Vision of Future Public Relations and the Emergence
of Public Relations 3

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Abstract

The purpose of this article is to investigate the future status of public relations, the characteristics and applications of future public relations with a focus on Toffler's attitude. The present paper seeks to answer the fundamental question of how the emergence of modern communication technologies, globalization, and fundamental transformations in the future will affect public relations. The present research hypothesizes that public relations will undergo fundamental changes in the future due to the increase in the application of social media and new communication technologies. The research is conducted with a descriptive-analytic method based on the process of future studies. Future studies review philosophical thinking, scientific methods, and various models and proposes the study of the future and draw up alternative and probable futures. Therefore, future study is a tool for intelligent architecting and engineering of the future. This article tries to address the changes that public relations have experienced so far and it attempts to discover possible future changes and draws up the desired future. Findings of the research indicate that 112 years of public relations life is characterized by diverse and intermittent development, changing models, transforming strategies, evolving roles and techniques, and promoting approaches, which continuously open up new horizons for this profession. Among these, one can say that the most important tactical changes in public relations, is the application of new technologies and media that expanded the field of operation of public reactions. Hence, while studying the most important changes in future public relations with regards to its current status, the characteristics of future public relations, required skills in public relations 3 and its differences with public relations 1 and 2 are reviewed.

Keywords: future public relations, globalization, virtual environments public sphere, modern communication.

Analysis, Dating and Semantic Tombstones of Buokan Cradle Type

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Abstract

In the tombstones of the Islamic period of Iran, many forms have been used, the most important of which are cradle tombstones. The name refers to a tombstone that looks like a cradle that consists of two parts, the lower body and the upper ridge. This type of tombstone is one of the most common types of tombstones in cemeteries of the Islamic period in Iran and neighboring areas, which can be found in many cemeteries, including in the northwest, west, central Iran and other areas. Boukan city in the south of West Azarbaijan province is one of the places where, in addition to other forms of tombstones of the Islamic period of Iran, cradle-shaped tombstones, although very rare, can be found in some of its cemeteries. This research, in a descriptive-analytical and historical manner and based on field and library studies, seeks to introduce and analyze the rocky graves of the cradle type of the mentioned region and its adaptation to other examples in other cemeteries of Iran and their dating. The authors are looking for the correct answer to the following questions: 1. What is the shape of the tombstone of the cradle type and in which of the cemeteries of the Islamic period of Iran are found? 2. The tombstones of Buokan Cradle are comparable to which of the tombstones in the cemeteries of the Islamic period of Iran and belong to which historical period? 3. What are the meanings of the rock tomb cradle study? Studies show that cradle tombstones have been identified in Grdi Qabran Cemetery and Chavarchin Cemetery (tombstones in Sardar's tomb). These tombstones, in terms of structural features and decorative motifs, are comparable to tombstones and architectural decorations of Ilkhanid buildings in other areas, especially in the region of Azarbaijan And their general form, which is similar to a cradle; It conveys meanings such as ascension, ascension to heaven, guiding the soul, peace, liberation from the mortal world, and attaining perfection.

Keywords: Islamic period, Iran, cradle tombstones, Boukan, dating.

A Critique of Thomas Hobbes's Political Thought
in Zootopia Animation

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Abstract

Zootopia is a fascinating animation that, beyond its childish and entertaining theme, is full of themes of political philosophy, especially the embodiment of some of Thomas Hobbes's theories. Zootopia tells the story of an animal utopia in which predators do not hunt animals, but all mammals live together in peace, with the slogan "Everyone can be what they want to be". At the same time, this utopia is very much in line with the practical and theoretical limitations of the real world and is very prone to turmoil and crisis. In this article, while preserving the theoretical framework of Hobbes' ideas in measuring and evaluating socio-political phenomena and issues, some of the signs and themes of this animation, which are similar to the views of this thinker, are tried to be measured. And sometimes the transitions from her thought, within the framework of the desired system of the creators of the work, are deciphered and at the same time, some of the themes of this seemingly childish animation are analyzed from different cultural-political dimensions. Some of the most important issues under discussion are the natural state and the fear of returning to the pre-civilization period and the place of the category of entertainment in the utopian system. This article uses hermeneutic methods to read the text and extracts Hobbesian realism from the side of Zootopia animation.

Keywords: Thomas Hobbes, Realism, Fear, Natural State, Zootopia.

Media Guidance and Audience Recognition;
Multifaceted and Challenging Area

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Abstract

The ability of the media to advance human life through mental manipulation and guidance, which can be called "guidance", has been considered by thinkers since the advent of mass media. Questions about the ability to lead or educate the audience by media outlets such as radio and television have led to differing views. How the media and the audience interact is one of the main components of these views. Despite the diversity of these views, what casts doubt on the ability of the media to educate individual thought and action today is the "knowledge of the audience" and its impact on how one interacts with the media. e. Identifies the factors affecting this balance. The findings of this study show that the "knowledge" of the audience, which is a function of biological, environmental, and personal experiences, increases his power and moderates the balance in his favor, allowing him to resist individual reading in the face of targeted media messages in various ways.

Keywords: media, audience, media-audience interaction, media power, audience recognition.

A Study of Attitudes, General Characteristics and Strategies of Islamic Ethics in Cyberspace

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Abstract

In recent times, cyberspace has become so important that it has affected various aspects of individual and collective life in such a way that it has turned many customs and cultures against itself. Since Islamic ethics is based on Qur'anic and narrative arguments, it can be used to critique and evaluate cyberspace. This research is based on the library method, data analysis, comparison and aggregation of votes in such a way that the general attitude about cyberspace, which is moving in the direction of monotheism and servitude, is explained, and then Islamic ethics strategies and strategies to protect against cyberspace risks. It is explained. The strategies of Islamic ethics are to stay away from the world, to be lucky in the hereafter, and to be ready for death, and the strategies for identifying examples of these strategies have been explained in three ways: Natural. In the final section, the subconscious and self-conscious effects of cyberspace and its major parts, which include entertainment, minor news, scientific news, and cyberspace services, are evaluated.

Keywords: Cyberspace, Islamic ethics, media, Islam.

The Role of the State TV and Radio to Increase of people's Participating in Public Sports (Case Study: Qazvin Province)

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Abstract
The purpose of this study was to investigate the role of state TV and radio in Qazvin province in increasing peoples› participation in sport. The research method was a descriptive-correlative type that was enforced on the battlefield and the statistical population consisted of the citizens of Qazvin, who served at least one weekly at sports stations, which totaled 5,000 people. The sample size was 250 according to the Morgan table. The data gathering tool was a 24-item questionnaire with a Likert scale of 5 and 10 components, whose substance and content validity was affirmed by the relevant experts and professors of the university. The reliability was calculated through Cronbach›s alpha coefficient of 0.72. To analyze data from a single sample t-test and independent t-test, Mann-Whitney, and ANOVA (for the difference between Mean) was used. The results showed that the effect of radio and television in Qazvin province on the increase of popular participation in sport is low and ineffective (it=-8.87, P≤ 0.01). Consequently, production plans in radio and television should be increased and the content of publications should increase with the content of public sports education. Likewise, local media and local games will be utilized more widely for community sports and local games, and for attracting more and better investors to the public sport and helping this sport, make attractive plans for the theme of sports, to this end. Through the culture of exercise and physical activity, go public.
Keywords: state TV and radio, people's participation, public sports, Qazvin.