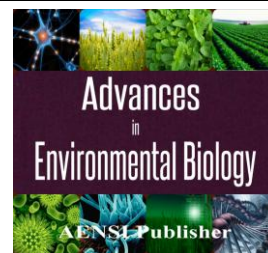




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Resistive Economy and the National Media's role in making culture

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ABSTRACT

Achieving the Resistive Economy requires to creating contexts and conditions that if it cannot fulfill, we cannot hope that Resistive economy emerges in the society. The culture of appropriate and accurate use of resources and facilities should be extended to all members of society which it will be possible by suggesting appropriate methods and the modified Energy consumption patterns. While the Supreme Leader developed the Resistive Economy as an independent economic model after the imposition of unilateral and illegal sanctions of dominated regime. We can consider the Resistive Economy, as an economy which is applied in the hostility and animosity and sanctions conditions. By studying reliable sources and library studies and gathering information by using cross-sectional method, this paper illustrate culture as a manageable issue and shows the importance of national media for making culture to achieve the goals of Resistive Economy. And it is concluded that the economy acts in compliance with culture. Medias can play an effective role in making culture and promoting the country economy toward Resistive economy and guiding economic experts and entrepreneurs to produce strategic goods and public opinion to increase the effective participation with the government.

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INTRODUCTION

After the imposition of unilateral and illegal sanctions of dominated regime, the supreme Leader emphasized the need of developing an independent economic model for developing countries. [1] So by approaching the Resistive Economy from the Supreme Leader, a new literature forms on our Islamic Revolution. Iran's economy is becoming a vibrant, robust, strong and invincible economy in the face of external pressures and it is a certain necessity in today's situation of revolution and country. According to the proclamation of 1393 titled economy, culture with the national determination and global management, it can be said that the culture has a decisive and important role in any transformation such as economic transformation and the Resistive Economy is formed on its basis. In order to achieve the goals of Resistive economy, it is necessary that the required culture embeds in society and among this we can notice to the national media as an effective tool to persuade the community. [2] Hence, in this written, we are working to define the Resistive Economy and its requirement from the perspective of the Supreme Leader, and while we investigate threats and opportunities and the strengths and weakness of the national media and making culture in order to promote the Resistive Economy.

2. The Concept of Resistive Economy and its Requirement:

Resistive Economy is a kind of economy which is applied in the sanctions and threats situation to promote the country toward economic development goals. Resistive economy is a set of measures which is done in the country to deal with the economic, political and advertising pressures, internationally. Supreme Leader, for the first time in 1389 expressed the need for the emergence of Resistive economy in the country, then he emphasized on the Resistive Economy's effectiveness, the importance of planning and stabilization of economic programs, consumption management, reducing the reliance on oil revenues, populating the economy, the importance of knowledge foundation firms, moving based on the program, maximum use of time and resources and facilities and implementing the Article 44 and supporting the production requirements. [2]

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3. The media's role in promoting Culture:

In our today country, media as well as a comprehensive tool able to influence different flows and measure and analyze them by the national convergence and justice criteria. [3] The media should create resurgence and keeping masses of people for reforming the economic structures. Although people have shown that they are completely agree with any economic plan that will lead to improvement of their economic and it keeping the justice orientation and they bear the hardships. So media can be the crystallization of national request to economic development and for this purpose, they use appropriate language, literature, pages and images to the public preferences [4]. National media as the cultural arm of the society should put this issue in their agenda means of persuasion and national understanding. It is necessary to strengthen the cultural contexts for this work; in this context, the local revolutionary and committed media by activist, effectiveness and professionalism performance can help to achieve the desired and pleasant Resistive economy and promote the economic situation of the people and system.

4. Problem Defining:

The Islamic government is responsible of directing, guiding the community and preventing and combating with corruption and deviation. So the Islamic's handbook (Of education) link the social interests to the individual interests. And in this situation, person feels that his/her interests lie in maintaining social interests and thereby it is the safeguard of the social resources [5].

With the reasons of unawareness of government strengthen strategies, the tissue of culture and social structure in some cases take action that it did not know about it and so they have influenced on the market situation (money, capital, production). So the lack of success, in this regard is related to lack of exploiting from the effective informing or lack of familiarity with the application techniques in effective informing. Meanwhile, the economic transparency is an important issue that first provides a ground for the country's macro plan. Second, it increases the government revenue, so that national treasury has always provided the necessary inventory and Traditional economy take place the modern economy and thereby economic competition emerges. And the country strategic management has been created and the investor will be encouraged from servicing to producing. And so the incentives increase the generator production and investment. This type of system takes its idea and pattern from Islamic Economics. So it guarantees the implementation along with the support of the overwhelming majority of people. So the requests for improvement goals are provided in order to reduce the country's reliance on oil resources. And it promote the acceptance and legitimacy in the community and it has a direct effect on the efficiency and effectiveness and finally on the productivity. And it establishes priorities in society and models the country's economy. Making culture and informing are as two inseparable elements and in any condition, they support each other. Because the effectively informing has tremendous power and if it be used, then a change of mind by providing economic covenants is achieved for supplying the parties interests "people and government" [5].

Proposed Solution:

Developing a correct strategy is the main factor into the patterns and other's activities. In this research, the media strategies are considered for promoting and making culture to improving the goals of Resistive Economy. So the SWOT is used, also it is provided in the response of research questions, weakness, strengths, threats and opportunities of the media and by using the SWOT matrix will investigate and implement in 4 category [6].

SO: In these strategies, by utilizing the strengths, we exploit the opportunities.

ST: by avoiding threats, the strengths are used.

WO: by using opportunities, weaknesses are destroyed.

WT: The weaknesses are reduced and threats can be avoided.

Table 1: Evaluation Matrix (SWOT) [9].

Weakness(W)	Strengths (S)	
StrategiesWO	StrategiesSO	Opportunities(O)
StrategiesWT	StrategiesST	Treats (T)

The threats faced by media for making culture to achieve Resistive Economy:

6-1 Invade of Western anti-values culture by the media to the south countries with the aim of metamorphosis of the local culture and lack of cultural identity [10].

6.2 Trends and heavy reliance to the computer and virtual education and satellite that will lead to developing similar pattern in the world and it will fade the good teachings and traditions of Islam [7].

6.3 Monoculture growth that the west media dictate to people what they wear, what they eat and how they live and how they think [10].

6-4 Destabilization of values

6-5 Growth of secularism

6-6 removing the mosques

6-7 the spread of Western-style consumerism and economic splurge

7. The opportunities of media to making culture for achieving the Resistive Economy:

7-1-Religious discourse: the religious elements are so effective to the institutionalization.

7-2 from the available opportunities, we can note to modeling, for example the national media by providing images and stories of Holy Imam's Lives, provides patterns.

7-3 science learning and educating by the entertainment tool which is one of the media's techniques and we can noted to hidden education.

7-4 Virtual Mosque: the national media can act in the context of the moral education of the community without the need for physical presence with the information bombardment.

8- The Media's Strengths For Making Culture To Achieve Resistive Economy:

8-1 Strengthen and enrich the cultural and artistic activities [8].

8-2 people alliances and political flowing and avoidance of discord and doubt and cynicism.

8-3 hope for the future and an optimistic opinion with confidence [8].

8-4 launching the free thinking people Clan and free theorizing.

8-5 stand against and non-compromise the enemies of Islamic system.

9-The Media's Weaknesses For Making Culture To Achieve The Resistive Economy:

9-1 Lack of audience's feeling for responsibility and religious commitment

9-2 lack of conceptual and blatant explaining with the Islamic teaching.

9-3 lack of proper utilization of the interviews and wills of elders and martyrs around resistance and perseverance in the face of the enemies of the Islamic revolution and gain economic independence and avoidance of dependency.

9-4 lack of knowing audience and try to express economic concepts and its instances into understandable language.

10-Evaluation some of the Media Strategies for making cultures to achieve the Resistive Economy:

According to the presented matrix in the SWOT model, we can provide numerous strategies in four categories that some of the most important ones are:

10-1 Some offensive Strategies (SO) according to Table (1):

strengthening the cultural and artistic activities by using the national media's capabilities in holding the free thinking people Crop and theorizing as well as religious discourse.

Creating analogy and appropriate metaphor in order to achieve Resistive economic goals such as economic independence, and self-sufficiency to benefit from cultural and artistic activities.

Using good and fun excitement in order to achieve Resistive economy and benefit from the cultural and artistic activities.

10-2 some of the conservative strategies (WO) according to Table (1):

Inciting the sense of responsibility and religious commitment of audience and conceptual and evidence explain about faith relation with the teaching of Islam by using the opportunity of Islamic media in setting up of religious discourse.

Exact knowledge about audience and trying to clarify in order to transpirence the Resistive economy and its results by using the opportunity to launching a religious discourse in the national media.

Proper utilization of interviews and great testament of martyrs of the Islamic teaching based on available opportunities in launching religious discourse.

10-3 Some competitive strategies (ST) according to Table (1):

Avoiding from west cultural invasion and coping with monoculture growth in the use of national media in order to strengthening and enriching.

Avoid from the secularization of societies and undermining the values and spread of western-style consumerism by using the capacities of the national media in strengthening and enriching the cultural and artistic activities.

10-4 Some Defensive Strategies (WT) according to the table (1):

prevent of the anti-value invasion of West by inciting the responsibility and religious sense in audience.

Preventing the Secular growth and developing of the monoculture media in West by inciting the responsibility and religious commitment in audience.

Prevent from the spread of consumerism by using the cultural and artistic activities of media and production of a program in order to modify the consumption patterns and take attention to the collective works.

11- Evaluating some of the media strategies for making culture in order to developing the goals of Resistive economy:

Based on the finding of this study in four desired areas and proposed strategies. In SWOT model and for applying the findings and implementing some of these strategies, the following strategies will be provided:

11-1 Some Practical Solutions to aggressive strategies (SO):

By using the cultural and artistic activities of collective media, and pattern creation and applying diversity to the right economic patterns, tailored to the specific needs and conditions, the sanction will be done.

By using the capacities and capabilities of collaborative media in cultural and artistic activities of social media, virtual mosque for suitable informing to increase investment in the country, expanding and deepening their understanding about employment culture and explaining its role in the country's economic independence [2-9].

In order to benefit from cultural and artistic activities of collective media, analogy and metaphor on the dignity of the major issues in the Islamic teachings are created such as clarifying and strengthening of economic strategies in the levels of investment, human resources and manufacturing opportunities in radio, television and magazines.

11-2 Some practical Solutions to Conservative Strategies (WO):

By launching the scientific and religious debates about Islamic teachings such as integrity and alliance in collective media, feeling and logic are closely linked in promoting this practice.

Preventing from printing books against Sharia and Islamic sanctities and diversion flow are the important things that must be done, also teaching students and teachers with developments in technology and available equipment to deal with pests and useful questions.

11-3 Some Practical Approaches for Competitive Strategies (ST):

Movie critique and existing news and launching the site of movie critique and news about films and anti-religious videos, and they will be effective in order to achieve Resistive economy.

In order to benefit from rich artistic and cultural activities of Islamic media and by identifying the features of the decadent western culture, creating programs in order to making culture and promoting the country's economy toward Resistive economy and guiding the experts and economy entrepreneurs toward producing the strategic production and public enlightenment to enhance effective partnership working with the government.

By using the great treasures of Islamic media for rich artistic activities and investigating the signs and consequences of secularization and de-religion.

And it prevents from society secularization and some measures had been done such as creating content and programs in the orientation of the audience, especially the younger generation. One of the main activities in this sector is showing the superiority of Islamic culture to the west and other countries.

11-4 Some practical solutions for defensive strategies (WT):

To inciting the responsibility sense and religious commitment based on the opinions of the supreme leader in the field of cultural invasion and soft war, it is prevented from economic consumerism and economic dependence.

Expanding and strengthening of cultural ties with various nations, especially Muslim countries are necessary to exchange the MoUs and agreements in this regard and deal with soft war against Muslims.

Exact identifying of audience and trying to explain the economic concepts and providing a more logical and realistic image of Islam teaching in order to achieve to the goals of Resistive economy.

Conclusions:

National media as a leading institution has a major role in culture engineering that is the main prerequisite for the implementing of Resistive economy strategies. Resistive economy wants a conscious, aware and flexible media to homosexuality itself. By necessary impact, we relate the necessary pivots to Resistive Economy, in other words, it becomes a leading and aggressive media. Otherwise, if we have a passive and stereotype media, we will not have a competitor in practice. Today in the area of soft war and media war, a media will be successful which are higher than other media and can show their power to others [2]. At the present time, despite some critical insights, religion is a part of a culture or as a social institution with media as an entity, an entity or an intermediate technology, thus some complex and multilayered interactions mix together.

By creating sensitivity to the cultural, social dimension and categories and elements of secular society, media should encourage the believers to improve the Resistive economy.

However, we can say that media helps to Resistive economy and it has following applications:

Media should put the persuasion and national understanding in its agenda to strengthen the cultural contexts for this work.

By providing content and implemented criticism, internal critical media can help to improve economic performance that lead to Resistive economy and help to regime and people.

The important duties of media are professional media practice, perseverance and dedication, taking advantage of new communication tools and methods take attention to news requirements and considerations which are have a great application to improve the Resistive economy.

Strengthen the individual's motivations in the field of religion and teaching especially creating jobs and reducing jobs as speculation and brokers.

Informing the believers from other cultures and patterns and creating the situation for comparing the cross-cultural.

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