Media and Dimensions of National Social Security

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Abstract:
Social Security as one of the five dimensions of national security of Barry Buzan (Copenhagen School theorists), is related to the commitment of a nation of shared values and norms of the country in which they live. Values and norms are the key factors in the solidarity of the nationalist external environment, and the expression of a country through the norms andvaluesshapetheirnationalidentity,Ifthe distance between the people of the state of shared values and norms, national identity is lost and thus jeopardized national security. The media, particularly the mass media such as television and virtual social networks, play a crucial role in people's adherence to particular opinion and behavior and thus have considerable influence in shaping the identity of individuals or change their identity. In this paper we examine the dimensions and characteristics of socials security from the perspective of the Copenhagen School as well as the media functions and some related theories, the impact of media on social security and this hypothesis can be tested "The identity of a community Medias an intermediate variable fluid and change is gradual and national security."

Keywords: Media, social security, identity, national security, social networks, virtual

Introduction

Ensuring the safety and security of the most important concerns of the governments of each country. Nation with the security, stability and durability will be more stable and since stability and durability of security is tied to the government, therefore, many governments are spending in order to achieve security in different areas. Social Security is becoming one of the major factors of national security and national security sphere theorists are specific to this sector. In this regard, we can view "Barry Buzan" (National Security prominent theorist attributed to the school of Copenhagen) together In his book "People, States and Fear," national security divided into five areas: military, political, social, economic, and environmental. And the integrity and stability of the national identity is the most important factor in social security. On the other hand, nowadays the media, especially television networks and virtual social networks and learning is widely spread among various communities. Various communities affected by the enormous scientific and technological developments are moving towards the information society or social network. Networked society, a society that structure is influenced by technologies. In the networked society, communities with problems of social inequality, new identities, differentiation ability and deconstruct such as government agencies, such as the Internet and social networking opportunities in research, creativity, interaction and coexistence of the world, and so faced the "architect et al, 2012: 156." Satellite television with hundreds of network will capture the audience's mind. The virtual network consists of groups and individuals that are members of the any culture, religion, language, history and no common land, And the formation of these groups, there are some common factors such views or human rights, sports, sex, age, sexual orientation, technology and so on. Many people, especially young people, according to their desires and interests of these groups find their passion.

The increasing pace of development of new types of media and the birth of new media technologies, the complexity of the many

different areas of social, cultural, political and human leaves. On the other hand, Iran is a country with about 30 million young people and about 50 million Internet users, most of which are members of the social network; the network managed by Western countries such as America, Canada and Israel (the ongoing war against the Islamic Republic of). It is necessary, therefore, the study carried out on social media and its relationship to national security. With such an approach, in this paper, we seek to answer the question that "What is the relationship between the media and new media, especially social and then national security and its impact on national security, what is the next?" The answer to this question is put to the test this hypothesis. The modern media culture fluid by removing the boundaries of identity, thereby undermining the social dimension of national security or national identity, which, consequently, are threatening national security.

Research Methods
The independent variable in this paper, especially the media and new media and social security is the dependent variable. Descriptive analysis was used to test the hypothesis that it utilizes a library, Internet, and documentation procedures. In order to answer questions and hypotheses on the social dimension of national security review of the study will look at the Copenhagen School Continue to investigate the nature and size of the media and its functions based on existing theory explains. In the end, the impact of social media on the security aspects will be discussed.

1. Theoretical framework: Copenhagen school, analysis and social security
1-1. Copenhagen School
Mac Sweeney Copenhagen school is a term for works and views of Barry Buzan, to Weaver, both Wilde and others are employed (McSweeney 1196: 14). Since the school was based entirely on security research, which is one of the first approaches to independent status for Security Studies is established. In other words, school, security studies, the characteristics of post-Cold War era, Strategic studies from the Cold War and the following breakdown of international relations and security studies has the following strategic studies. This effort Buzan et al, showed their respect to removal of a narrow circle of military security. Theorists of this school books and many articles have been developed to explain

their views and opinions of the book "People, States and Fear" Buzan (2004), "Security, a new framework for analyzing the" joint effect Buzan, Weaver and Wilde (2007) and "security and non-security" Weaver (2001) is one of the most important. In this case, Booth, Book People, States and Fear Buzan as the most comprehensive theoretical analysis of the concept of security in international relations literature know (Booth 1991: 317).

Copenhagen School has paid attention to the post-Cold War era security studies and extensive changes that have occurred in the area of security. The school has studied various aspects of security, but in some respects, more focused, and sometimes it has been an innovator and designer. The broad security against strict security, according to regional security, security is regarded as an intellectual Foundation and the concept of security issues that are the most by Weaver and Buzan has been investigated.

At the end of the Cold War, Weaver L. Barry Buzan and the Copenhagen school, with the development of security concepts, analyzes delicate presentation and raised the idea of social security. They do this by paying attention to the social, economic, environmental, and political and military-security did (Bilgin 2003: 213). The new approach to security, with a focus on social and cultural contexts to look In addition to graduating from threats emanating mainly from the threat was hard to maintain favorable conditions for the maintenance of social identity and social capital, has been emphasized. This approach to security, with expressions such as "social security" and the security community, is expressed from this perspective, the safety of the community, boiled and not only national security, but also to understand the external security with regard to internal relations (between the various elements of society and government).

1-2. the concept of security from the perspective of the Copenhagen School
The issue of fundamental importance in identifying the Copenhagen school, prominent scholars of the school's perception of security. Buzan as a prominent figure of school, rather underdeveloped sense of security and the backwardness and underdevelopment of the security concept considers five factors (Buzan 2999, 20-26): 1. The complexity of the issue of security, which would turn out according to analysts it is. 2. despite the similarities between

the concept of security or power in a serious showdown, 3. An extreme reaction against realism, a realism that due emphasis on power and war, liberals rather than focusing on the concept of peace and security on the study findings. 4. The nature of strategic studies that focused on military and defense issues, and 5. The use of security.

According to Buzan, security threats and vulnerabilities interaction between them. The security effort is being made by various actors to bring them to the desired position (Buzan 2007, 223). It is said that in his opinion the security situation in which the fundamental values of society such as sovereignty and territorial integrity are threatened, but also the facilities available to prevent the overthrow. If facilities are coping better and more powerful threat to the security of the facilities, but if the volume and the danger is more than counter facilities, will be a source of insecurity. It can be said in a statement that "the issue of security threats and vulnerabilities on the one hand and on the other hand, is calculated by means of coping" (Buzan 2000, 12). In total security "protection against risk (Public Safety) feeling of safety (security subjective) and freedom from doubt (confidence in the private receipts) defines" (Buzan 1999, 52).

Weaver other major theorists of the school, in terms of form, provides a different definition for the security of Buzan. He knows security issues, including events and developments and it has the capability for independent management is excluded. It also undermines the political order. So with such a threat must be confronted with maximum mobilization. He then used the theory of linguistic, theological definition of security that a sign or indication of a move that would see to the real thing. Expression or an act or practice is safe to say the word. By saying that the action is performed, such as betting and the promise of a public official or state or language Thereby claiming a special right to use any means necessary to control it (Waver 1995: 176).

1-3. Social Security

Copenhagen school, with its simplistic and structural framework of issues of identity, culture, migration and their role in relation to security, emerging trends and challenges related to the social security-focused. The school in its ontological issues has a historical perspective on social phenomena and special attention to the role of norms, rules and culture.

Looking oriented interpretation, history and ideology graphics - the emphasis on the unique and the only social phenomena, and according to the normative dimension along an analytical dimension, can be considered representative of the Copenhagen school of epistemology. Barry Buzan in his book entitled "People, States and Fear" raises "Because of the different people who have different interests and relationships are formed, so the people in their community, considered as a source of insecurity, So that everyone has their own preference, But gradually people are aware of and understand the threats and their sources of insecurity, to protect themselves and their property, their freedom is ready to submit to the Board are independent of the government. As the condition becomes a mechanism by which people seek to achieve adequate levels of security against threats to the community. According to this perspective, both the government and political structure of society is strong, the security of persons, provided better and at lower cost, But in countries where the government is not well institutionalized and poor people for security, the social mechanisms and instruments resort. Family, tribe, local organizations in these communities have a central role to play in meeting security needs of individual "(Buzan 1999, 87-86).

Buzan mental vision defines the security issue and states that the issue of security in the community known as the actors can refer to it and look at some of the phenomena as a threat. In his view should be the definition of common concern, history, geography, culture and above all a common identity, memory and fate of society into consideration. The multidimensional nature of security, he believes that Should influence of culture, environment, culture and above all to understand religion. Buzan, tilt and social security capabilities of a society to protect traditional patterns of culture, religion, national identity and tradition of the index and from this perspective, protection of key elements of social cohesion of the community, promote the security condition for the survival and continuity of society knows. Buzan vision, when social security would exist as a threat to identity potential and actual population (Navidnia 2003,65). In fact, Buzan, the starting point for security, subjective and based on the decision to introduce the actors and states that, in the community known

security issue, because actors can refer to it and some things look as threatening.

Looking at the works of theorists of this school, we find that social security, social groups that seek to provide security for its members will play the role of identity. Reference to social security, social groups and categories that are thought to have sense and common practice among its members, has formed a unique whole and having an integrated whole, as "we" to assign blame. Like us, Arabs, Kurds us, women, youth, etc. We are Shias. Such groups of essential characteristics such as language, customs, which it called "identity" is mentioned. So when "our identity" is actually molested and risk, social security is threatened and the Buzan this threat can have multiple instances of hard and soft.

"Al Weaver" is also a duality in the field of security and state security, social security consideration. Social Security Weaver's theory, is considered part of the state security, but as an independent department (which Buzan it is neglected) is referred to. With such an attitude of social security is realized by application, to examine the political and social groups or units of mass as known, And the Social Security will connect to any particular form of political community as a national, ethnic or religious groups. However, since all communities, a number of groups with their own identity, therefore, these groups' primary units of analysis are considered social security "(Samadi bgeh John 2005,64).

"Weaver" Social Security is defined as the ability of the community to keep its essential characteristics and conditions change and possible threats. His close relationship between identity and security community focused and pointed out that the security of your identity searches, so you should be able to resolve identity disorder and its members cannot be compared to anything that threatens their identity, have no sense of responsibility. "Weaver analyzes the security of the nation or ethnic community is defined essentially means that it has been formulated based on the idea of the nation, and the ability to maintain internal conditions for the development of the identity of the Foundation, social security, he" (Watson 2005: 8). He argues that the cultural threats can only be by using the tool "culture" defended. And if someone's identity is threatened, the answer to this threat is to "reinforce existing identities" (Waver 1995: 23). Weaver of view,

while national security concerns and threats affecting the way against the authority of the Government; Social security, about the threat, are molested community identity. If a society loses its identity, it will not last. Although the vehicle and the reference state military security, political, economic, social and environmental factors, but also the community in its own right, is the reference to social security.

Based on the above discussions, we can say that social security, social space is obtained firstly, and secondly, that exists in society, social security implies freedom from anxiety and prosecution. Third, social security monitoring social exchanges and use them as an opportunity for reassurance and confidence that constituting a stable and predictable social actors. It can be argued that social security, the development of social space. Because, with the loss of the obstacles that were raised about the security implications of the government, has opened a new space in the community. New fields of activity, social groups, is provided, and different identities are recognized and the right to life, enhance and optimize their condition is valid. Hence, the development platform differences, due to the heterogeneity concerns penalties, ending the social space for a variety of role playing identity opens.

In social security, the school saw full Copenhagen found that the most important factor in social security identity and the identity of the persons who could be the cause of national security threats or opportunities. The media and their effects on the identity check before using relevant theories, we will look at the identity of the relevant definitions.

2. Identity

The original meaning of identity, difference and similarity is absolute. "Jenkins" defines identity: identity is rooted in the Latin language and the original meaning. The first meaning of the concept of absolute similarity implies, this is the same. The second distinction is meant by consistency and continuity over time to assume. Thus, the concept of similarity can be viewed from two different ways (Jenkins 1391: 5). The identity of the persons or objects at the same time makes possible the comparison, similar differences. Of having a unique identity, but from two different aspects: Like others in its class and its like being on time.

The concept of identity in sociology, the concept is multidimensional, and can be

discussed in a number of ways. Generally speaking, identity and sense of who they are as people and what is meaningful to them is concerned. It is understood and interpreted in conjunction with the particularity that the other sense of priority. Sociologists often speak of two types of identity, social identity and personal identity. This form of identity, only to be analytically separated and distinct, but are in fact closely together.

Social identity, which means that the characteristics of the people in a given lineage. These features can be seen that show signs of a certain person, who is basically. However, these features, the person relates to other people who have the same characteristics and qualities. Also, the collective social identity. They make it clear how and what people consider "like" others. "If social identity reflects similar practices with others, personal identity, we as a people separate and distinct from each other distinct" (Giddens, 1386: 46). Thus, personal growth and development of personal identity means by which we mean the unique and uniquely our own and the world around us on our mood.

Taken according to the definitions of identity, it can be concluded that social identity is constructed. Fixed or intrinsic quality, but can be built and then interacts with other changes. The second identity is coupled with a sense of belonging. Inherent in the fact that we know who we are. Membership in a social group or groups that have been formed from members like each other. Thirdly, the issue of identity in difference to others is concerned. Part of knowing what we know is someone who is not. Fourth, since the human identity is flexible and in some communities are more flexible than others.

However, it is noteworthy that all the indicators identifying trends and tendencies, depending on the features of the intellectual and psychological identity is. Many thinkers, components of identity can be the domain of cognitive (mental) and psychological (mental) divided. Cognitive domains such as values, beliefs, norms, symbols, knowledge, attitudes or approaches, and psychological domains, including feelings, needs and desires are. For example, when it comes to speaking of religious identity, in fact, the functional and physical aspects of religion are mentioned. Religious identity; it felt certain that the followers of a religion together and gives them

their sense of belonging to a collective identity defined. Its religion is defined. In other words, religious identity is to define oneself by belonging to a particular religion with the value and emotional considerations accrued on with it. Religious identity; it felt certain that the followers of a religion together and gives them their sense of belonging to a collective identity defined. In fact, religious identity, belonging and connection to the knowledge of one's own religion and consequences of positive value to a person belonging to the association believes. Finally, the special feelings towards religion and towards those who like to have a relationship similar to that religion, is defined. In other words, religious identity is to define oneself by belonging to a particular religion with the value and emotional considerations relate to it.

Also, a sense of national identity can be seen as belonging to a particular nation. National symbols, traditions, sacred places, customs, history and culture heroes and the land is given. National identity, a sense of belonging to a group of people, due to take part in cultural and sub-cultural elements (Hajiani, 1388: 361). Smith, National Identity and the reproduction of the enduring values, symbols, memories, legends and traditions of distinction who are part of every nation. National identity, the individual belongs to a particular country, territory and national government or the stems. In other words, national identity in the sense of solidarity with the entire country living in a common framework. So that, with respect to the availability of the information and to have a sense of loyalty.

3. Media: Theories and functions

With the introduction of the importance of mental paradigms - the value of community, and its role in social and political development in the broadest sense and meaning of certain political actors, the role of communication and mass media, as the most important factor in shaping public opinion, political and social beliefs People are highlighted. In fact, the complexity of the development of the information society, the importance of communications for increased security. Mass media in the hands of the public, and guidance and control its use, a major role in the play. In modern times, the information age, information and communication society is known, a large part of political socialization, the media have been conducted and the influence of

communication media, to the extent that some theorists believe the media, subjective preference, determine the behavior of individuals or lifestyle. Therefore, in this section, we identify the media, the categories and their functions, some of the recommendations in this area.

3-1. Media and Mass Media: Information and Features

Media or Media is literally deliver those items to the transport of cultures and ideas, some people (media www.fa.wikipedia.org/). The communications medium and large carriers on the one hand (Kazno 1381,3). Also, a bridge between the media event, report generation, or the source of the received message.

On the other hand, the media or the public and the media in other words, the term Persian Latin word «Media» is. The purpose of the class of instruments that are of interest to a large majority of the new civilization to exist. The term mass media, in general, refers to devices that people use to declare one of the messages, thoughts and concepts to each other. Mass media, according to the method of communication with the audience, special functions, and so on into three general categories of print (books, magazines, etc.), audio visual (radio and television) and electronic (internet sites , virtual social networks, etc.) is divided (Asadi 1385,35).

Print media, the media are the most prominent and well known. Print media include newspapers, magazines, books and the like. These types of media are among the oldest forms of mass media. Due to the nature of the publication of daily newspapers and continuous access to the information they provide, are of great concern to the public. This tool, informing the media influence the level of activity. The material in newspapers, quickly spreads throughout the community. Psychologically, people interested in the mass media, there are many stories to tell (Dorodi, 1387,30). Newspapers and magazines providing news and commentary, offer opinions, confrontation of opinions, criticism of social problems, to inform the public opinion and government responses may reflect the political liberalization and the development community to play an effective role. Also, a quote from a newspaper valid for others, gives some indication of awareness and attention to social issues is, and as an element of social identity is. Many believe, that it is transmitted

to the audience through print media, the other material remains in the memory of the recipients and their audience more room for thinking that (Barker 2002: 104)

Media such as radio and television media as a visual - auditory considered. Among these media, television, because the image itself has a full sound, the audience is more penetrating. Television, the most influential media in the areas of social, cultural and effective means of stabilizing or changing life style. Influence of the media of communication, so that communication in the light of the new WTC. "The media, for the enjoyment of special features, and according to the size of the field itself can be multiple aspects of individual and social life of the community affected by the on their end. Lifestyle, such as it is. " The tool is effective in all aspects of life is the ability to create change. Fundamental transformation of contemporary masses to become passive people who are moving in line with the current broadcasting. The power station, which is a congruence on the habits, behavior and needs of the community there. Giddens, believes the media, including television, underlying social attitudes (Gydnz137 8, 33) and a major influence in the making of culture, lifestyle, expand their knowledge and conceptualization.

The Internet is a medium through which people can use to differentiate their identity from others. The Internet is a space for creativity and activism. Among the most important features of digital media such as decentralization, capacity, and flexibility in form and content, interactive activities noted. But, in this case the user is key. Perhaps, it is easy to use and attractive to young people, it has become a media that has a strong potential in the youth lifestyle. Symbol of the information age, a worldwide network of interconnected computers, the Internet. The world's fastest growing Internet communication tool that has penetrated into all aspects of human life today. Growth path that in 38 years of radio, television and computers in 16 years, 13 years, the Internet has over 4 years. Internet; McLuhan dream, realized that the global village has many of the spaces in between. The breadth and diversity of the information available and rapidly growing large volumes of data beyond the limits of time and space simply and simultaneously, to the millions of GBr. Internet, and many are fundamental changes in the nature and style of life forms in different

societies, both in developed and developing. Internet, media with good range and a large influence on the audience (Dehshiri, 1388,18).

The biggest recent change in the mass of the Internet, the emergence of virtual social networks. Virtual social networks, a new generation of Internet sites. On this website, Internet users around a common virtual online communities to come together and form. Social networks, according to the reader's activity other features such as the Internet, online games, computer files and the ability to upload videos and interact with other private media also have among their options.

Social networks, forums and hundreds of millions of Internet users, regardless of borders, language, gender and culture, to interact and exchange information. A social network is a social structure of the group (individual or organization) is formed by one or more specific types of dependency connected (Pratkanys, 1378,29). Most definitions of social networks on the element of "sharing" and "engagement" are emphasized. Some of these definitions, the production and distribution of media content and social media have been leading the production of video, audio, text, or multimedia productions. This is done by the users of Peer social environment Cyber published shared is (Capilanou, 2010: 12).

A social networking site that allows individuals and organizations in the first phase to build on their pages. In the second phase allows the pages to be connected on the basis of similarities. When talking about social networking community should also be mentioned. In fact, a social networking site or site collection to users who like interests, thoughts, activities and share them with others and they share with others (for this is that a blog is not a social network. Because the author has a tendency blog readers know about the blogosphere can be a particular social network). In general, social networks, sites that use a search engine with the addition of a simple site features like chat, email, ... and more users to share in their property.

This network, and web site design, provide an environment that users can use their favorite symbols, text, audio and video to upload. About the contents of each dialogue. After creating a profile and complete the subscription process, users with the ability to participate in this space and multimedia sites such as uploading photos, text, content or links to external content, to develop space. In summary, a virtual social networks are an online community online users are allowed to share information, pictures, videos, software, etc, please communicate with others and discover new people communicate. Such networks are an environment in which members of the partnership and consultation with the program, to examine the content of the website.

The social networking site, SixDegrees.com, which between 1997 and 2000, which enabled users to made-up profiles to connect with friends, looking for friends, create profiles. In 2000, a number of social networking sites have been found among those Friendster, Live Journal, Orkut, Lunar storm, MySpace and Face book, it can be pointed out. While a large number of users are much less rapidly, Face book are the largest social networking site in the world. In general, an internal site for Harvard students, who gradually, until 2006, expanded its target group and everyone could accede to it. Currently, this site has a billion users, making it the largest social networking site.

Historically, media history can be divided as follows:

Language and oral expression, and the hand-written	Early	Historical mass media
Printing, books, press, cinema, radio and television, telecommunications, telegraph, telephone, satellite, Internet and cyberspace	Secondary	

3-3. Function of mass media

Given the nature and classification of existing media, analysts and theorists in the field of media for various functions have been defined, in order to understand the impact of social

media on national security issues is a prerequisite.

Harold Lasswell who is the subject of an article in 1948 in the function of mass media is considered. Lasswell attention to mass communications rooted in historical developments of the first half of the twentieth century, the growth of mass media such as newspapers and radio and the outbreak of World War I and the role the media plays in this regard. Lasswell in his article for the media definition has three functions:

1. Environmental monitoring (of news)
2. In response to the environment, social cohesion (as a guide)
3. The transmission of cultural heritage from one generation to another (the training)

The primary function of the supervision, care, preparation and delivery of the news media as information to provide information about events and conditions in society and the world, referring to the power relations, facilitating innovation, adaptation and development of pay (Mac Koail 1380, 109) .

The second function, the creation of social cohesion, "explaining, interpreting and commenting on the meaning of events and information, and support for the existing norms and mellow, socialize, coordinate activities scattered, creating a social consensus, set priorities and degrees dignity of the people "(Mac Koail 1380,109). Correlation function of the media can be used to prevent a threat to social stability and often controlling and managing public opinion.

The third main function of the transmission media culture. The provider of culture media in order to transmit information from one generation to another, and the values and norms of the society to newcomers applications (Severine and Tankard 1381,11).

Wright, in 1960. The fourth function is added to these three functions as "fun". As part of the transfer function is always fun is cultural. This effect is due to the indirect effects of the socialization of the most influential in the field of modern communication plays.

Some targets (functions) of Mac Koail Media (1382) include: (1) provide information about the events and circumstances of the community and the 2- and comment on the meaning and interpretation of social events and information 3. 4. Create 5. strengthening and sustaining social consensus shared values reduce social tensions 6. 7. obtaining satisfaction and pleasure to people (businesses feel secure in the knowledge by gaining approval for personal values, find insight on other circumstances, social, and empathy ...) is.

Mac Koail, the impact of the media on the level of individual, group, or organization, social institutions, society and culture has divided the media and a variety of effects, including the effects of cognitive (knowledge and belief that deals), the emotional impact (which refers to the attitudes and feelings) and divides the behavioral effects (Mac Koail, 1382, 360):

the effect of: (1) ambiguity in the interpretation of the news audience and then remove ambiguity and thus, social reconstruction. (Uncertainty, conflicting information from dealing with each other. When unexpected events occur or specific situation of conflicting messages received from the media, but do not know how to interpret the effect of the pressure medium in the next, step More information will resolve the ambiguity. Thus, the interpretation and clarification because of their limited social restructuring, particularly in developing countries.).2. shaping the attitudes of people who rely on them by the media as the main sources of information is produced. 3. Highlighting: the media, the audience are certain realities. Wide audience of facts, only to those who are paid to the media, but not the individual differences among the audience was unaware. 4. The development of ideological systems, this function returns media training. 5. The effects of media on the values of the audience, so that the marginal utility of the media to show the current status and indirectly enhanced refinement and resolution values in the audience.

B) Emotional effects: (1) the impact of media on the emotions of the audience and their emotional responses, long-term confrontation with the audience violent content or verbal confrontations with media, numbness or looking to influence audiences. Apathy and lack of desire to help others, it is the result of feelings of fear and insecurity in the upper limit increase. 2. The result of the weakness of self, relationships and social - due to lack of correct information about the group or category of people that do not belong to them.

C) Effect of behavior: The third impact of media on audience behavior that enabled the first stage and the audience is passive. Media,

the effect achieved by the creation of new attitudes and actually make some of the effects are so important that they encourage the audience to do it. Or vice versa, can be passive in dealing with the issue. For example, we can see how the media influence at election time people are encouraged to participate, or vice versa (Severine and Tankard 1381, 413).

Roger Klaus, Belgian professor of communication, social media tasks to tasks associated intellectual and psychosocial functions; divides. Awareness of current events in those first days, maintaining mental health, and freedom from anxiety due to the relaxation of the category of second have the duties of (Motamednejad, 1379,11).

Severine and Tankard, in describing the function and ignore the media, have expressed an ignore function alone can be a function of time. The functions of the media in the supervision, care, preparing and delivering the news, many ignore function can also be monitored. Due to this fact, the media often possible risks to warn us, too much emphasis on the risks and threats, possibly leading to panic in society (Severine and Tankard, 1381, 451).

According to "McCormack" integration and socialization is the main function of mass media in modern societies. In addition, the mass media play an important role in creating a national identity among ethno cultural identities are sub-population (Mehrdad 1380, 96).

Today's media world, with numerous features and advantages are also briefly some of them are common and positive functions: to facilitate convergence among nations, creating the institutions of local, regional, national and international, urban development, Increased knowledge and awareness of the people, per capita income, economic and political development, increase economic and social relations and cultural and scientific exchanges, promote national policies and increased social participation, along with public opinion and the division of powers and democratic legitimacy of the government for help to bring peace to the world, the function of informing, raising the level of expertise and technical knowledge creation and innovation and contribute to policy development and the free flow of information, which leads to more free societies.

4. Media: Perspectives and Theories
4-1. Alvin Toffler

Alvin Toffler human civilization is divided into three stages, including the agricultural, industrial and post-industrial stage or age of communication and information. In the post-industrial age, those who hold the power and data communication networks at their disposal (Toffler, 1376, 57). Toffler with the three stages of the agricultural, industrial, and communications, the third wave symbol on the computer knows that the rapid exchange of information and communications has led to fundamental changes in the political and social structures, economic and cultural to live here. Toffler's The Third Wave of making communication features include: reactivity, mobility, convertibility and transferability from one media to another, and the ubiquity (Toffler, 1372,125).

4.2. Marshall McLuhan

But do not overlook the fact that the strainer or filter media, and consequently warrant a special perspective to impose one. Hence it can be said that the broadcast media inquiry, receive a mental concept of reality or the reality of the offer. In other words, the heart is forced to engage facts (Kazino, 1985, 81).

McLuhan's basic theory, is that people are compatible with the environment through emotions and the main medium of balance with age, rise to more specific sense is that this will impress understood. McLuhan, all media in the development of a human mental ability, sense of exaggeration and hyperbole knows (Littlejohn, 2005, 730). McLuhan, communication circuit sees social existence and movement of ancient civilizations in the history of communication without a line, or a line of visual culture and civilization based on electronic means of communication of the study was designed. He believes that the electronic age, due to the proximity of the world's "global village" is plural. With Robert Ainys McLuhan believed that the communications media "essence of civilization," and the date of any era dominated by media driven.

4-3. David Riesman

David Riesman, in "body only" pointed out the disadvantages of media technologies and the trappings of modernity and progress, dark strains it is critically assessed. He made a cultural and classified according to the type of personality in human life, three from each character's personality directing tradition,

character and personality of the leader of another operator (Kazno, 1380,24-5).

Saint-directing personality characteristic of this type of character, lack of social mobility and relatively constant clan and tribal ties. . In the traditional societies of relatively simple rules that the child is intertwined with his blood, obedience, and it does not like and why.

The leading character (person-oriented), marking the emergence of such communities can be seen the emergence of the printing industry. The industry has led to the widespread notion of the individual in society. At this stage, people, especially children and want a quiet corner with a book. The separation of the field will rise from its own collection of personal interest to the collective interest takes precedence.

Other leading character, personality traits leading dissidents, orientation influenced by external forces and according to the 'other'. Reisman claims that other leading figures in comparison with the leading personalities in the field of leisure and consumption is captured. At the time of the conquest Degerraber characters, media and effectively play the role of the tutor instead of parents, teachers and other elders are. Other leading figures instead of productive and creative activities, to what Reisman "consumerism," the tendency, as a consumer good basis for persons in obtaining approval Degerraber peer group (peer and age group), respectively.

Other leading figures, with others to follow the same color aspirations acceptance of our fellows. Outside human control mechanism guided in a permanent relationship with others, does not act like a compass. Rather, it acts like a gyroscope. He, however, is sensitive to external factors, related to the mass. Reisman, one of the leading dissidents as "mass only" passive influence knoweth that the media constantly influence on him, as they forced the congregation to be the same color. On the other hand, what the consumer needs, taste and personality that make use of the same reaction, because the influence of more than scattered and diverse.

4-4. Mark Paster:

In his book "The Second Media Age", claiming that the development of information technology and electronic communications, profound effects on our way of life and thinking, about ourselves and our environment will persist. Rather, the expansion of the network of social relations and "symbolic exchange" (from age to age the exchange of written, oral and electronic communications) is changed.

In this regard, the media and the emergence of new communication tools such as mobile phones, satellite television and the Internet, enter the "second era" media that has the "first time" media is different. Second time to point out that the media theorists associated with the emergence of a new kind of society, through the integration of new technologies and satellite communications, computers, televisions and telephones appear. In the media age, with exclusive contradiction between producers and consumers, the message disappears and production, not just another one-way but would not be the monopoly of a particular group. More precisely, each carrying its own media messages to a specific culture. Therefore, the new electronic media, and culture specific to spread a message, it is published and cultural consequences. Among the new media can be pointed to the computer (Mehrdad 2001,52). David Holmes distinctive features of the first and second media age this map.

In this typology, historical period or period of an era of interactive (digital era, the era of the Internet era, the media) is distinct from the era of mass media. "John Van Dyke" new media communication capabilities (Second Media Age) as compared to traditional media, with no index measures the speed, reach, capacity, accuracy, selectivity, interaction, stimulation richness, complexity, privacy protection (Mahdizade, 2010,309). That through the new media with the speed, geographic availability, capacity, accuracy and selectivity are desirable. In contrast, the availability of social, human interaction, simultaneous richness, complexity and privacy protection than previous media advantage Below are enjoyed.

4-5. Lasswell Variete

Lasswell (1978-1902), everything is focused on making the content of the message. According to Lasswell, the media, constitute a set of interconnected and are also formulates. The series, called "Lasswell model" is known Alpha Coronae Borealis includes five elements: Who, what he says, of which the duct, with whom, and what the result is. In the field of social communication functions in his famous

project "Construction and function of communication in society" includes three functions: monitoring, correlation and socialization of the counts. Also, Lasswell in "construction and function of communication in society", believes that the protection of the environment, creating social cohesion, cultural heritage, transmitted from generation to generation is the role of the media in society, the role of entertainment and escape fact, the

roles outlined by Lasswell said. Table functional analysis of the communications from Lasswell and Wright both positive and negative functions of communications in these cases is indicated. The views over the next few decades, even with the emergence and spread of modern means of communication such as the Internet remains significant and powerful in analyzing the impact of the media on the audience is.

Functional analysis of the mass media, according to Lasswell and Burn

Poor performance	Desired function
1- The regulatory function: awareness and providing information	
Likely public fear, stress, excessive, indifference, passivity, like the extreme, excessive exposure, low vision	Warning - natural hazards - Knowledge Tools - Essential news for the economy, people, society - Exposure Norms - the characters, events,
2- Correlation: selection, commentary, criticism	
Promote consistency and strengthen the judgment fake, created the event, prevent social change and innovation, ease of criticism, tyranny of the majority, preservation and expansion of power	Strengthen social values, consensus and exposing the deviations, threatening social stability and prevent public panic, the public opinion of management, monitoring and protecting government
3- Transfer of Training	
Reduce the diversity and strengthen community subculture mass character of eliminating poverty and personal contact, and avoid the tendency to assimilate the cultural growth	Increase social cohesion and determination of common experience, reducing aberrations and sense of alienation, social continuity and cohesion and help smooth
4- entertain	
Encouraged to escape and neglect the habit of indolence and pleasure, the noble art of destruction, degradation and prevent the growth of taste.	Fill leisure time, creating mass culture, including art and music, enhancing the taste

5. The theory of media effects

About the influence of media on society, culture and identity in a society, various opinions have been expressed. As some believe, the media can influence the thinking and behavior of the audience to leave irreplaceable. This is while, some theorists believe the effect of the modified media. They believe that the factors and variables, and social environment can impact their media change. Theories about the effects of mass media on audiences can be divided into three groups according to their importance in reference to the following:

1. Views on passive audience: the view of the association meetings in 1900 and 1930 is primarily related to the audience

in the process of communication and sentenced to accept messages passive knows. In these theories, such as Alfred Bandura's social learning theory, dependency theory and Rokij and Deflor theory Ceres Chakotin Charles IV, magic bullet theory and Agenda-setting theory

2. The respondent views on active and ardent, in these theories, the audience is active and the hardiness of the signals in the process of communication is emphasized. Enjoyment and satisfaction theories of media, the impact of the two-stage theory of Katz and Lazrosfold communication, communication theory of multistage influence Wilber

Schramm, an ardent reader Raymond Baron theory, and the theory of strength and Berlson Lazrosfold can be counted among this group.

3. Views based on audience awareness: The views expressed in addition to the audience during an active connection, the influence of the message source are attached to him. These theories include the theory of network communication, interaction hambermas, Boal argumentative theory and the theory of two-way communication and the equivalent of Gronik Hunt.

6. Media and Social Security: Effects and Consequences

In this section, with respect to the mentioned features and functions of the media, particularly the mass media and new in the previous section, and reviews the most important part of the social security and identity, the relationship between these two variables, implications and new media the identity, we will.

6-1. Media and identity

The impact of digital media can be redefined in the production and social identity or identities modern man stated. Sexual identities, ethnic, religious, racial, class and other social media is heavily influenced by the emerging digital tools, redefined and transformed. Hence we can say that "the social production of digital tools to produce their identity" (Zolfaly shades; 1387: 198). According to Buzan, on this issue, which threatens the identity of "us" in any way endangers national security, it can be concluded that the impact of the media's role and identity are great transformation.

Contemporary social identity, hybrid, complex, and often are contradictory. In the meantime, the media play a vital role in its reset. The media play an essential role as a driving and promoting different styles of play. The media, by providing an objective statement of the types of goods, objects, methods and ideas associated with their use and application areas and winding pack advertising concepts, encouraging people to accept new style altogether.

The media not only entertain people, and the pleasure they gave, but a fundamental role in the understanding and conceptualization of reality. In fact, we are in the context of a "process of growing media" are living through which media increasingly transnational

processes are involved in the pathway, being commercialized and out of the realm of state control (Tajik, 2008,51).

Mass media, transport and conduct a wide range of symbols, norms, values, beliefs, and thoughts messages within modern societies have taken. So that, some experts believe that the mass media have transformed the social and cultural life (Thompson 1995, 45). Among the most important social structures, social and cultural identity that is bond, such as media functions is taken into account. The media have the ability to conduct modeling and innovation in this space based alternatives (human cybernetics) instead of "modern man" embark (Dehshir, 1388,199).

The dual role of the media in identity and unidentified least the experts in this field, a fact undeniable and obvious. On the one hand, the media creates symbols of common identity among different social networks and consequently creates symbols defined in other social networks help us. Through the transmission of values and identities are able to stabilize the dominant media, played an influential role in shaping public awareness and to inspire thought and social behavior are consistent with the prevailing beliefs.

In other words, can the media due to its persuasive power, in order to deepen and strengthen their conscience. So that, as the dominant ideology of the elite manufacturers of communication can be (Lull, 2000: 18). In this regard, the media is an educational tool with special educational methods, improve public knowledge, awareness, empowerment, education, media literacy and provide information. The core culture and identity protection, the promotion of cultural layers underneath. This, in communities where the majority of young people is very important.

One of the characteristics and needs of young people's social identities (national, religious, cultural, etc.). If the identity of the business, the social system through the interface that is the most important institutions of the media (books, magazines, cultural products, television, cyberspace), the fields necessary to provide their identity. In this case, society to society, the sense of social identity will naturally tend to level their perspective (cognitive and evaluative), action (normative behavior) and symbolic (apparent) is divided, based on the patterns and norms of society will form (architect & Associates, 1391: 172).

If the government, in the context of his people's social identity, and do not work well for them and intrinsic patterns and norms of the social system, the social system of their own sense of identity to be. As a result, compensation for loss of social identity, the other resources that are available in the living room will look. The trend in perspective, action and symbols are proportional to the conflicting cultural patterns will form.

6-2. Media and Identity Crisis

Mass media and new technologies, dramatically changing the social experience and their mentality. Accelerate the dissemination of information and images via satellite and connected to the computer system, causing "loss of time and place." The disappearance of cultural boundaries and identities are created, the other does not recognize the place. From the view of some scholars, the media is a tool to depress sense. So that the whole of the visual sense to spend endless space reduces inaudible. As far as "Bloom" claims the media and true moral education leads to destruction. Boidar also claims that the current culture, cyber culture television; endless simulations by the fact that it simply disappears (Rabyie, 1387, 55-54). They can be produced and reproduced through the continuous and dense attitudes, norms and values, false and injected them into society, people in the community to provide some kind of confusion and perplexity of identity and discourse.

Fake identity crisis, according to the identity of another person, usually a choice to consider others better or more special effects will occur. In this case, the use of virtual communication, his true identity, which is involved in the real life, puts together and be faced with a new identity. Thus, new meanings into the minds of the people. New identity, she stands beside an old and true identity, which involves the mind and the crisis. Because these two entities are in sync status, and one can easily identify new concepts and features with the old identity and lifelong adapt. Or basically, a conflict may arise between them. This crisis, possibly fatigue, tension, stress and frustration for the individual brings with it. Also, those in the real world, the possibility of abnormal social behavior or have special relationships in this space makes it possible to obtain and may be placed in position, the exercise of in the form of the identity virtual norms of social true,

the intensity of the conflict. Thus, the crisis will be greater.

Pour justice research findings (1391) the master dissertation (the effects and consequences of media on youth social identity) have stated that the media, particularly satellite networks and virtual communities have both positive and negative effects of is. Negative effects include: fast navigation torn societies, changing concepts of space, time, space and cultural resources, challenged traditional identities, promoting fluid and unstable identities, anonymous, anonymity and identity theft. Despite the negatives, which is the phenomenon cannot be aware of its positive effects. Enhance the identity and freedom of individuals, the resources required for the emancipation and liberation from the clutches of people to self-identity are the positive effects of this phenomenon. If it is done correctly, the growth dynamics of social identity among the population, will be back. In their research, along with research ambitions and Shakoori Rifat (1378), A. Ghadi Kola'ii (1390), born and Nbryn M. (1388), suggest that satellite networks and virtual communities factor influencing people's identities and With the increasing usage of membership, participation and activities of these networks, changes in identity and insights, including those caused by the weakening of national and religious identity has been.

6.3. Media and fluid identities

Identity of modern man, the story of Anthony Giddens and many other social theorists, open character sighted or reflected. Reflexivity identity, the sense of identity is fluid and changing, as a result of changing social and cultural conditions of knowledge to understand, especially communication technologies and new media. In other words, the perceived or imagined identity as something fixed and eternal, has ended.

Cybernetic technologies, creating new and unsettling images of "self", new ways to get rid of social boundaries (and perhaps even biological) provides identity. As a result, new links that no longer exists in the specified gender, class, sexual approaches, not ethnicity or location (enter 1387,173). New media of any stable identity, unidentified (the anti-identity, proof of identity, proof consistency) and to any correspondence by acting against the prevailing forms of ideological opposition subordination plane. Whether there is compliance with

idealism and intellectual primacy and pre-existence or Marxist thought (priority infrastructure). Reverse discourses and counter-identification or proof of compliance in the field of resistance formed (Giddens, 1378,210-154). Digital identity, which is the product of the information society and virtual communities, audiences and users of new communication devices and provides objective information. Local and national identity to the identity of the transnational shift. Iranian who has access to the new communication tools and the skills to use them is, first and foremost, is that the member is a citizen of virtual communities. This fellow finds identity which may be in conflict with national identity and ultimately lead to loss of social cohesion society. He does not live in an organic society whose identity is correlated with the community.

Conclusion

As we said above, within any community identity and the identities of the Stabilization and Association with the different aspects of personal, social, national and religious, each lasting effects on survival and perpetuation of society. Social security, defined in terms of Barry Buzan, security is strongly tied to the identity of a community. Variability and change common identity as members of a society, that society would endanger national security. Change in a community with a shared identity, unity and solidarity of the people of the value of national, historical, religious, and cultural powers and authority and unity within the society collapses. Alliances with the loss of a community; field to create categories and forming smaller groups with common interests, solidarity and a voice on issues common with other countries, there will be. The emergence of the new situation, weakening the central government for failing to support public participation in the management of such election, and so will contribute to public order.

On the other hand, with the loss of religious identity, conflict and religious tensions on the one hand, and an increase in crime and of libertinism on the other hand, leads to negative consequences such as disruption of public order, the breakdown of the family foundation, and so it is. Also, the weakening of national prejudice among the population. This ensures that in the event of crisis, war or extraordinary situation, the government desperately needs the help and support of the people, of the soldiers built and government able to cope with these problems. America's invasion of Iraq in 2003, with the exception of tyranny and oppression caused by the Baathist regime, which was a factor in not supporting the people of this regime, the widespread use of the media by Coalition forces, in order to change public opinion, the failure from their land, work and welcome the coalition forces, an example of the role of media in public opinion and national security of a country.

Create a secessionist movement, fading symbols of national championships (and instead praise symbols constructed from Hollywood and virtual), and the emergence of a tendency to deviant sects and schools of other consequences of fading and loss of identity of a society, which can the social dimension of national security and consequently national security threat to the country, is facing. Now, given the nature and workings of the media, especially new media, which was discussed in this paper, it can be concluded that the most important role of the media in the process of changing the identity of a society are fluid. This role, every day, with the development of new virtual social networks and easier access to these networks, more color.

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