accidents in press, pictorial music (clip), film, documentary programs and television news, computer games and even information about virgin and interesting tourisms.

Necessity and Importance of Research: Accidents and violence news in society caused feeling of lack of safety and confidence in people. Lack of confidence in people cause to loose social correlation that is being far from one of the press goals, lack of confidence and safety have anti-development effects. Therefore, the importance of subject of newspaper's role in publication of violence or controlling it is not doubttable. Although many researches have been done on effect of cinema and television violence on addressees of many researches which clarify different aspects of film violence effects on addressees and show that violence of film causes the young addressees to model and learn or repetition of violence in film has bad effect on viewer [6]. But, few researches have been done on accident news in press violence [7]. This negligence in Iran may be due to the fact that press has not been allowed to publish and cover news of accidents and violent news. But with regard to negative effect of satellite programs especially Farsi 1 for the families and the young, unfortunately, statistics of accidents increased and this subject has been clarified in today's press of Iran. The report of State Forensic Medicine Organization shows that 901000 women who were injured in 2003 referred to this organization. 2700 women have been injured to such extent that they needed to be taken to Forensic Medicine. Violence threatens not only women but also children and teenagers and even men are also subject to violence. Although spiritual and human damages resulting from violence are underestimated and there is no clear statistics about financial and therapeutic damages in Iran, one can imagine that this phenomenon remains heavy material damage every year [8-15].

Definition of Concepts: The most important concepts of this research include violence and its types in social and economic position of addressees, styles of newspapers material. Word of violence in Persian language means coarseness, austerity and anger but its root in English language has derived from vis in Latin meaning coercion [7]. Violence means any physical attack against human existence with motivation of incurring damage, pain or injury [8]. John Paul Sartre knows reason for violence to be effort to compensate for inferiority feeling, removal of frustration, release from distress and inability. Modern violence has been more complex and its actions can be studied in the field of psychology, though, it has objective and physical aspects.

Violence Typology: Physical violence is the most well-known type of violence. Historical record of this type of violence, its objectivity and learning caused cultures and societies to have common definitions about it. But social changes and complexity of human behaviors caused to identify and define other types. Five types of violence have been defined and distinguished as:

- Physical violence with hot and cold weapon (against human being ,animal and nature)
- Physical violence (any use of physical power against weaker persons)
- Verbal violence (curse, swear word , taunt , blame etc)
- Mental and emotional violence (estrangement , testiness , mistrust and pessimism , threat etc)
- Legal and canonical violence (punishments of criminals and violators by the government and on the basis of law)

Research Goals: Accidents and violence news among other newspaper materials is interesting and amusing. For this reason, in the case that quality of such material is promoted, it can lead to expansion of study culture and correction of attitude and behavior of addressees. General goals of this research is to recognize the violence, volume and dimensions in written media, presentation of suitable strategies for decrease of violence in media with use of scientific achievements as well as change in publication of violent news in such a manner that they have negative effects on addressees.

Special Goals of Research:

- Recognition of violence in communication (quantitative analysis of violence in press news)
- Recognition of qualitative dimensions of violence in written communication
- Typology of violence in written communication
- Recognition of interaction of study of violent news of press by the newspapers readers and their attitude to violence and effect of violent news on them
- Clarification of direction of trend available in publication of violent news and approach of newspapers in selection of violent news
- Study of this fact that newspapers only narrate accidents or take action regarding finding the reason or following the story;
- Clarification of role of newspapers in training methods of violence directly or indirectly
- Study of effects of the published material on addressees and their behavior, on the other hand, study of this fact that whether violent material of press cause to reproduce violence by the newspaper readers or not;
- Study of position of agents of violence in press reports and attention to role of each one of the elements raised in violence
- Study of reasons for tendency of readers to study violent news and construct them from accidents news
- Negative effect of increase in accidents news and violence in decrease of tourists' tendency to refer to Iran

Research Essential Questions: One can ask whether the messages includes the violence in media are effective on growth and publication of this phenomenon, if yes, how and to what extent and on what persons and if no, why and what factor causes messages including violence to prevent from violence. Newspapers are regarded as the first mass media in history of social relations of human. Antiquity and function of this medium caused its credit and influence on addressees in some affairs such as social, economic and political behavior and attitude. This subject caused to raise some questions such as:

- To what extent do newspapers publish violent material?
- What accidents are more considered by the press?
- What message does the published material bring for the reader? And finally what styles and methods are used for publication of violent news?

Managers of newspaper (even with different majors) claim that their media reflect social facts perfectly and have to publish what occurs and what is important. They confirm that people play the role of supervision on environment with help of press and this feeling ensures them that they control and supervise on affairs of society while if violent accident news is not published in press, it is published untruly through rumors and some media such as telephone etc and sometimes it is published beyond reality. Tendency of press to publication of violent news limits the mental and unreal aspects and magnification of accidents.

Another fact is orientation of newspapers about violence and quality of their material. Approach of correspondents and chief editors to the subject and their orientation about accident is effective on the addressees. Newspapers can find reason for violence and train methods of prevention from violence and can be exemplary or cause the addressees not to condemn violence but imagine that use of violent action is a natural solution in some cases. Repetition of this method leads to sharp tendencies and learn violent actions.

Hypotheses: Theory of limited effect of media indicates that media mostly transfer information don't play a role in the change of attitudes. On this basis, public media are not necessary and enough condition for effect on addressee but they play intermediate role which can be effective. Effect of intermediate factors is to such a great extent that they cause media to act as a helping factor in effect process and not as the only effective factor. On the other hand, mass media promote the status quo in process of effect on addressees. Theory of differential understanding analyzes effect of medium on addressees in this field explains that due to different social and cultural conditions different addressees have different understandings of media message. As a result, media message is said to have intermediate role. Hypotheses of this research have been classified into decrease of violence indecency, mental discharge, insentience, fear and insecurity and emergence of violent behavior in addressees with regard to this theory in order to assess effect of other personal and social factors such as gender, age, education, job, income etc and their interference in effect of violent news on addressees and in order to determine relation of violent news study.

Some Important Research Hypotheses Include:

- Study of violent news of press is effective on decrease of violence indecency in addressees.

- Study of violent news of press is effective on confirmation of violence in addressees.
- Study of violent news of press is effective on mental discharge in addressees.
- Study of violent news of press is effective on fear and anxiety of addressees.
- Press pays attention to violence agents than violence victims.
- Experience of violence by the addressees is effective on their tendency to violent news.
- Study of violent news of press is effective on insentience of addressees.
- Press pays attention to violent accidents such as murder more than other violent actions.

Essential Theories: Scientists tried to find reasons for emergence of violent behaviors in human and society. Broad scope of this field starts with fields such as neurology and biology and continues to psychology, training and behavioral sciences, communication, sociology and theoretical knowledge such as philosophy, linguistics etc. Scientists have tried to explain this subject with regard to specialty, information and methods. In this research, dimensions of issue are studied and surveyed with regard to different theories on the basis of theories of humanities such as sociology, psychology, social psychology, communication and theories raised for recognition and explanation of the press violence effects on addressees.

Injection and Bullet Theory: These two theories with different titles have one meaning and give weight to media message in terms of effect on addressee. Ball theory believes that media messages enter brain like bullets and have strong effect on mind of addressee. Basis of bullet model is two factors of stimulus and reaction and has conditioning aspect. This theory is based on the psychological attitudes.

McGuire developed this theory later on and presented more complex model. He classified process of effect of media message on addressee into six stages as follows [4]:

Presentation, attention, understanding, acceptance, maintenance, behavior

The above model has been formed due to psychological research and has ability of prediction.

Media Determinism Theory: McLuhan believed that effects of technology don't occur in theories and hypotheses level but they change ratios between sense and patterns of our mental imagination continually and

without resistance. On the other hand, the most important effect of mass media is on habits of images and thinking way of the addressees. For example, publication emphasizes on visual sense has effect on our thinking way and had made it linear, staged, regular, repetitive and logical. In fact, publication led the men to separate thinking from feeling. Publication directed man to specialization and technology [4].

Differential Understanding Theory: Theory of differential understanding mentions that a single message will not have single meaning under equal conditions and with a special communication mean for two persons though those two persons are equal in terms of power of Eve. Repellence of communication message can originate from internal structure of mind. When we face an adult person, we should not expect message to have effect on such person as it has effect on a child and uneducated person whether defensive mechanisms are observed in his status. The message which is published through a communication mean has effect on mental ground of person and understood in different forms.

With regard to this theory, understanding the violent news by the addressees will be different and sometimes contrary. For example, effect of news on the murder of a man by his wife may disturb an ordinary husband and wife. But the woman who has been tortured by her husband for years will be glad when an oppressive man has been punished by the victim [4].

Crystallization Theory: This theory mentions that media have effect on determination of importance of events before readers by exaggerating a small event and receiving its strategic results. On this basis, media makes it important by publishing violent news and insert violence in mind of addressees. Natural result is criminalization of media and excessive reflection of deviations in mass media. Crystallization of violence in media causes to larger media violence than rate of violence in real life of people. This phenomenon causes the persons to think that violence and crime have captured their real world and this effect will be on the young people [4]. Azcamb mentions in his applied sociological psychology book that media reflect life corruption. He believes that violent crime especially murder occurs in media antenna than real life. In contrary, mass crimes or crimes relating to white collars such as deception in consumable goods and industrial pollution, crimes without victim such as drunkenness emerge on media scene other than real world. Another aspect of

theory deals with effect of this phenomenon on addressees. People receive understanding of reality not from the reality itself but the reality reflected in media. On this basis, attention and interest of people are more affected by media illustration than real work position. In this regard, there are other theories which are named due to research field work. These theories include: theory of culture, differential understating, theory of insentience, theory of social learning, theory of crystallization, effect of ingestion and theory of acculturation.

Research Methodology: In order to recognize content of violent material of press and their effect on addressees, the research was done by two methods as follows:

- Content analysis method in order to analyze and recognize content and material of violent news in newspapers and their orientation
- Survey method with aim of recognition of addressees of violent news and their attitude as well as study of relationship (correlation) of attitudes and behaviors with media violence elements

Statistical Population: Two Hamshahri and Ettelaat newspapers were selected due to continual publication for five years (term of research) and having an independent page for accidents and approach and different method in accidents news coverage as widely circulating newspapers for analysis of content of violent material. Readers of these two newspapers formed statistical population of this research in the field section. In survey method, readers of these two newspapers were randomly selected in five regions of north, south, east, west and centre of Tehran who purchased newspapers in kiosks. They were divided into two groups of accidents page and those who didn't read accidents page.

Sampling Method: In content analysis, accidents pages of the newspapers which had been published in 20th of every month for five years were selected as sample. Volume of sample for each year was determined to be 12 copies (the highest sample volume for validity).

In survey method, list of newspaper kiosks was prepared in five parts of city and number 9 was obtained by lottery and 380 persons with coefficient 9 were selected as sample.

Achievements: For classification, processing and analysis of information and description of finding in content analysis method, two-dimensional tables were used.

In each section of field research, variables correlation coefficient was calculated with help of K Square, Pearson, Tawb Candal and spearman multivariable regression in addition to control of two-variable relations in the framework of two-dimensional tables with use of SPSS software and research hypotheses were tested and analyzed with two and multivariable tests.

Content analysis of two Hamshahri and Ettelaat newspapers in 1999 to 2003 shows that Hamshahri newspaper has published high volume of accidents page (60%) as violent news report publishes while Ettelaat newspaper has published only 5 to 20% of accidents news and the remaining material relates to natural accidents, driving accidents etc.

The Most Important Violent Material: Hamshahri newspaper has published two news materials in each number and Ettelaat newspaper has published one news material in every four numbers. In Hamshahri newspaper, kidnapping is the second number of violent views but in Ettelaat newspaper, news relating to intentional fire, armed robbery, sexual harassment and capital punishment has been published in accidents newspapers, respectively.

Place of Accident Occurrence: In Hamshahri newspaper, the most frequent city is Tehran. 3.18 accidents in each number have occurred in Tehran but more information relates to accidents of counties, then to foreign countries and thirdly to accidents of Tehran. Table 1 includes information relating to this subject.

Places of Violent Accidents Occurrence: Each newspaper shows that houses are the most frequent place for committing violence and workplace is the less frequent places for committing violence. This subject indicates that public places are less frequent places for committing violence due to presence of other and regulations and social relations. Victims of violence are firstly men, secondly women and thirdly young boys and children. Statistics shows that male gender which commits violence is victim of violence. It seems that an ignorant culture and sanctification of physical power in families cause emergence of intensive conflicts among male gender society.

Agents of violence in society are also men and young boys have the second rank. The third group is the unknown persons that are reports, news and information of nature of violence agent are not presented because they have escaped from disclosure of violence from place of violence. Table 3 shows information about this subject.

Table 1: Place of accident occurrence

Place of violence /year	Hamshahri				Ettelaat					
	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003
Tehran	16	13	29	19	35	3	1	4	4	1
	1.78	1.62	3.4	1.58	3.18	0.25		0.33		
Counties						8	5	10	5	4
						0.67		0.83	0.41	0.33
Out of country	2	3	3	4	5	2	2	5	1	6
		0.38		0.33	0.45			0.41		0.5

Table 2: Victims of violence

Victim /year	Hamshahri				Ettelaat					
	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003
Child and young boy	4	4	2	5	1	8	1	4	4	4
	0.17	0.19	02%	18%		23%			4	13%
Child and young girly	1	1	3	1	2				1	3
Young boy	5	2	5	5	3	2	1	2	3	3
	20%	9%	05%	18%	7%	8%			3%	
Young girl	2		1		4		2	1		
					%9					
Woman	1	4	55	6	8	4	2	18	2	1
		19%	605	22%	17%	17%	12%	51%	2%	03%
Man	10	9	24	6	18	7	7	13	1	11
	40%	43%	26%	22%	37%	29%	44%	37%	1%	37%
Unknown	1	1	2	4	12	1	2	1		6
				15%	25%					205

Table 3: Agents of violence

Place of violence /year	Hamshahri				Ettelaat					
	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003
Man	12 60%	5 31%	18 40%	17 48%	23 48%	11 58%	15 62%	15 42%	20 64%	32 68%
Woman	2 10%	6 37%	8 18%	2 05%	2	2		8 23%	6 19%	
Boy	3		7 15%	13 37%	13 27%	3		1		
Girl	1		1	1	1					
Mass		1	4		3	1		1	1	1
Unknown	2 10%	4 25%	7 15%	2	6 12%	2	9 38%	10 28%	4 13%	14 30%

Ettelaat newspaper has more news than Hamshahri in which violence agents are unknown. This phenomenon shows that Ettelaat newspaper prevents from following accidents and publishes news only from the first stage of accident which is escaping and unknown agent of violence. This method imposes more unsafe feeling on addressee because agents of violence could have escaped from punishment and been unknown. Nature of

violator is one of the factors affects on addressees. Researches show that addressees of violent films imitate violating characters and learn to distinguish them as interesting characters. Therefore, the violator who is interesting can be stronger behavioral model than violator who has neutral or uninteresting character. Some specifications intensify attractiveness of violating characters. On the basis of research finding, viewers have

more positive attitude to the violators who behave in accordance with social rules (for example, kind or generous behavior) than characters who have cruel behavior. Violence agents whose identity is not known for addressees are fearful and threatening. Feeling of fear in the film in which violator is unknown is not more and this feeling creates intensive feeling of insecurity in addressee in case that news and report are documentary such as press reports so that in 1997, women and girls refused to get in passenger car after publication of news and arrest of a criminal known as "Night Bat" who kidnapped women and girls and killed them even though he was arrested. Focus of newspaper on agents of accident is more on description of story. Hamshahri Newspaper has the most focus on description and elaboration of accident (25-52%) then on violence agents (20-37%) and violence victims (10-36%) are the third subject that considered by the accidents report. Police and judge are in the next rank and reports don't refer to social conditions of event and its factors. In Ettelaat newspaper, the most focus is on the elaboration of event (14-67%) but material in second rank focuses on police (18-43) and then on judge (14-28%) and victim of violence has the fourth rank. Therefore, attitude of newspaper or the sources which give news is formal and belongs to responsible foundation in police and judicial body. Characterization is one of media methods. This phenomenon regards events as performance of people because giving identity to the persons is easier than giving identity to structure, forces and foundations. Therefore, focus of newspaper on special persons is one of the methods of simplification of accidents and events and focus on them indicate attention of the writer to that character. Emphasis on the role of persons causes more durability of their identity in mind of the addressees. Therefore, addressees are attracted to violence agents than the victims and this cause in difference to violence.

Attitude to violence in reports of two newspapers show that views of police is the common attitude which has been raised. Then, reasons of violence agents have been raised and views of judges have been presented. Speech of violence victims are in the fourth rank. Therefore, structure and content of material have formal and governmental aspect and analysis and story is quoted from police and violence agent. Views of sociologists, psychiatrists and other humanities experts have no place in reports and analysis of accidents. Police is the most important news source and then judge is the main source. Table 4 shows information relating to this subject.

Effect of violence in victim is an important fact that it should be mentioned in order to create feeling of empathy and compassion in addressee. Death of victim is the most important effect of violence that is reports of both newspapers. In the second rank, reports don't refer to effect of violence on victim and mental damages of victim are raised in the third rank and injury of the victim is mentioned in the fourth rank. The study of effects of media violence shows that addressees can not have correct understanding of harmful effects of violence. Therefore, addressee is not aware of his disappointment, disaster and pains of violence victims and his relatives and as a result, they hardly disapprove violent action and get used to it gradually. Different studies have proved that showing damage, pain and serious injury resulting from violence can prevent viewers from imitation or learning of violence. Here, it is assumed that moaning and shouting resulted from pain and injury motivates feeling of empathy in addressee and reminds him of anti-violence social norms.

Destiny and agent of violence in press reports are other important factor which has effect on addressee. As shown in [8], in the case that agent of violence and especially his punishment are not announced, addressees may be encouraged to learn tough behavior and nature.

Content analysis in each newspaper shows that many agents of violence (Hamshahri, 60%, Ettelaat, 52%) are unknown and news and reports don't give information about destiny and punishment of the violence agents. The most frequent punishment which is reported in newspapers relates to prison and capital punishment of violence agents. In major part of reports, the condemned person regret about what he has done which has positive effect on reader but some reports don't refer to this subject. With regard to different effect of a single message on addressees, if news is published only about capital punishment or imprisonment, it may have no effect on some groups of addressees without his regretful reaction and punishment effect is not distinct. Attention of violence agents which is reflected in press reports and is important because it reflects reasons for violence in society has effect on mind and arbitration of the addressees about violent behavior.

Research finding shows that high volume of news (Hamshahri newspaper, 60-90% and Ettelaat newspaper, 100%) doesn't mention positions of violators. Some cases such as vengefulness, anger, greed, drug addiction, justice administration, financial problems and incorrect training have been mentioned in Hamshahri newspaper

Table 4: Types of violence agent

Place of violence /year	Hamshahri				Ettelaat					
	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003
Police	10 26%	7	9	11	11	1	2	3 50%	2 68%	1
Judge	4 11%	5 21%	3 14%	5 16%	8 27%	1 33%	1 25%	2 33%		
Violence agent	6 15%	4 17%	5 24%	10 32%	5 17%					
Violence victim	4 11%	3 13%	2 10%	2 7%	2		1 25%			
Witnesses	6 11%	3 13%	1 5%	1 3%						
Social experts	2 5%	1 4%						1	1	
People	6 11%		1 5%	1 3%						

Table 5: Violent behavior

Relative frequency	Absolute frequency	No	Yes	
100%	316	79%	250	21%
100%	46	78%	36	22%
				66
				10
				Hamshahri
				Ettelaat

about reasons for violent behavior. Unspecified justification of violence agents in press reports shows that correspondents don't have access to the accused and have no opportunity for talking with him and obtain information about them through police and court while addressees of newspaper have mentioned interest in study of interview with the accused in this research. In press reports the ratio of violence agents to victim shows that 22% of violence agents have been unfamiliar with the victims. Therefore, violence has emerged due to social damages such as financial misuse and sexual abuse etc. then 28% of reports doesn't show ratio of violence agent to victim because identify of the violence agent is unknown . But major part (50%) of violent accidents has been reported among those who have been familiar with each other (family member, 20%, friend, 17.2%, colleague, 4.8%, acquaintance, 4.9%, relative, 9%).

On the basis of this statistics, violent accidents have occurred among friend, family and relative groups which have personal and family reasons and relate to characteristic of persons and one can see decrease of violence in case of change in personal and family values and attitudes.

Addressees of Violent News: Due to difference of social roles of women and men, it is important to recognize gender characteristics in their tendencies. For this reason,

study of violent news and its effect on this gender is of special importance especially because the transfer of new attitudes by modern media on women can be more important.

Gender Frequency distribution of readers of Hamshahri newspaper and Ettelaat newspaper shows that ratio of readers of both newspapers is equal in this regard. Men are 69.2% and women 30.8 of readers of these two newspapers.

Human variable of other readers of two newspapers which are different from each other is age variable of addressees. The young persons of 25 years are 29% of addressees of Hamshahri newspaper while this group includes 9% of addressees of Ettelaat newspaper. Volume of addressees with age of 46 years and above is 14% in Hamshahri newspaper and 44% in Ettelaat newspaper. Therefore, age average of addressees of Ettelaat newspaper is higher than that of Hamshahri newspaper.

Ratio of readers of accidents page is different in two newspapers. In contrary to 90% of readers of Hamshahri newspaper who study accidents page, only 67% of readers of Ettelaat newspaper study information of this page. With regard to age average, it seems that young people are more willing to study accidents page. Frequency distribution of the addressees who have been victims of violence shows that 475 of readers of Hamshahri newspaper and 43% of readers of Ettelaat

newspaper have experience of being victims of violence. With regard to the fact that readers of Hamshahri newspaper are young, one can conclude that violence has increased in society that is the young readers were violated while readers of Ettelaat newspaper who have higher age average hardly mentioned that they were violated.

Statistics of table 5 about violent behavior shows that readers of Ettelaat newspaper (22%) have more violent behavior than readers of Hamshahri newspaper (21%).

Intensity of violence is measured when victim is forced to complain in Law Enforcement Force, then; readers of Ettelaat newspaper (8%) behave more violently than readers of Hamshahri newspaper (4%).

Comparison of two mentioned statistics shows that violent behavior of addressees doesn't have relationship with study of accidents news because readers of Hamshahri newspaper study violent news more than readers of Ettelaat newspaper but they show less violence (especially intensive violence).

CONCLUSION

In this study, research test results which have been classified on the basis of raised theories are presented: seeing violent scenes decreases indecency of action and gives some models for its performance to the person.

Theory of ethical confirmation of violence about effect of media violence believes that structure of message or special conditions of addresses cause violent actions to be regarded by the addressees as inevitable,

natural and sometimes necessary solution. Addressees of both newspapers were classified into those who read accidents page and those who didn't read accidents page. These two groups had different views in response to this option that use of physical punishment is permissible to some extent and readers of accidents had contrary positive views. Statistical analysis of this option shows that there is positive correlation between accidents page and confirmation of use of physical punishment in training children. Therefore, theory of ethical confirmation of violence due to violent media messages holds true for study of accident page news.

Another theory is mental discharge which has been raised since ancient periods by Aristotle. This theory believes that observation of violent actions on cinema scene or television allows persons to see himself in place of actors in his imagination and alleviate all emotions, troubles and feuds and fulfill tendencies of persons to violation and violence.

Research result shows that most readers of accidents page of the newspaper have given positive views in response to this option that study of accidents has prevented you from violent actions. On the other hand, this theory holds true for readers of accidents page of newspaper.

Another effect of media violence on addressee is feeling of fear, anxiety and insecurity. This theory believes that media violence manifests life environment more insecure than what is in reality. Person fears about environment and men and cautiousness resulting from this fear makes life difficult and unacceptable for him.

Readers of Hamshahri Newspaper

Those who don't read accidents

Positive attitude to violence	Negative attitude to violence	Feeling of fear	Prevention from violence	Violent actions
27%	73%	79%	96%	4%

Readers of accidents

Positive attitude to violence	Negative attitude to violence	Feeling of fear	Prevention from violence	Violent actions
21%	79%	74%	97%	3%

Research result in this case shows that readers of accidents page are fearful about play of child in alley 30% more than those who don't read it (22%).

Readers of Ettelaat Newspaper

Those who don't read accidents

Positive attitude to violence	Negative attitude to violence	Feeling of fear	Prevention from violence	Violent actions
19%	81%	75%	92%	8%

Readers of accidents

Positive attitude to violence	Negative attitude to violence	Feeling of fear	Prevention from violence	Violent actions
7%	93%	67%	94%	6%

Although feeling of fear and insecurity in readers is more than that of control group (those who don't read), high statistics of feeling of fear and insecurity in control group shows that reading violent news adds little to feeling of fear in readers of accidents. Therefore, feeling of fear can originate from factors other than press and violent news. A look at the above model shows that violent actions are observed in group of readers of Hamshahri newspaper. While violent news in Ettelaat newspaper is less than that in Hamshahri newspaper. It seems that press violence is factor of violent behavior.

Insentience is another effect of media violence on addressee. John Casno explains this theory that violent programs of cinema, television and magazine and advertisement don't increase rate of violence or unethical actions only by creating tendency and inspiring imitating behaviors but it gives similar results by decreasing defensive reaction, removing indecency of action, accepting status quo and creating credit among men[1]. Research results show that there is similar view among readers of accidents page and those who don't read them about high volume of violent material and necessity of publication of other accident news such as car accidents and natural disasters. Therefore, phenomenon of insentience of addressee has not been formed because readers of accidents page don't emphasize on excessive use of violence in film like some viewers of violent films and pay attention to accidental aspect of violence in life and read violent news due to curiosity.

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