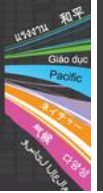


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IRAN: Multi-cultural, Multi-lingual Land Through Persuasive Media

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Media are meant to inform, and then perhaps persuade. However, as we all may know, Persuasion is becoming or has become the main function of the media as we know them.

Iran has been hosting various cultures ever since social life has come to existence in Mesopotamia. What makes the issue of persuasion in the Iranian society complicated is its ethnic and linguistic diversity. Mass media has the responsibility of strengthening the nation's multicultural diversity and in doing so it depends heavily on Farsi as Iran's official language. The government has benefitted from the media in many ways. It views them as a bridge that spans the Iranian ethnicities and cultures. Local languages are used in most of the channels in the border areas, but still Farsi strongly serves as the common language.

Nevertheless, such overall diversity does not always look interesting, especially when one same message has to be conveyed to the entire population. For example, the news of the scorching heat mixed with dust storms entering the country from the southwest is hard to digest for northeastern Iranians who have never experienced such climatic oddities. This geographical and climatic diversity has to be taken into account when talking about media in Iran.

Source materials: *Jam e Jam Newspaper*