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The Role of Social Media Advertising on the Realization of Civil Marriage

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EXTENDED ABSTRACT

Introduction:

The advancement of technology and communication on a wide level shows the civility of human nature, which can have adverse effects on the main focus of society, the family, in addition to having a favorable effect on the macro level. Because with the emergence of various platforms of virtual space and the joining of young people to different social media, has caused the prevailing tradition and practice of marriage to leave its original form, and young people are influenced by virtual dating and dating applications in choosing their future spouses. He considered the main factor in the realization of this category of marriages to be only based on the abundant interest of both parties for each other, the superficial desires of passing, the reason for which is the lack of attention to the religion of both parties of the marriage, or in other words, lack of commitment in marriage, but the effective factor should be considered media advertising that is progressing in the virtual space, including social media and the virtual world. Because freedom of speech is always against the protection of religion, and the Internet allows unlimited freedom of speech, which can lead to conflict with the rights guaranteed in the constitution, such as the right to freedom of religious expression and protection of human dignity, and in recent years in countries Modern, including some Arab and Islamic countries such as Lebanon and Tunisia, a marriage is recognized as a civil marriage, which justifies a non-religious marriage. Civil marriage is modeled in developed countries whose societies are influenced by secular beliefs and social media advertising has caused it to be widely applied in Arab and

Islamic countries. 100% of the laws are not based on the Sharia and the laws applied by the legislator are an obstacle for some men and women in marriage, according to these regulations, each of the marriage parties who are from different communities and have a different tribe, religion, and religion from are each other, they cannot marry each other or divorce each other.

Now, with the expansion of media spaces on a virtual level, the encouragement of young people to civil marriage, and the promotion of thousands of ways to legally escape from the right, it has caused a person to study that right, in another legal system.

Therefore, the only way to deal with civil marriage, not disrupt public order and good morals is to review media policies and laws related to it and bring it closer to Iranian and Islamic culture, which requires more research on more flexibility, law and regulations coordination.

It is with the needs of society, which should be accompanied by the creation of suitable platforms for the best methods of parental mediation in both traditional and new media levels, to create a better understanding of the relationship between parents' use of the media and the use of media by children and adolescents, so that issues such as the type of marriage such as Civil marriage should not become a crisis in the future. That is, in future research, the use of media should be investigated with its effect on sibling and family relationships so that parenting research and correct understanding of life is expanded beyond media mediation, which is done by using more observational studies and Ethnography realized about families and media. Therefore, it should be stated that marriage is based on religious beliefs and convictions, as a basic unity in society, which provides economic, physical, emotional, and psychological benefits of stability, and in contrast to alternative relationships, they cannot match them, as shown in the data social science research and government surveys are shown. Because the effect of religion on pre-marriage choices gives a potential yield to marital quality, especially the choice of spouse along with their religious and religious background is strongly related to various measures of marriage quality. The portrayal of civil marriage versus religious marriage in the media significantly affects societal views on traditional values. Because the media plays an important role in shaping the public understanding of marriage.

Methods:

In terms of nature, the research method is descriptive and analytical.

Results:

The key differences between civil and religious marriages lie in their legal implications and social significance, which reflect modern concepts of individual freedom and autonomy, as well as the influence of religiosity on traditional marriage attitudes, which have psychological and sociological effects, media representation of marriage, which that influence It will be on all dimensions including; Public opinion, cultural developments and the influence of religious beliefs on the quality of marriage, and since the regulation of Iranian media is influenced by Islamic laws and ideologies, it always has a complex framework for itself that covers different forms of media, and the government uses official and unofficial tools to Regulating press freedom will face challenges related to technological advances and transnational information flows. Having said that, non-compliance with media regulations can lead to restrictions on internet freedom and suppression of independent journalism and can have traumatic consequences for the family center, especially in choosing the type of marriage inside and outside the country.

Conclusions:

The influence of media on religion and the possibility of creative dialogue between religion and mass media indicate the need for a more informed and collaborative approach to using mass media as a social institution to strengthen global harmony, peace, and equality. This article also seeks to express valuable insights in It

is about the negative effects of the media on family dynamics, cohesion, and family relationships. In addition, this research highlights the positive and negative effects of media on marriage. The role of social media on the identity and cohesion of the family in the matter of marriage is very strong and has an important effect on the instability of the family. It influences the interactions, parenting, and overall dynamics of the family, while the balanced functioning of a healthy family. It Should be supported and used as a healthy model in Advertisements and the virtual space becomes media.

Data Availability Statement

Data available on request from the authors.

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Ethical considerations

Not applicable.

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Conflict of interest

The authors declare no conflict of interest.

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