

Semiotic analysis of gender identity on television

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Abstract

The main objective of this study was to analyze television series with an emphasis on gender identity to decode the main elements of representation mechanisms. Television, as the most popular medium, plays a significant role in representing and sharing attitudes. Therefore, TV series has an important role in the representation of gender in a society. The current study aims to answer: What are the factors and components of the implications of gender identity? Poststructuralist approach to identity (postmodernism identity) and Representation theory of Stuart Hall are used as a theoretical framework for examining this issue. "Zamaneh" was analyzed using semiotic analysis codes of Fisk at three levels of reality, representation and ideology. Components such as individualism, materialism, independence of women, the power to make decisions and choices, interpersonal relationships, patterns, styles and consumption patterns covering professional are representations of women in the modern search for identity and the identity of the dominant component. Two forms of women's identity represented in this serial include: the traditional identity factors like caste, religion, gender identity and coherent contributions in creating a fictitious or modern identity. It seems that this serial presents a negative representation of the formation of modern identity.

Keywords

Fiske, gender identity, ideology, representation, semiotics.

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Received: April 13, 2015, Accepted: August 30, 2015

Investigating female subject in discorsal atmosphere of Iran's cinema (Discourse analysis of *Leila*, *Two Women*, and *Separation of Nader from Simin*)

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Abstract

The role of media in today's world is undeniable and no border can be imagined for information transfer. Among these, one controversial issue in the media is gender and women. This study examines female subjects in discourse atmosphere of Iran's cinema. It probes their situations and the way of confrontation with them regarding common discourses in two traditional and modernist structures in Iranian community. This study selects cinema and picturesque symbols to know the way of women's confrontation with the world they live in, regarding their discourse between reality and cinema among movies influenced by the society as the cultural contexts that influence it simultaneously. Based on Laclau and Mouffe (1985)'s ideas about society, policy, subjectivity, and power, this study analyzes typology of three movies including *Leila* (1996), *Two Women* (1998), *Separation of Nader from Simin* (2010). This analysis showed that women's relations in the context of social hierarchy and common discourses in the society and family atmosphere is heterogeneous and disparate. However, a definite direction can't be identified for the way of women's reactions in the social contexts. This can be attributed to the suspension of the relationships in transitioning society of Iran.

Keywords

discourse analysis, Iranian cinema, Laclau and Mouffe, modernism, tradition, women.

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Received: December 25, 2014, Accepted: August 25, 2015

A mythical and psychological critique of status of women in Banugoshasb-nameh

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Abstract

Banugoshasb-nameh is a national epic poem written in imitation of Ferdowsi's Shahnameh about Banugoshasb's life and courage, daughter of Rostam. The poem, the only epic in Persian literature is the central story of a heroic woman. Most researchers, who have studied this poem, have focused on the presence of Banugoshasb in the context of epic and her heroism. They sometimes related her achievements to the effects left by the period of Matriarchy and mythological warrior goddesses while showing less interest in the psychological background of the champion women's actions. This research addresses a study of mythological and psychological background and heroic deeds of Banugoshasb character in the epic poem Banugoshasb-nameh. The findings show that although signs of Matriarchy and feminist can be seen in this poem, this marks the dominance of patriarchal culture, and patriarchy replaces matriarchy. In the second part of this paper, the issue is analyzed from viewpoint of Jung's analytical psychology. According to this view, heroic and masculine behavior of Banugoshasb cannot be considered as feminist, but it should be attributed to effects of archetype animus (masculine psyche in women) that has been institutionalized through Banugoshasb life among the top heroes of epic and influenced by their behavior.

Keywords

analytical psychology, Animus, myth, Banugoshasb-nameh, national epic, patriarchy.

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Received: August 28, 2015, Accepted: December 20, 2015

The relationship of healthy life style with marital life satisfaction among married women in Yazd

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Abstract

Family institution is very important among social institutions. One of the most important aspects of a marriage is the consent of the partners in the marriage experience. Various factors including lifestyle, the way couples communicate with each other affect marital satisfaction. The current research aims to study the relationship between life style with marital life satisfaction among married women in Yazd thereby presenting solutions to improve it. The method of this research was survey and population study consisted of married women in Yazd in 1393 and the sample size according to Cochrun's formula was 383 women. The sampling method was cluster sampling and data collection technique was questionnaire with suitable validity and reliability. Results showed that the amount of satisfaction was average and women's life style is healthy and it had a meaningful relationship with marital life satisfaction. Regression analysis showed that the dimensions of physical health, social health and psychological health explained 51.2 percent of dependent variable.

Keywords

healthy life style, marital life satisfaction, married women, Yazd.

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Received: June 21, 2015, Accepted: December 20, 2015

Poetic themes in female poems in the constitutional era: a critical study

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Abstract

In the constitutional era, the Persian poetry knew new poetry implications in the side of the old content defined by the Persian literature in previous eras. This is why we call this era, the era of radical change in the old contents. Familiarity with the western literature, political and social developments in Iran, enlightenment, tyranny, internal and external colonialism are among the factors that play an active role in this regard. This, in turn, has affected the lives of women in Iran not limiting its impact to the political and social life. Therefore, Iranian women knew their place in Iranian society and tried to get involved in the Iranian society and the defense of the homeland. This article tried to study poetic divans for Iranian women poets and look for the content of poetry in this regard. Considerable attempts of Iranian women to defend their homeland, their awareness of their place in the real Iranian society and the change in women's attitude towards men are among the most important issues, and their reflections in the poems women poets in the constitutional era have been analyzed.

Keywords

constitutional era, contemporary Persian literature, contents of poetry, literary criticism, women's poetry.

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Received: March 15, 2015, Accepted: June 14, 2015

Women's rank in the Iron Age based on ethno archaeological studies in the West Central Zagros nomads

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Abstract

Up to now, various graveyards from Iron Age in the west central Zagros have been examined and some burial goods specific to women have been found. However, researchers have only described the data obtained not dealing with the issue of women's rank in this period. This is due to the fact that among the buried objects any inscription related to these graves has not been found. Moreover, women studies have recently been posed within archeological literature. Researchers have ascribed these graves to semi nomads; a style of living in the form of tribal living which still exists in this region. Therefore, it can be said that with regard to the geographical similarity and the same living style of these people with the tribes living in this region, and also continuation of the traditions in central Zagros, some of which have been shown in this paper such as the burial type, women's rank during Iron Age has been dealt ethno-archeologically. In this paper, woman's burial in 14 graveyards, taking into account that women ranking in these tribes are seen in the family form which is affected by numerous social, political, and economic factors, has been studied. Finally, a conclusion will be presented.

Keywords

ethno archaeology, family, west central Zagros, women's rank.

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Received: February 3, 2015, July 24, 2015

Exogamy contexts in ancient Iran based on Shahnameh

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Abstract

Marriage and mate selection is one of the most important events in the social life which has been observed in various forms in different eras and societies. To achieve this, using qualitative content analysis, all marriages mentioned in the Shahnameh were analyzed. The results show that the kings and heroes as the class of Iranian society in the Shahnameh, for finding a matching partner, personal gain or for political expedience outside Iran have attempted to select mate. In general, it can be said that in ancient exogamy marriage is not only a common pattern, but it can be a time-honored tradition that goes back a thousand years.

Keywords

ancient Iran, exogamy, Ferdowsi, marriage, Shahnameh.

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Received: December 1, 2014; March 6, 2015

Iranian stable family features: a review of researches in the years 1995- 2011

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Abstract

The purpose of this study is to analyze the results and findings of conducted researches in the field of family in order to identify the characteristics and strengthening factors of the Iranian family. The present study is applied in terms of objective and documental in terms of methodology. Accordingly, among the conducted researches , fifty-one scientific works which aimed at identifying the influential factors on strength of the family were selected through purposeful sampling; they were suitable in terms of methodology and had necessary information and features to perform intended meta-analysis; finally they were reviewed in the period spanning 1995- 2011. Research tools were checklist of meta-analysis. The used techniques in data analysis included techniques of descriptive statistics such as frequency distribution and percent. The collected data were analyzed using SPSS software. In reviewing the findings of the study, a model of nine influential factors on the family institution was obtained. In order of importance, they are as follows: "faith, beliefs and moral values, positive family interactions, physical and mental health, way of handling family life, personal growth, social, cultural and political milieu of society, family welfare (affording bare necessities), public services and public health considerations.

Keywords

family, strengthening factors of the family, meta-analysis.

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Received: December 20, 2014, June 27, 2015