

## The study of the fashion cycle in Iran society

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### Abstract

Fashion as one of the most popular cultural industries, while enjoying economic profit, plays a significant role in the transfer of creative ideas and cultural growth of communities based on their cultural heritage. The fashion industry like other industries includes a cycle of creation and design to production, distribution and eventually consumption. Given the ambiguity in the situation of the fashion process in Iranian society, this study seeks to describe and analyze the current situation of the fashion cycle of clothing in different stages of its development in Iran. The fashion cycle has been investigated through the interview method (in-depth interview in the design, production and distribution stages and semi-structured interview in the consumption stage), documentary studies for collecting data, thematic analysis (in the analysis of the design, production and distribution situation), and qualitative content analysis (in the analysis of the consumption situation). The results of this research have indicated that with significant problems in the knowledge structure, socio-cultural structure and political economic structure, domestic and pioneer brands cannot be created in Iran. The lack of Islamic-Iranian brands has consequences including the separation among the process stages and increase in existing problems in each of these stages. Finally, the endogenous fashion process can never be formed. The imported patterns cannot overcome the Iran clothing market.

### Keywords

fashion cycle, design, production, distribution, consumption.

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## A comparative study of women's motif in the mural painting of palaces and houses in Isfahan

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### Abstract

One of the most popular motifs in the mural paintings of palaces and houses is women's motif. These designs are variously illustrated by the motifs. Mural painting in Iran has a long history. The Safavid era is the time of image development and transformation in the context of the form and concepts used. Some Examples of that are the monuments in Isfahan palaces, such as the Ali- Quipu and Chehel Sotun palaces. There are mural paintings in the Armenian houses of Isfahan, in which many female motifs can be seen. The purpose of this article is to recognize and accurately study the mural paintings of women's motifs in historic monuments. Other researchers in this field have addressed various aspects including manufacturing technology, how these paintings are performed, and the conceptual study of women's motifs in the mural paintings. These cases have been separately analyzed in terms of these aspects. This study has analyzed the common and differential features of the paintings with a comparative procedure, and it has also compared the painting of palaces with the houses, through a specific look at the geometrical features. It was revealed that women have filled (or-occupied) half of the mural paintings and that specific shapes such as squares and rectangles are the most used frames. These frames have been influenced by the architectural forms and their arrangement in the houses can be observed in the courtyards and in all of the hollowed spaces. In this research for the first time, we have addressed the comparative structure of the woman's image from the geometric point of view and the similarities and differences of these designs in the palaces and houses of Isfahan. We also seek to make comparative analysis with document studies and field observations with the help of graphical modeling.

### Keywords

Geometry of motifs, Mural painting of Isfahan palaces, women's motif in Iranian painting, Armenian houses of Isfahan.

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## **Cyberspace and Redefinition of gender roles; Construction of Femininity Conflicts on Kurdish Facebook**

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### **Abstract**

In this study, we have investigated the conflicts of femininity on Kurdish Facebook. Historically, Kurdish women have had little opportunity to engage in political, cultural, economic or social affairs. But with the growth of communication media and the emergence of cyberspace, they have been given the opportunity to engage in these affairs. Although the use of Kurdish women in cyberspace has somewhat improved their political, cultural, economic or social situation, it may lead to conflicts in their gender identity and femininity. The research method is virtual critical ethnography. The field of critical ethnography has been Kurdish Facebook. The research data have been collected from a wide range of non-structured interviews, pictures, participatory and non-participatory observations, and field notes. Facebook comments, Facebook members' profiles, public groups on Facebook, shared videos on Kurdish women's issues on Facebook have been analyzed using the constructivist grounded theory. Findings of the research show that Kurdish women on Facebook have constructed two main dimensions of femininity: Critique of patriarchal structure and praise of women's activism. Critique of patriarchal structure includes depoliticization of femininity, disowning feminine body and disembedding cultural aspect of femininity. Praise of women's activism includes female resistance; representation as action, Sanctification of women's suffering; negative action and praise for women's individualism. However, there are several layers of conflicts of femininity including representation of the women's aggrieved situation. On Kurdish Facebook, we are seeing the representation of women's oppression, while there is little attempt at interpreting the situation and providing solutions to emancipation.

### **Keywords**

Cyberspace, Redefinition of gender roles, Femininity, Facebook, Women's aggrieved situation.

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## **Discourse Analysis in “Capital 4 TV Series”: Representation of Conflict in Traditional Role and Social Role of Iranian Woman**

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### **Abstract**

The domain of discourse analysis (DA) possesses a high capacity in analyzing the cultural and media issues and manifests itself when it wants to analyze the representation of a woman. It can analyze the beliefs, attitudes and gender values in the media culture. These beliefs and attitudes in representation of “a successful woman” depend on the traditional beliefs in one hand and cannot deny the social presence of woman as the outcome of the new beliefs. Representing these conflicts and finding solutions have been specifically emerged in the media productions, particularly the national media. The present essay is to deal with the dominant discourse in the “Capital 4” TV series which directly consider this topic. The results of the analysis show that although the series attempts to represent a positive approach in the social presence of women, the series showcases it only by accepting the patriarchal discourse and the traditional role of woman in a family as well as tolerating the pressure and more sacrifice of woman.

### **Keywords**

Representation of Woman, Role Conflict, Capital Series, Discourse Analysis.

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## The Imagology of Women in Ibn-e Fazlan Travelogues

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### Abstract

Imagology is one of the branches of comparative literature that attempts to identify the features and attitudes of other nations through literary works. The identification of women's image in other countries and nations from the viewpoint of a foreign poet or author is a topic of the knowledge imagology. This plays an important role in understanding the position, interests and attitudes of women in those societies. In this essay, the images of women in Ibn-e Fazlan Travelogues are studied. This travelogue is one of the oldest survived literary works about the lands located in the basin of Volga River and Central Asia. The author of the work also traveled and visited Iran and Turkan region. In Ibn-e Fazlan travelogues, valuable and exclusive information and images of Turkish, Bulgarian, Iranian and Russian women are given. These images and information have been studied and classified in this essay within the four perspectives of marriage, clothes, jewelries and bondwomen based on the methodology of imagology. This is concluded that those images of women were strange and odd to Ibn-e Fazlan based on his beliefs and the environment he lived in. The strange images are specially marked for Russian, Turkish, Bulgarian and Iranian nations, in order.

### Keywords

imagology, Ibn-e Fazlan travelogue, women, marriage, sex.

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## Gender Differences in the Social Integration of the New Technologies with Teens' Leisure Time: Preference or Imposition?

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### Abstract

According to the 'Social Technology' approach, in the current circumstances, ICTs have been integrated with the leisure activities. These activities have been embedded in the broader frame of external action requirements and conditions in which the actor's choice is determined. In terms of gender differences, this research seeks to typify the sorts of leisure activities, namely outdoor-oriented and technology-oriented. This study also attempts to discover teens' real preference about choosing those activities. Accordingly, in the school year 2016-17, 120 teenage girls and boys were interviewed (via the semi-structured interview technique) in Tehran city according to the typical and purposive samplings. The results have indicated that teens' primary preference is the outdoor-oriented leisure activities; but actually the social circumstances, the frame of pressures, and socio-cultural necessities bring them the technology-oriented leisure activities. The new technologies are partly manifested in a figure of a friend. The boys choose the PC/Console games as a leisure activity more than girls, and they are affected further under the excitements of them; while the girls encounter more restrictions for the outdoor-oriented leisure activities. However, the technology-oriented leisure activities have become as identity and consumption source for most teens.

### Keywords

Preference and Imposition, New Technologies, Teens' Leisure Time, Identity, Action.

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## Manifestation of “An example mom” archetype, in maternal poetry of Muhammad Al Qaisi

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### Abstract

Archetype is remained from far past as common concept in the human`s unconscious that these photos are seeming in effects of our sleep, dream and literature. “An example mom” is one of the archetypes that Mr. Carl Gustav Jung believes that this archetype is from the most significant psychosomatic manifestation. This is seen in the literature`s effects with positive and negative nature sometimes to form real mother and other time to different shapes and symbols that are implying in aspect maternal. Muhammad Al Qaisi is Palestinian contemporary poet. He has paid a lot of attention to “An example mom” of the archetype in his poems. He has given a new semantic to this archetype with inspiration from religious texts to deepen the meanings of his poems. The results of this research have indicated that the analytical method of “an example mom” in the poems of Muhammad Al Qaisi is a symbol for occupied homeland and refers to hope, sustainability, rise, freedom, and the binders of the Palestinian people.

### Keywords

Archetype, An example mom, Muhammad Al Qaisi, Palestine, Hmdah.

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