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ORIGINAL ARTICLE

Presenting a Paradigmatic Model of Public Opinion Taste-Making in Mainstream Media (Case Study of 60 Minutes BBC Persian News Program)

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EXTENDED ABSTRACT

Introduction:

Controlling and directing public opinion is one of the special and important tasks of the media. in cases such as building trust, giving hope, and other than that, the importance of the issue was examined. some media, in order to achieve their goals, have started to circulate around an event and try to turn an event into a process and by highlighting the issue in the society, draw the mental concern of the audience towards that issue. According to their media policies and priorities, the media cover events and refrain from publishing issues. The present study is aimed at

conceptualizing the taste of public opinion in the program of 60 minutes of media streaming “persian BBC”.

Method:

In this research, we have used both qualitative and quantitative methods. In this regard, first, the 6-month program including the last three months of 2015 and the first three months of 2016, the 60-minute news program from the series of programs of the BBC Persian network, was analyzed in its entirety, which was analyzed using the technique of qualitative content analysis and inductive approach. The news was coded and categorized. For this purpose, we have used three open, central and selective coding. Also, to increase the external validity of the research, a questionnaire based on open coding was designed in the form of questionnaire items in order to seek benefit from the audience in this research, and to be able to design the research model and examine the theoretical expectations and the degree of matching it with the observations. It should be noted that the statistical population of this research includes all journalists working in newspapers, news agencies and active sites in Tehran, who are active in 2016, and their number is 1945. From the total of 330 respondents, in terms of gender composition, 50% of the respondents are women and 50% of them are men.

Result:

According to the data in the above table, 546 news (17.65 percent) of the news published in the last quarter of 2016 and the first quarter of 2017 in the 60 Minutes program of the BBC Persian channel are economic news. 364 news (11.76 percent) are social news, 518 news (16.74 percent) are cultural news, 826 news (26.70 percent) are political news, 168 news (5.43 percent) are art news, and 672 news (21.72 percent) is sports news. It should be noted that Mod or Nama (the most frequency) is in the category of political news. In general, the amount of direct influence of media factors on public opinion taste is equal to 0.552, which shows that for one standard deviation unit of change in media factors, approximately 0.55 standard deviation units are created in the same direction in the variable of taste of public opinion. The amount of direct influence of non-media factors on the taste formation of public opinion is equal to 0.227, which shows that for one standard deviation unit of change in non-media factors, there is approximately 0.23 standard deviation unit in the same direction in the variable of taste formation of opinions. Public is created. As a result, the explained variance of the political development variable, which actually shows the adjusted coefficient of determination of the model. It is equal to 0.415, which indicates that the media and non-media factors have been able to explain the taste of public opinion by the BBC Persian network to the extent of 0.41% in this research.

Conclusions:

In summary, the results of this study show that the process of forming the taste of public opinion is a complex and multidimensional issue in the mission of mainstream media, and these media play a role in its formation with different goals, motives, and interests. Based on the theory of framing, the BBC Persian network selects and manages news in gathering and presenting news with appropriate news coverage and providing comprehensive news content that covers the needs of its audience, so that it can reach its goals in the next steps. Get your own organization. The

results obtained from the quantitative part of the current research show that variables such as the content of news and reports, the correctness and accuracy of news and reports, the form and format of news and reports, saving time, Impartiality in news and reports, honesty and transparency in news and reports, comprehensibility of news and reports and compatibility of content and news topics with the needs of the audience are among the variables or in other words media factors that are in the process of shaping public opinion. have a fundamental role, However, political neutrality as one of the media factors did not show a relationship with public opinion taste formation, while in the structural analysis part of the model, it had a significant effect in predicting public opinion taste formation.

It seems that since political topics are of high importance and sensitivity, the audience is extremely conservative in dealing with it, and they do not easily accept or reject political news. Therefore, in this part, the audience actively chooses and analyzes the news.

In addition to media factors, two non-media factors that are related to the audience and their selection, i.e., the amount of use of BBC news and the variety of use of BBC news, are also factors that influence the audience's taste. to give.

It seems that the more a person uses BBC programs and also the more different programs he follows from this news network, the more he trusts this media, and as a result, the effects of the content provided by this media are greater. The taste of the audience has an effect. These two research achievements can be explained by the theory of media consumption. According to the theory of media consumption, audiences are active in selecting news. Therefore, the audience chooses depending on their mental framework and uses different programs and uses them according to the attractiveness of the program. Therefore, it can be said that the result is in line with the theory of media consumption.

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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