







Presenting the Policy Model of the National Media for the Production of Multimedia Content in the Virtual Space Based on the Fifth Generation of the Internet

* Zahra Molla Babaei  ** Bibi Sadat Miresmaeili  *** HamidReza Hoseini Dana 
**** AliReza Talkhabi Alishah 

* PhD student, Department of Media Management, Faculty of Humanities, Damavand Branch, Islamic Azad University, Damavand, Iran. zahrababai6@gmail.com

** Assistant Professor, Department of Media Management, Faculty of Humanities, Damavand Branch, Islamic Azad University, Damavand, Iran. dr.miresmaeili74@gmail.com

*** Assistant Professor, Media Defense Research Group, Faculty of Humanities, Damavand Branch, Islamic Azad University, Damavand, Iran. hoseini.dana@damavandiau.ac.ir

**** Assistant Professor, Department of Communication Sciences, Faculty of Humanities, Damavand Branch, Islamic Azad University, Damavand, Iran. ali.talkhabi@gmail.com

Received: 12.10.2023

Accepted: 02.07.2024

Abstract

This article was done with the aim of designing a national media policy model on the audio and video content of virtual space with an emphasis on the fifth generation internet. The current article is an applied-developmental research in terms of its purpose, and it is a survey-cross-sectional research from the point of view of the data collection method. The community of participants in the qualitative section includes managers with experience of the Supreme Council of Virtual Space and in the quantitative section it also includes media activists of the country. To analyze the expert interviews, the qualitative analysis of the theme and the data from the questionnaire were also analyzed with the partial least squares method. The results showed that the overarching themes of the model are: foundational factors, technical factors, and media-related factors. The foundational factors include managerial, legal and cultural factors; Technical factors include technology factors and fifth generation internet and finally media-related factors include: interaction with new media, national media policy, social responsibility of national media and multimedia content of virtual space. Also, the research findings showed that, based on the research model, managerial, legal, scientific and cultural factors have an impact on national media policy making. On the other hand, the 5th generation internet provides basic conditions and the social responsibility of the national media is also an intervening factor that affects the interaction with new media. Finally, by interacting with new media, it is possible to develop the multimedia content of virtual space.

Keywords: Policy Making, Multimedia Content, Virtual Space, Fifth Generation Internet, National Media Policy, Social Responsibility of National Media.

Corresponding Author: Bibi Sadat Miresmaeili- Dr.miresmaeili74@gmail.com



Introduction

Media policy is an essential pillar in shaping the media path of each country and their communication system. Different countries, based on the type of their social, political, cultural and historical system, have different experiences regarding the communication and media system and the set of rules and regulations governing them. In Iran, the country's largest media is radio and television, which is referred to as the national media (Ghanbari-Baghestan and Ansari, 2019). National media is one of the most important socio-cultural tools to convey different concepts to the society. In the meantime, the national media has had serious competitors in the virtual space in the last decade and has been severely challenged. So it can be said that the speed of audience attraction in virtual space is much higher than in financial media (Nasiri-Ansari et al., 2021). Although digital media are taken for granted today, due to the intellectual and philosophical basis behind them, extensive changes in the basis of media approaches have necessitated the revision of some previous assumptions about media policy making. This is despite the fact that the experience of recent years shows that most of the strategic plans of institutions and organizations in charge of media policymaking in Iran, especially in the field of cyberspace, have failed in practice (Ahrari et al., 2002).

The Broadcasting Organization, as the most comprehensive, powerful and influential news media and educational-cultural institution in Iran, and the National Center for Virtual Space, as the highest new media policy institution in the country, both play an important role in actively dealing with virtual space at the national and global levels. By adopting appropriate policies and strategies, the broadcasting organization can make the best use of the strengths and opportunities ahead and take action to reduce the weaknesses and remove the existing threats (Mohammadi and Nasralhi, 2021). It should be noted that in the field of social media and virtual space policymaking, special attention should be paid to the policies of the system in the field of the Internet. This is an important issue that has attracted the attention of policymakers in recent years due to the formation of information societies based on FAVA (Torabzadeh Jahormi et al., 2017). The development of the Internet in these years has been the result of changing the policy of how to deal with information and communication technology, which is also caused by technological and political conditions and requirements, which is very necessary and necessary for policy makers in this field to understand. The importance of explaining the change in the policies of the internet and virtual space is because we must first know how the policies emerge and change so that we can plan and design interventions to change and improve them (Attardi and Zibandeh, 2021).

All in all, it should be said that the national media should not see cyber space as a threat but as an opportunity. By producing multimedia content in virtual space, it is possible to attract many audiences and users. This issue requires a comprehensive and up-to-date media policy that can provide rich, attractive and suitable content for different segments of society by using technology facilities. It seems that any policy making in this area should be done with regard to the fifth generation internet as the next generation of the internet. In this case, it is possible to use the capabilities of the fifth generation internet and also align and synchronize with the accelerated process of creating content in the virtual space and even take a step further. Despite the importance of the issue of policy making in the field of national media, studies in this field are very few and have not been addressed. Also, the policies of radio and television in the field of Internet and virtual space and monitoring of audio and video content are, of course, accompanied by critics. Based on what was mentioned, the current research aims to fill the research gap of previous studies. In this regard, in this research, the dimensions and categories of the national media policy for the production of multimedia content in the virtual space will be examined. The current research answers the key question, what is the policy model of the national media for the production of multimedia content in the virtual space based on the fifth generation of the Internet?



Methodology

The current research was based on the pragmatism paradigm and was conducted with an inductive approach. To achieve the purpose of the research, a mixed exploratory research design (qualitative-quantitative) was used. In terms of the purpose of this research, it is an applied-developmental research that seeks to explain the policy model of the national media for the production of multimedia content in the virtual space based on the fifth generation of the Internet. Based on the method of data collection, it is a non-experimental (descriptive) research that was conducted with a cross-sectional survey method. The community of participants in the qualitative section consists of theoretical experts (including professors of marketing management) and experimental experts (including managers of the country's radio and television) who have enough experience in the field of customer churn. Sampling was done with a purposeful method and continued until theoretical saturation was reached. Based on this, 19 people participated in the qualitative part of the research. The statistical population includes a small part of the country's media activists. To calculate the sample size, the power analysis rule of Cohen (1992) was used. In this section, at the confidence level of 95% with the effect size of 0.15 and the test power of 80%, the minimum sample size was estimated to be 362 people. Simple cluster-random sampling was used.

Finally, two methods were used to analyze the data. In the qualitative part, the structure of the model was identified and the causal relationships of these factors were explained with the method of qualitative analysis of the theme. In the quantitative part, the validity of the research model was evaluated using the partial least squares method. Data analysis was done in qualitative part with MaxQDA software and in quantitative part with Smart PLS software. At the end, each of the identified indicators were ranked by the Swara method.

Findings

The findings of the research resulted in 53 subcategories, which in the main categories include management factors, legal factors, technological factors, cultural factors, interaction with new media, national media policy, fifth generation internet, social responsibility of national media, and audio and visual content of virtual space. Also, based on the model validation results, the following relationships were confirmed:

The fifth generation Internet → interaction with new media

Interaction with new media → multimedia content of virtual space

National media policy → interaction with new media

Cultural factors → national media policy

Technological factors → national media policy

Legal factors → national media policy

Managerial factors → national media policy

Social responsibility of national media → interaction with new media

Finally, the coefficient of determining the multimedia content of virtual space has been reported as 0.703, which is an acceptable value. This shows that the variables of the model have been able to explain 70% of the changes in national media policy. The index (Q^2) is also obtained in all positive cases, so the model has a good predictive ability.

Based on the prioritization results, it was also determined that the index of content richness and valuable content production (S47) with a weight of 0.1235 is the first priority. The index of increasing social participation in the national media (S43) with a weight of 0.1133 is in the second priority. The index of producing suitable content for various strata (S50) with a weight of 0.0914 is in the third priority. The index of support of senior managers of the national media for presence in the virtual space (S01) with a weight of 0.087 is in the fourth priority. The index of increasing the number of followers of the national media (S51) with a weight of 0.0731 is in the fifth priority.

Conclusion

Based on the research model, managerial, legal, scientific and cultural factors have an impact on national media policy making. On the other hand, the 5th generation internet provides basic conditions and the social responsibility of the national media is also an intervening factor that affects the interaction with new media. Finally, by interacting with new media, it is possible to develop the multimedia content of virtual space.

In fact, in the era of the emergence of new media, the Broadcasting Organization is bound to adopt measures and take measures to maintain its position and win in this breathtaking media competition; Regarding the emerging media, it has a primary and central role in "policy-making", hence the performance of this organization as the largest media institution in this field, and the first step in any policy-making process is to identify and explain issues. Since the environment of media organizations has such a complex and variable nature that the principle of problem or challenge is normal and natural for them, what is important is to achieve a scientific and realistic understanding of the problem or problems, because a problem that is not seen or seen incorrectly, both It is not recognized. A problem that is not recognized cannot be solved, and if it is not solved, it may turn into a crisis. Problems at the beginning of the road may be solved with simple and low-cost measures. Of course, it should be noted that policymaking is not necessarily created to solve a problem, but sometimes it is necessary to establish policies in order to improve the situation in a field, to adapt to new conditions that have arisen or are likely to arise, or even to meet some needs.

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