

## Elements of folk culture and practices in contemporary women novelists

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### Abstract

One of the important implications of contemporary literature is reflection of people and the culture of human life showing human as an integral part of the story; therefore, attachment of human culture to people has entered this literary form. Some parts of this culture include traditions and superstitions as well as social, religious, and medical customs and another part includes language and local dialects and songs, poems, proverbs and games. Modern woman writers are those who pay special attention to their culture, their works portray human relations with culture showing that appropriate or inappropriate use of this culture in education and human life in the story is rooted partly in real society; on the other hand, it becomes apparent that sometimes the content is a mask on hidden thoughts and intentions of the author helping her create a more artistic and sometimes more complex work. Of course, given the sex and insight of the author, as well as context and setting of the story, the way these contents are presented may vary, an issue which can be examined.

### Keywords

beliefs and customs, female contemporary authors, terms and similes.

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## Changes in women's roles in Iran TV ads relying on the semiotics of commercials Mr. Carpet 4 and the way of participation in Home Care lottery

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### Abstract

Living in modern societies is full of advertising messages. These messages in diverse and numerous forms affect every day and working life of people. One of the most challenging subjects in advertising is representation of women in advertising and commercial promotions. A large part of representations in advertisements depicts women in their role as cultural stereotypes. The purpose of this study is to evaluate the image of gender that Iran ads show to audience. The current articles use Roland Barthes theory of semiotics. Semiotic is a method of representation that seeks to reveal hidden meanings and themes in the text. In this paper, we study the advertisements that unlike the others show women having new roles. However, in this form of representation, we face illustration of women in such a way leading to cultural reproduction of symbolic annihilation. The research results show that advertising process in Iran, like Western countries, has been sexist. Women in new roles as modern Iranian women have been used as a tool in the service of capitalism. Also in our country, which follows Islamic rules, appearance of women with makeup is in contrast to the laws of Constitutions of Islamic Republic of Iran.

### Keywords

advertising, gender, semiotics.

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## Manifestation of "Mother Archetype": Iran's national epic according to Jung's psychological theory

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### Abstract

Mother Archetype is one of the most important archetypes in Carl Gustav Jung's theory manifested in literary works both as the character of a real mother or in the form of symbols that indicate maternal aspect. Epic is a work derived from the male-dominated society in which the heroic functions and masculine power grab the attentions always more than the women's presence and role. However, since most of the epic poems have a mythic infrastructure, archetypically, they reflect many of the mythological themes and symbols that have emerged unconsciously in the poem. Since human life, before the epic realization and the manifestation of the male heroes, has experienced a female dominated era with female eternal holiness (mothers and women), human subconsciousness is full of images and symbols indicating the female element of existence reflecting the epic texts as mother archetypal symbols. According to this perspective, there has been no research on the mother archetype manifestations in the national epic and most of the researchers only referred to the mother characters in these works whose role did not go beyond giving birth and training the epic heroes. that the current research focuses on the issue that although in the Persian epic works (Shahnameh and the following epic poems), the women and mothers do not generally play a decisive role, the vacuum of the presence of women and mothers as an inevitable part of the humans' existence has been seen in the epic works unconsciously in the form of archetypal images and symbols, such as water, springs, rain, wind, plants, mountains, caves, fire, etc. and the mother archetype has entered the realm of consciousness in the form of these symbols.

### Keywords

archetype, Jung, Mother Archetype, myth, national epic.

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## Wise insane women in Islamic mysticism

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### Abstract

The present article is a query research in the history of Islamic mysticism aiming to introduce and discuss the wise insane women. The first part of the article is the theoretical discussions of mystic insanity and its fundamentals. The style of the presentation of the discussions is based on the views and achievements of classical experts in the Islamic mysticism. In the second part of the article, the name and the biography of some of them based on the restricted historical resources were mentioned; in addition to the review of behaviors and thoughts of the wise insane. The main question of the research is that “did some women have special mystic status in the history? Have they been regarded as the wise insane?” The answer to these questions is positive according to the first grade resources. The research is historical using library method.

### Keywords

insanity, mystic women, wise insane.

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## Representation of women in Iranian and American TV commercials

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### Abstract

Not only does media reflect realities but also it shapes them and while being effective on our knowledge of world surrounding us. Over the recent decade, women, along with their traditional roles, have approached new social activities, which were considered exclusively masculine in the past, and have created a stable status for themselves. But it seems that this change is not considered by T.V. advertisements. Advertisements are still representing a kind of stereotypical image of women with its emphasis more and more on their traditional and constructed characteristics. In this study, we are interested in knowing how women in advertisements are represented in Iran and USA. First a review of some pieces of research in the subject is presented in which the manner of representation of women is described according to case of USA. Then some comparable categories are derived from those investigations and are applied to the case of Iran. The findings show that the difference between the representations of women in TV advertisements of both countries is very slight. In most cases, these advertisements are similar and both attribute stereotypical roles and characteristics to women.

### Keywords

advertisement, representation, stereotyping, television.

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## Examination of gender differences in attitude towards children

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### Abstract

Due to the decreased growth rate and aging population, communities population has become a controversial issue. This subject has led many thinkers to understand the factors influencing fertility decline. Understanding the quality of fertility reduction and family change requires an understanding of the status of women which is a result of global change. Women, as one of the pillars of the family and fertility, have experienced many changes in their position, and these changes affect their attitude towards children. The current paper examines the difference in attitude towards children among 400 couples in Tehran who were 15-49 years old by using the questionnaire. Final results showed that there isn't any significant difference among couples about positive and negative values of children as well as small and large family values. This suggests that couples have parallel views towards children. In addition, income and education have also significant correlation with positive values. Among the variables, age is associated with the values of the family. The overall conclusion also insists on the adoption of liberal norms in the field of fertility.

### Keywords

attitude towards children, large family values, negative values, positive values, small family values.

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## The experience of female faculty members about work and family responsibility

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### Abstract

The increasing number of women as a faculty member having social roles, although indicating progress in social and scientific fields, has developed many challenges. This study has provided a phenomenological understanding of the status of women as a faculty member in place of their career and family roles. This phenomenological research is of qualitative type. The data was gathered by interviewing 13 female professors and faculty members of Universities of Tehran while looking out at their problems. The samples were selected based on purposive sampling. The Colaizzi's method of data analysis was used to analyze data. The findings were classified into four main themes including "maternal responsibilities in the family", "job role and a role at university", "balance between job role and family role", and "problem solving and difficulties of dual roles". Semantic understanding shows that female faculty members face challenges in terms of number of job and family roles and applying some personal or family strategies as well as organizations benefit can easily create balance between the roles and responsibilities of the job and the family.

### Keywords

family-work responsibilities, female faculty members, phenomenology, roles confliction.

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## The socio-political indicators of ignorant look at women in historical and narrative texts of 2-7H.q century

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### Abstract

Political and social isolation of women in pre-Islamic period and their blurred role in social and political life changed with the advent of Islam. However, in the era of the caliphs, under the influence of Jewish and Christian cultural elements and the revival of certain pre-Islamic Arabian traditions, the page was turned and the situation is well reflected in historical texts and traditions. This paper intends to study this backward view point reflected in historical and narrative texts available from the 2nd to 7th centuries. This research tries to address this issue: what are the social and political factors of Pre-Islamic Arabian traditions regarding woman in historical and narrative texts from the 2nd to 7th centuries. In response to this question, the present paper suggests that many of the stories found in historical and narrative medieval texts with misogynistic attitudes are fake and the chain of narrators are not reliable. Identifying unreliable narratives and their impact on changing attitudes toward women in Islamic society is the main goal of the paper. Research method is historical analysis using medieval texts and written sources from the 2nd to 7th centuries.

### Keywords

socio-political indicator, ignorant look, woman, narrative and historical texts.

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