

The role of extraterritorial video media in the strategic deepening of Iran Islamic Republic

Mahdi Saadi Arani¹

Received Date: November 25, 2015

Accepted Date: December 14, 2016

Abstract

One of the significant purposes that the countries pursue in their outsider policy is to promote their penetration range and strategic depth among other countries. The term of strategic depth has a vast semantic load that in fact refers to the ability of a country for penetrating in other countries in a manner that can make its purposes practical in those countries without exerting any violence. Therefore, it has close relation with soft power and in fact it is the outsider dimension of the soft power. The countries utilize of different methods for increasing their strategic depth that applying the media tool is one of these methods. In the new era, the role of media has had remarkable increase in the political-social transformations of the countries and also international competitions. Extraterritorial media of Iran Islamic Republic are as one of the media that with having 36 radio networks in different languages and 6 Jame Jam TV networks, Sahar, Alkawthar, Hispan TV and the most important of them Alalam and Press TV are present in this full-competitive arena. With these details, the purpose of this article is to study the role of the extraterritorial video media in the strategic deepening of Iran Islamic Republic. This research in terms of the method is documentary-library and in terms of the nature, it is descriptive-analytic. The studies indicated that the extraterritorial video media present a real and fair picture and documentary reports from the transformations which are occurring and therefore they provide the field for Iran in order to achieve its purposes out of the territories and promote the strategic depth of this country.

Key words: Video media, extraterritorial, soft power, strategic depth, Iran

1- M.A. Graduated in International Relations from Islamic Azad University, Tehran Markazi Branch

Introduction

The communications and information flow always has formed the diplomatic foundation of a country. Now that «the informative community» has been replaced instead of industrial community, diplomacy has been also transformed greatly. Development of new technologies of communications and information has transformed the nature of the diplomatic activities and in the beginning of third millennium, «media diplomacy» has been appeared as one of the main branches of the activities of diplomatic system and outsider policy.

One of the ways for measurement of the ability of countries' power is their quick reaction to the accelerated global events and procedures which are occurring and this depends on the structure and amount of using of new technology. Modern communicative technology enables the international actors to expand their maneuver amount from national domain up to the farthest international level and supply their national benefits through this way.

Generally, nowadays the media are the facts that due to their nature influence on many political and social levels. In the modern societies, the media are considered as the most important tools of social control and from this aspect, they can intervene in the subject of political and social stability severely. The incremental importance of media in the mechanisms of social and political transformations is arisen from the nature of this tool; because the information in the contemporary world is considered as one of the power sources. Nowadays, the role of information has high importance in the decision mechanisms and this forms the confluence point of media and power. This is the same issue that the research ahead studies it. The strategic depth is a vast concept which embraces both the geographical and ideological depth and ontology and social relations depth. In fact, understanding the outsider policy without regard to the government interaction in the social relations dynamisms isn't possible. In other words, it can be said that the strategic estimates may not be successful unless they have root in the social relations and firm themselves on the possibilities and abilities structurally (Farooq, 2012: 196).

Using of the «strategic depth interpretation» in Iran Islamic Republic can refer to the soft power of revolution. Although the strategic depth is a word which has been used in the military and tough power discussion, but in fact the meaning of this word refers to the nature of the power.

Therefore, it holds true both about tough power and soft power categories (Khorramshad, 2013: 1).

As it was expressed, this concept can be also applied in relation with soft power and soft power has many dimensions that media are as one of these tools. In fact, the media can be applied in the frame of a dimension which provides the field for promoting the strategic depth of the country in the soft domain. The media are as the most evident tool which has been provided for the governments in order to promote the soft power. The power of the media and effectiveness of virtual space on the kinds of political, cultural and social issues are clear on all in all existing societies. The media with their magical special power provide the field of dominance on the people's opinions in the humane societies and cause the changes in them either in short-term or long-term.

The media are accounted as one of the effective tools of Iran for playing the regional and international role. The countries which don't consider the soft and media diplomatic war, can not play an effective role in empowerment and regional interaction, Iran Islamic Republic also indicated itself in the stature of an important competitor for western and international large media by installing extraterritorial networks like Alalam, Press TV, Hispan TV, Sahar, Jame Jam, Alkawthar and I film.

Nowadays, the global TV networks by covering the international news and events attract the public thoughts to their intended occurrences and induct their analyses and interpretations; TV networks with influencing on the global thoughts have caused the diplomats to influence on the procedure of political negotiations by utilizing of global TV and media dominance. As any country wants to pursue its national purposes out of the territories logically, inevitably it should have provided the preliminary and mental fields of these policies by its media since before (Ziaeeaparvar, 2009: 106).

The extraterritorial media of Iran have been also created with the purpose of breaking the western news agencies monopoly, creating the relational bridge, mutual understanding between Iran and different countries and with the potentials that Iran Islamic Republic has for increasing its strategic depth by reflecting the reality to the people all around the world , issuing the message of Islamic revolution and real values and reflecting the Islamic and Iranian culture and civilization and different stratum of the world's people.

1- The research background

Many articles have been written in relation with media and their effectiveness that some of them are mentioned in the following:

Ghahramanpur (2001) in an article about «globalization of media and transformation in the power paradigm» expresses that the globalization of mass media has created a new face of power that can be known as the intangible face of the power and this affair is possible through two elements of speed and complexity. Speed is the result of technology progress and complexity is arisen from mixture of ideas, symbols and technology. These two elements somehow have caused to end the geographical limitations and they have provided the accessibility to the farthest countries and cultures. This affair has created the new consumptive markets for investment and helps in globalization of economy a lot, because the global media like satellite networks of internet, TV and cinema are the best device for strengthening the consumerism. Creation of the need to consume is arisen from invisible effect of power to high extent that of course is also effective in other cases.

Doroudi (2008) in an article about «the effect of media in the power structure» expresses that in the contemporary world, the media have been appeared as an effective tool in conducting and controlling the information and news flow. The powerful countries by using of the concentrated information management in the international realm and utilizing of this effective tool beside the telecommunications facilities and managing kinds of video, audio and printed media have penetrated in the world societies and they have been able to utilize of this informative element as an effective strategy by constant control on the information flow. Among them, kinds of informative and news media and also production of informative products like news agencies, newspapers, magazines, radio, TV, satellite networks, film and cinema, video humor and also music play an important role. The internet network and its environment have added the effect of this process by their high speed in accessing to the information.

Masoudi (2009) in an article about «TV networks as the effective factors on the public culture» with researching on the news programs of three TV networks of America CNN, Algeria of Qatar and Alalam of Iran Islamic Republic in the days of the second war of Khaliye Fars specified that the presence of independent media meantime breaking the media

monopoly and one-sided issuance of the information of western monopolistic media can present new opportunities for the mass media devices of the countries which are defenders of the public culture. The result indicated that only being equipped with communicative technologies isn't trouble-shooter, rather in the shadow of cognition of invasive culture and correct application of Islamic culture, the one-sided flow of news and media monopoly can be stopped.

Newman (2010) in an article about «the effect of new media» considers this issue that clearly reduction of the political information costs depends on the amount of more partnership and attention of citizens. Social movements have caused new political coalitions. New groups use of new media for propagation and issuance of their messages. The journalists and persons related to the media organizations established about electronic policies may have some considerations, but these issues have topicality and importance more than the communications mediators.

Soltanifar and Tatari (2011) in an article about «explaining the effect of communicative technologies on the political and economic flows» express that separated from the positive and negative consequence of media, what has the ability of importance from this effect refers to the political and economic dimensions that media can be involved in them and this is the same turning-point namely the political importance of media and their place in promoting the soft power of countries.

Studying the background of the subject indicated that none of them evaluates this affair that how media can influence on increasing the strategic depth of countries, therefore current article seeks to respond two following questions: What is the role of extraterritorial video media in the strategic deepening of Iran Islamic Republic? What are Iran's purposes in installation of extraterritorial media?

The extraterritorial video media of Iran Islamic Republic present a real picture of transformations which are occurring and therefore, they provide the field for Iran in order to achieve its purposes out of the territories and promote the strategic depth of this country.

This research in terms of the method is documentary-library and in terms of the nature, it is descriptive-analytic. The method of studying the hypothesis is in proven form in this manner that the findings are utilized in order to prove the hypothesis.

The major concepts in this article are:

Media: From the view of Castells we live in a media environment and most of our symbolic motives are media; for example, TV determines the frame of the mass communication language. This issue that the companies for TV ads still spend billion dollars, is the result of social effect of this medium on being problematic or not. Moreover, Castells believes if the media in the incremental form for democratic societies in line with definition are self-assured, then the change of radical only will occur through increasing the consideration and partnership of citizens in the frame of vaster media cultures (Castells, 2005: 391).

Extraterritorial networks: The extraterritorial networks can be studied in two separated classes of Iranian and outsider networks. Press TV and Alalam are the most important extraterritorial networks of Iran and Persian BBC, the voice of America and Algeria are accounted as the most important networks in the outsider dimension.

Strategic depth: In a definition, the strategic depth is said to the political and geographical tools, human force, belief, potential and actual defensive forces of a nation or country for defending from itself. According to this definition, the strategic depth is mostly inclined to the inside and outsider components have less roles. But, there is another definition that is mostly inclined to the abilities and capabilities of a country and government for progress in the purposes and plans. From this aspect, the strategic depth can be known as the same depth, circle and domain of a country penetration which can include any materialist tool and ability (hardware) and non-materialist tool (software) like idea, thought and beliefs. According to this, when the nations are the strategic depth, more than the materialist aspect, the spiritual dimension is considered. Moreover, the materialist issues and acts are also influenced from this spiritual layer (Vaezi, 2008).

2- The place of the extraterritorial video media in Iran's strategic depth

Now, Iran Islamic Republic with having advanced military equipment, numerous missiles in different ranges, war ships,.. is accounted as one of the superior powers of the western region of Asia. Of course, regard to this point is necessary that having more military equipment is a necessary affair in military arenas but at the same time, it is deficient, because having an army and powerful military forces can be useful for fighting with invasion of enemies but t it isn't sufficient (Dalirian, 2014: 1).

In fact, other tools are also necessary in this field that of course reduce the military conflict and with attracting the public thoughts in other countries provide the field for increasing the strategic depth. The media of each country somehow not only are the supporter of democracy of that country, but also are sometimes converted to the actors of international arena and effectiveness on domestic and outsider public thoughts. Powerful diplomacy in the global scene needs powerful media that only think about progress in national benefits with professional function. According to the opinion of Zarifi, all of our things fit to everything that we have (Ziaeeeparvar, 2003: 1).

In relation with the role of media in increasing the strategic depth, subsequently development of the soft power and consequently production of soft security, we should refer to the symbolic capital theory of Bourdieu. He believes that in the society and different domains of it, the place of persons and groups is specified according to the amount of capitals that they have. He defines four main capitals as follow:

1. Economic capital is the same wealth and asset of actors.
2. Social capital refers to the amount and quality of humane communications.
3. Cultural capital refers to the knowledge, experience and individual capabilities. In other words, cultural capital is the same life skill.
4. Symbolic capital which can have root in three kinds of previous capitals; but here these capitals have been in the symbols form that produce power and legitimacy for their owners (Nezam Bahrami, 2009: 102).

Bourdieu's discussion about symbolic capital has been originated from Weber's idea about charismatic legitimacy. Symbolic capital is to use of symbols for legitimization of belonging to the different social levels and inevitably it takes an ideological function to itself. Bourdieu says about it: «Symbolic capital is a capital which has cognitive root, relies on being cognized (namely being informed of it) and being recognized (namely authenticating it)». Media in different social fields have this ability to change the amount of symbolic capital of persons and situations. Media due to their vast effect on public thoughts can lessen or increase the legitimacy and social prestige of persons or organizations. Therefore, media can play very important role in increasing the soft power and producing the security by increasing the symbolic capital of a society (Mahpishanian, 2009: 241). IRIB in addition to 7 cross-country

networks and 28 provincial networks that the programs of them can be received in Persian language in Iran and some parts of the world in the outsider dimension, has 6 global networks of Jame Jam 1, 2, 3, Alalam, Sahar, Alkawthar, Press TV and Hispan TV which cover the compatriots, Muslims and other audiences of IRIB out of the country.

Global network of Jame Jam: It was established in 1997. The networks of Jame Jam 1, 2, 3 broadcast their programs for Europe, America, Asia and Oceania. This network produces and broadcasts its programs for the Iranian out of the country in Persian language and with the purpose of expanding the relation of Iranian people out of the country with mother-country, meeting the needs of Iran's audiences and Persian-speakers out of the country, regarding to the original Iranian-Islamic culture, informing about events and protecting from Iranian identity. Jame Jam 1 started its work for covering Europe. With remarkable success of Jame Jam 2, it was installed for covering the United States and Canada in February 1999. Also Jame Jam3 started its work with covering the geographical realm of Asia and Oceania continent in a 24-hour form in Jun 2002 (global network of Jame Jam).

Alalam network: It is a 24-hour TV news network in Arabic language in Middle East which was opened in February 2003. The Arabic countries of Khalije Fars, Iraq, Egypt, Mauritania, Algeria, Syria, Lebanon, Jordan and Palestine domains are accounted as the main audiences of this network. Alalam network not only has news office in Gaza and Ram Allah but also it has newsmen in in the occupied territories called 1948. This network at the time of 33-day war of Israel against Lebanon reported about missile hit to the Haifa. Alalam also has news office in Washington and New York. Alalam network now has 52 newsmen in 40 countries and can reflect most of the demands of audiences. At first this network had been planned for six-hour activity, but due to the America's war in Iraq and while only one month had been passed since beginning of the work of Alalam, this network continued its activity in 24-hour form. Also the internet informative base of Alalam presents the news of this network for its audiences all around the world in three languages of Arabic, English and Persian.

Sahar network: It broadcasts 20 hours extraterritorial program daily in six languages of Urdu, English, Bosnian, Turkish, French and Kurdish (global network of Sahar, 2011).

Alkawthar network: The Arabic network of Alkawthar is also from other extraterritorial TV networks of IRIB which broadcasts program in the global level and searches its audiences among Arabic countries of Middle East and Africa (global network of Alkawthar).

Hispan TV: It is the first Spanish-language 24-hour network in the Middle East that started its activity formally since January 11th in 2011 with presence of the head of IRIB organization, minister of the foreign affairs and some of the ambassadors of Spanish-language countries like Cuba, Venezuela, Nicaragua, Ecuador, and Bolivia. Previously, this network has started its work with installing website in November 5th in 2010 and it is broadcasting as the first Iranian network with HD quality in the farthest point of the world and most of the Latin America countries. Hispan TV with broadcasting the news in 24-hour form, documentary programs, film and serial and planning for the innovative programs like weekly programs of the today's issues of the world, interview with important social, cultural, economic and political characters of Spain, Latin America and Iran with approach of discussion with famous politicians, authors and film-makers of the world tries to establish the cultural relation with Spanish-language audiences in different regions and also reflect the culture and civilization of Iran and Islam among this stratum of the world's people. This network has been created in line with breaking the western news agencies monopoly, creating the relational bridge and mutual understanding between Iran and countries of Latin America, also reflecting the reality to the people all around the world and issuing the real values (IRIB world service (extraterritorial deputation).

Press TV: It is the fifth extraterritorial TV network dependent on IRIB and first English-language Iranian TV news network. The main base of this network is in Tehran (Hamshahri Online, 2008). The slogan of this network is «the news from new look» for breaking the dominance of western mass media (TV news network of Press TV: 2007).

In addition to break the powerful monopoly of western media, Press TV has announced its other purposes in creation of a bridge between different cultures and emphasis on the demonstration of political and cultural differences and similarities with regard to the human conditions. According to this, two transboundary TV networks of IRIB in Arabic language (Alalam and Alkawthar), two networks in English language (Press TV and Sahar), also one network in Urdu, Bosnian, Turkish, French and Kurdish languages (Sahar) and one Spanish-language

network (Hispan TV) broadcast program. With regard to the satellite broadcasting of these networks in the global level, the potential watchers of these programs and also the speakers are in the same languages that these networks in that language proceed to broadcast the program (News network, 2014).

3- Iran's extraterritorial access to the strategic depth in the Middle East transformations

News network of Press TV and Alalam network are two samples of successful TV networks of Iran for acting beyond the boundaries that have had successful performance in order to increase Iran's strategic depth following the transformations which have occurred in the region, therefore here their useful function is mentioned.

The role of news network of Press TV

The amount of audiences' interest in receiving the information and news of this network in its kind was remarkable to an extent that before the start of the work of the Press TV network, about 3 million visitations were accomplished from website of this medium from United States. Guardian newspaper described Iranian network of Press TV as a challenge for BBC and an antitoxin vs Fox news network.

Jerusalem Post newspaper printed in Israel in an analysis on the occasion of the start of the work of Press TV network posed this network as «the last arms of Iran in English language» and also it mentioned that the purpose of establishment of Press TV was the retaliation of Iran's government in fighting with western media.

The reactions to the installation of this network, have been accomplished by the large news media of the world that all of them depend on the western powers and indicate that Press TV has been successful in doing its responsibility and it has been able to protect from Iran's popularity by the side of public thoughts of other countries and especially the region's countries to high extent and this same affair has caused the failure of western media and the media dependent on the west in reaching to their purposes for defacement of Iran by the side of the Arabic countries' thoughts, due to this, they have intended to accuse the Press TV network in issuance of false and censored news, but this method isn't effective very much, because today, people all around the world access to the kinds of informative networks and in the least possible time, they are able to find out that whether the news and information that have received from a medium has been false or true.

Press TV network has demonstrated much attempt to reflect Syria's realities for western audiences and global public thoughts.

The role of Alalam network

Iran is the only country which doesn't depend on any camps, but in the belief of friend or enemy, its role-playing in the international equations can not be denied. Iran for direct eloquence with Arabic mass audiences that had tendency to hear the message of Islamic Republic, installed the Alalam network in March 2002. In fact, Alalam sought the soft power in the Arabic countries of the region to indicate the real face of America to them and with public opinions in those countries wanted to promote the strategic depth of Iran; and Iran's purpose in creating Alalam can be mentioned in the following cases:

-Alalam network should be introduced as an independent news source.

-This network should support the unity between Muslim countries.

-It should expel the news monopoly from the hand of media which were the uncontested news power of the region and world (interview with Gholami, Alireza as the manager of public relations and international affairs of Alalam network).

At first, a brief background of the useful and sensitive role of this network in promotion of strategic depth is referred.

This network was active six hours in a day. Still 23 days hadn't been passed from broadcasting of Alalam that America accomplished a military expedition against Iraq. Alalam that the phrase of "experimental broadcasting" was still seen on its page, entered to the 24-hour informative domain slowly. Alalam network as an honest medium which reflected the voice of Iraq's people, gained a high place in the public thoughts quickly.

The effect of network in the elections which led to the victory of Islamic resistance of " Hamas " in 2006, was also prominent.

Alalam during a ten-day period before Palestine elections by utilization of media maneuvers attempted to reflect the view of Hamas leaders by providing different programs as a medium which is the resistance partisan. Constant and daily convergence of Islamic resistance including Islamic Jihad, Hamas,.. is always in the agenda. We see less days that the senior leaders of Hamas or Islamic Jihad aren't present in the antenna of Alalam network.

In relation with a support that is done on behalf of Alalam for Hezbollah, it should be also said that the establishment of the largest regional office of the network is in the Beirut in a manner that sends live or recorded produced program on the antenna 5 hours daily. 33-day war was the most specified event that Alalam proceeded to cover it in Lebanon. Of course, the coverage of Lebanon events is always in the agenda of this network (Abedini, Bitá: 1). In fact, Alalam network for fighting with the media war of Arabic countries especially Saudi Arabia which conforms to the western media flow has fought and explicated. Alalam network demonstrates proper reactions from itself in responding to the mental war of Alarabieh. Of course, a part of the invasions of Arabic media especially Alarabieh is due to the increase of Alalam penetration in the region and concern about the customary competition with this network. Anyway, what has made the acts of Alalam more effective and efficient is the close and non-democratic political system of Saudi Arabia. Because the Arabia system is an inherited and reactionary royal system that doesn't allow any kind of political activity to the dissenters. The activity of the parties is prohibited in this royal government. In the political-social structure of Arabia, the permission of no kind of political activity is given to the women and their social activity is also very limited. The religious freedoms in this country are ignored severely and the minority of Shia in this country is facing with abundant problems in this country (Ebrahimi, 2009).

Saudi Arabia doesn't allow the newsmen of Alalam network to act in this country. This network for the news activity in this country is facing with abundant problems. Despite of that, the news Alalam provides special reports and analytic programs in line with its news mission from this country which has provided the causes of severe concerns of Saudi government. This network has created a part called "Almamlekat Taht al Mahjar" in its website which does a vast coverage of domestic transformations, regional and international movement of this country daily. Alalam in the most viewed programs like Ma al Hadas, Alhaghighate al Ayn, That al Ramad and That al Ozv about the role of Arabia in the terroristic invasions and regional instability has considered the problems of human rights, domestic suppression,... in this country (Ebrahimi, 2009).

Conclusion

Since the purpose of the countries in increasing the strategic depth is to achieve the security, therefore Iran's extraterritorial media can attract the public thoughts in those countries to themselves by informing the audiences; thus they don't feel any danger from Iran's area anymore and they don't know Iran's acts and views as a threat against themselves, thus Iran mutually hasn't faced with their retaliatory acts and its security isn't exposed to the danger.

Of course, it shouldn't be ignored that Iran has important sources in order to increase its penetration especially among the adjacent and regional countries which help this country in using of extraterritorial media with more facility for effectiveness on the public thoughts of its non-Iranian audiences.

Iran Islamic Republic with a population almost equal to 80 million persons is a large, populated and effective Islamic country in the turbulent region of Middle East. Existence of Shia religion and convergence with Shia of Pakistan, Afghanistan, Iraq, Lebanon, Syria and even indirectly Shia population of Azerbaijan have intensified the components of Iran's cultural penetration.

Persian language has an identity very beyond the Iran plateau. Three Persian-language countries of Iran, Tajikistan and Afghanistan have created significant cultural and linguistic convergence that is evident for others.

Iran Islamic Republic has had 11 cultural deputations in the Middle East and it has exchanged ambassador with 13 countries of Middle East. Presence of more than 1200000 Iranian immigrants in the Middle East countries and 200000 Iraqi immigrants in Iran indicates the effect of cultural exchange well. In Iran, 6 newspapers have been published in English and Arabic languages such as Alvefagh, Arabic Keyhan and Iran Daily and 6 networks of Jame Jam, Alalam, Sahar, Alkawthar, Press TV, Hispan TV in the video media scene respond the west's act in relation with soft war and prevention from Iran's penetration to an extent.

Therefore, as it is observed, the most significant elements which help in increasing the strategic depth are people. Social capital, public confidence, public partnership, public culture, public education and finally all the things that people have. Using of people's capacities for fighting with these outsider pressures will lead to the most success. The first case used of these capacities, potentials and capitals of people is in

the media. The national identity in the world is specified with national picture, namely that look or imagination that a nation leaves from itself on the world. What helps in improvement of this picture includes the potentials which promote the soft power of Iran in the Middle East.

Attempt for utilization of extraterritorial media for fighting with soft threats and preventing from Iran's penetration in the region in recent years has been considered by decision-makers of the outsider arena of the country and the performance of these media has been also relatively successful. The extraterritorial news networks of Iran cover a large part of the news and information and therefore, they have expelled the issuance of news from the western media monopoly. So the public thoughts are enabled to compare different news from different sources and achieve the valid views and they are not influenced from the news which is issued by the media dependent on west anymore. Media and their effect on formation of public thoughts and also creation of equal social disturbances about the models that a medium advertises them, have strategic importance. On top of these media, the TV satellite networks are placed; the media that each one in accordance with the purposes and benefits of its owner reflects the humane levitations. The media always have an important role in progress of the outsider policy of the countries.

On the other hand, Iran's extraterritorial media recently have covered the news which is related to the Arabic governments' behavior with the people of their society. Clarification of non-humane behaviors of Arabic despotic governments with their society enables the audience to think deeply in his/her country and find out that country which is a threat against humanity (not Iran) that includes the same Arabic and non-Arabic countries that even the rights of human in their countries don't have any importance for them, while by suppressing their acts, they try to manifest other countries like Iran as a threatening country in the region.

But, simultaneous with start of transformations in the north of Africa and Middle East and people's objections, the Iranian international news networks also covered the transformations vastly. National medium with utilization of its extraterritorial networks could do an acceptable news and analytic coverage of events. Presence in the scene since the beginning of event and continuance of reports till acquisition of results in different countries was from the strength points of the affair. Informant acts and useful informing that the extraterritorial networks did in the path

of transmission of Islamic revolution instructions have had effective role in the infrastructural and content affairs of Islam world.

Therefore, clarification of real identity of Arabic and non-Arabic governments and also manifestation of a different face of what they had indicated from Iran to the world have caused to increase the tendency that people in other countries have to Iran and this same affair is accounted as a field for increasing the level of Iran's soft power among those countries, because in this regard, the policies and purposes that Iran wants to execute them in the regional and global level will have more acceptability and understanding for them.

Suggestions

In studying the performance of national extraterritorial video networks, some cases were observed as the weakness points that some suggestions for eliminating them are presented in this part:

-Strengthening their information and news capacities; namely they shouldn't provide any news hiatus for foreigners' abuse.

-Using of anti-advertisement methods; in this method, they can sight all ads of enemies and then indicate a proper reaction to each one of them.

-Using of the capacities of national and trans-national media of other countries in order to use of their views for prediction of future transformations and explanation of them.

-Strengthening the national satellites; since our satellite networks are disconnected from regional satellites repeatedly and the probability of repetition of this procedure in the future is by other satellites, therefore as it has been proposed and pursued several times by senior managers of IRIB and managers of Alalam and Press TV networks, the necessity to utilize of national satellites and strengthen them is felt severely, in this regard, necessarily this affair should be considered and executed as a strategic and prioritized subject in ranking the national benefits of the country.

References

- 1- Doroudi, Fariborz (2008), «the effect of media in the power structure», *Ketab-mah kolliat*, No.126, Jun.
- 2- Abedini, Hassan, «pervasive media in 21st century», *Etemad newspaper*, quoted from Vista site.
- 3- Alalam (2013), «Alalam competes with the largest news networks in the world», *Alalam network*, October 26th 2013, internet address: <http://fa.alalam.ir/news/1528059>
- 4- Alalam (2014), «the solution of Arabic-language newspaper for fighting with Alalam network», *Alalam network*, February 20th 2014, internet address: <http://fa.alalam.ir/news/1678173>.
- 5- Alalam network, «about us», internet address: <http://fa.alalam.ir/aboutus>
- 6- Castells, Manuel (2005), *the information era: Economy, society and culture*, translated by Aligholian, Ahmad and Khakbaz, Afshin; Tehran: Publication of Tarhe Novin.
- 7- Dalirian, Hossein, *Iran's strategic depth*, Tasnim news agency, May 3th, 2014.
- 8- Ebrahimi, Mehdi (2009), «media contrast between Iran and Arabia», *Tabnak*, in the date of 2nd September.
- 9- Farooq, Yalvach (2012), «strategic depth or hegemonic depth? Realistic critical analysis of the place of Turkey in the global system», translated by Sajjadpur, Mohammad and Mahmoudi, Ramez, *journal of regional studies*, No.47, winter.
- 10- Fars news agency (2007), «Press TV network is opened on Monday», *Fars news agency*, Jun 27th, internet address: <http://www.farsnews.com/newstext.php?nn=8604060470>.
- 11- Ghahramanpur, Rahman (2001), «globalization of media and transformation in the power paradigm», *media*, No.48, winter.
- 12- Global network of Alkawthar, «Man Nahno», internet address: <http://www.alkawthartv.ir/us>
- 13- Global network of Jame Jam, «introduction of global network of Jame Jam», internet address: <http://www.jjtvn.ir/fa/about>
- 14- Global network of Sahar (2011), «global network of Sahar in a look», August 9th, internet address: <http://www.sahartv.ir/fa/%D8%AF%D8%B1%D8%A8%D8%A7%D8%B1%D9%87-%D8%B4%D8%A8%DA%A9%D9%87-%D8%B3%D8%AD%D8%B390-1>.

- 15- Hamshahri Online (2008), «Acquaintance with Press TV network», February 8th, internet address: <http://www.hamshahrionline.ir/details/74835>
- 16- Khatibian, Mohammad Reza, «the production-focused researches with early efficiency in the extraterritorial deputation of IRIB», tenth international conference of management.
- 17- Khorramshad, Mohammad Bagher (2013), «the largest challenge of Iran's strategic depth», the news-analytic base of interaction, April 30th.
- 18- Mahpishanian, Mahsa (2009), «soft security and Janus face of media», journal of media, twentieth year, No.78, summer. Interview with Mr Gholami, Alireza, the manager of public relations and international relations affairs of Alalam network.
- 19- Masoudi, Omid Ali (2009), «TV networks as the effective factors on public culture», the letter of cultural research, volume 10, No.39, autumn.
- 20- Newman, Russel (2010), the effect of new media, media policy, communications in the democracy future, translated by Aryaenia, Masoud, Tehran: Research-institute of cultural and social studies.
- 21- News network (2014), «appointment of Dr. Sarafraz, Mohammad as the head of IRIB organization», November 11th, internet address: <http://www.irinn.ir/news/71041>
- 22- Nezam Bahrami, Komeil (2009), the media theory, communications sociology, Tehran: Kavir publication.
- 23- Soltanifar, Mohammad and Tatari, Khadijeh (2011), «Explanation of the communicative technologies effect on the political and economic flows». Cultural-communicative studies (the letter of former cultural research), twelfth year, No.14, summer.
- 24- Vaezi, Reza (2008), «nation-focused strategic depth», Khorasan newspaper, No.17165, December 28th.
- 25- Ziaeparvar, Hamid (2003), «the place of media in Iran's diplomacy», thought club, in the date of September 3th.
- 26- Ziaeparvar, Hamid (2009), «Iran and media war», soft war, volume 2 (specialized for the media war), Tehran: cultural institute of international studies and researches of Abrar in contemporary Tehran.