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***Content analysis of high circulation Persian
Newspapers published in Iran from 2009 to 2012
Popularization of science***





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Introduction

The publication of science has been numerously improved throughout history. From verbal to written expression then to the information explosion in 21th century, through time the promotion of science has been the subject of many ups and downs due to various factors. The development and publication of science is a defining factor of a nation's prosperity and development (Hassanzadehe. 2008).





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News media such as newspaper, magazine, book, radio, television, and internet create specific political and social reality for the people as one of the most important institutions of the society through affecting on attitude, thinking, opinions, and other aspects of human life. These communications determine our prospect from the world. Denis Mc Quell has described the role of media as follow: “the media cause to change in practice, make changes undesirably, and provide the field of changing by establishing formal changes (form or intensity), it fortifies what is existed and sometimes prevent from changing” (Rogers ,2001).





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present study tries to comprehensively investigate science promotion articles published in Persian daily newspapers through science promotion approach.





Research question :

- 1-What is the total number of existing articles in surveyed daily newspapers during 2009 to 2011?
- 2-How is the rate of science promotion in surveyed newspapers according to the Dewey classification?
- 3-How is the subject frequency distribution of articles in surveyed newspapers?
- 4-Which newspaper has paid the most attention to science promotion and which one has the least?



Research Methodology:

The present research is a quantitative content analysis. The analyze and file units are editorial and news articles from the circulated newspapers Keyhan, Hamshahri, Shargh, Resalate, Iran, Etelaate, Jam-e-Jam about science popularization in a time period between 2009 and 2012 using the Dewey Decimal Classification Method. The sample quantity is 720 daily numbers that were determined using random cluster sampling. The research results were analyzed using Excel and Spss softwares

Table 1- Dewey classification components in surveyed samples during 2009 to 2011, in Hamshahri Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	32	11.76	1	1.47	0	0.00	0	0.00
Philosophy & Psychology	25	9.19	5	7.35	1	4.76	0	0.00
Religion	51	18.75	2	2.94	0	0.00	0	0.00
Social Sciences	35	12.87	20	29.41	8	38.10	2	28.57
Language	1	0.37	0	0.00	0	0.00	0	0.00
Natural Sciences & Mathematics	21	7.72	1	1.47	2	9.52	0	0.00
Technology (Applied Sciences)	46	16.91	31	45.59	9	42.86	4	57.14
The Arts	18	6.62	1	1.47	0	0.00	0	0.00
Literature & Rhetoric	28	10.29	6	8.82	0	0.00	0	0.00
Geography & History	15	5.51	1	1.47	1	4.76	1	14.29
Total	272	100	68	100	21	100	7	100.00

Table2- Dewey classification components in surveyed samples during 2009 to 2011, in *Iran Newspaper*

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	23	9.16	6	4.58	0	0.00	0	0.00
Philosophy & Psychology	22	8.76	26	16.79	5	9.43	2	5.56
Religion	52	20.72	9	6.87	0	0.00	0	0.00
Social Sciences	28	11.16	19	14.50	16	30.19	15	41.67
Language	2	0.80	0	0.00	0	0.00	0	0.00
Natural Sciences & Mathematics	24	9.56	13	9.92	5	9.43	0	0.00
Technology (Applied Sciences)	20	7.97	29	22.14	23	43.40	18	50.00
The Arts	21	8.37	4	3.05	0	0.00	0	0.00
Literature & Rhetoric	35	13.94	21	16.03	2	3.77	0	0.00
Geography & History	24	9.56	8	6.11	2	3.77	1	2.78
Total	251	100	131	100	53	100	36	100.00

Table3- Dewey classification components in surveyed samples during 2009 to 2011, in **Kayhan** Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	13	6.40	0	0	0	0	0	0
Philosophy & Psychology	14	6.90	3	3.16	0	0	0	0
Religion	49	24.14	24	25.26	2	18.18	0	0
Social Sciences	39	19.21	19	20	6	54.55	4	80
Language	1	.49	0	0	0	0	0	0
Natural Sciences & Mathematics	4	1.97	4	4.21	1	9.09	0	0
Technology (Applied Sciences)	29	14.29	29	30.53	2	18.18	1	20
The Arts	9	4.43	0	0	0	0	0	0
Literature & Rhetoric	25	12.32	6	6.32	0	0	0	0
Geography & History	20	9.85	10	10.53	0	0	0	0
Total	203	100	95	100	11	100	5	100

Table4- Dewey classification components in surveyed samples during 2009 to 2011, in **Sharh** Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	23	14.11	4	5.26	0	0	0	0
Philosophy & Psychology	15	9.20	7	9.21	9	31.3	1	3.70
Religion	9	5.52	0	0	0	0	0	0
Social Sciences	17	10.43	9	11.84	7	24.14	20	74.7
Language	1	.61	1	1.32	0	0	0	0
Natural Sciences & Mathematics	9	5.52	6	7.89	1	3.45	1	3.70
Technology (Applied Sciences)	23	14.11	13	17.11	7	24.14	4	14.81
The Arts	16	9.82	8	10.53	1	3.45	0	0
Literature & Rhetoric	22	13.50	22	28.95	2	6.90	0	0
Geography & History	28	17.18	6	7.89	2	6.90	1	3.70
Total	163	100	76	100	29	100	27	100

Table5- Dewey classification components in surveyed samples during 2009 to 2011, in **Etelaate** Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	21	8.79	2	2.63	0	0	0	0
Philosophy & Psychology	17	7.11	3	3.95	0	0	1	7.69
Religion	50	20.92	11	14.47	0	0	0	0
Social Sciences	27	11.30	31	40.79	13	25.81	12	92.31
Language	1	0.42	0	0	0	0	0	0
Natural Sciences & Mathematics	22	9.21	4	5.26	0	0	0	0
Technology (Applied Sciences)	33	13.81	18	23.68	1	6.25	0	0
The Arts	14	5.86	2	2.63	0	0	0	0
Literature & Rhetoric	30	12.55	1	1.32	0	0	0	0
Geography & History	24	10.04	4	5.26	2	12.5	0	0
Total	239	100	76	100	16	100	13	100

Table6- Dewey classification components in surveyed samples during 2009 to 2011, in **Resalat** Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	32	12.21	6	7.14	0	0	0	0
Philosophy & Psychology	35	13.36	17	20.24	8	0.21	2	9.52
Religion	56	21.37	12	14.29	2	0.50	0	0
Social Sciences	28	10.69	23	27.38	21	0.24	15	71.43
Language	1	0.38	0	0	0	0	0	0
Natural Sciences & Mathematics	14	5.34	1	1.19	1	0.03	0	0
Technology (Applied Sciences)	34	12.98	7	8.33	6	0.15	2	9.52
The Arts	3	1.15	1	1.19	1	0.03	0	0
Literature & Rhetoric	32	12.21	10	11.90	0	0	0	0
Geography & History	27	10.31	7	8.33	0	0	2	9.52
Total	262	100	84	100	39	100	21	100

Table7- Dewey classification components in surveyed samples during 2009 to 2011, in **Jaam-e-Jam** Newspaper

Dewey classes	1 to 5		6 to 10		11 to 15		Over 16	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Generalities	44	16	12	7.69	1	1.39	0	0
Philosophy & Psychology	34	12.36	9	5.77	4	5.56	0	0
Religion	38	13.81	3	1.92	0	0	0	0
Social Sciences	19	6.90	21	13.46	30	41.67	24	57.14
Language	0	0	0	0	0	0	0	0
Natural Sciences & Mathematics	41	14.90	18	11.54	4	5.56	1	2.38
Technology (Applied Sciences)	20	7.27	39	25	29	40.28	15	35.71
The Arts	21	7.63	6	3.85	2	2.78	0	0
Literature & Rhetoric	38	13.81	35	22.44	1	1.39	0	0
Geography & History	20	7.27	13	8.33	1	1.39	2	4.76
Total	275	100	156	100	72	100	42	100



Analysis of data shows that, total existed articles in surveyed daily newspapers during 2009 to 2011 have been **8627** cases according to the obtained information. According to the Dewey classification, cases have been **402** of General subjects, **597** of Philosophy and Psychology, **1097** of Religion, **1771** of Social Sciences, **11** of Language, **465** of Science and Mathematics, **2708** of Technology, **219** of Arts and recreation, **851** of Literature, and **533** of Geography and related sciences.



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Discussion and conclusion

The results and findings of the present research are based on the Dewey Decimal Classification Method, analyzing the titles and themes of the published articles during 2009 to 2012. A look at the titles shows that the quantity of the articles about the **technology** and **applied sciences** is the highest. This shows that technology and applied science are the journalist's greatest concern and interest.





The study showed the **social science** have the second priority, covering 1771 titles.

The study shows that **religion's** subject is one of the most important factors that affect Iranian society.

Pure clarification of the religion's relation with politics, modernity and development is a constant necessity. So the journalists have justifiably paid much attention to this matter.

It was also learned that number of articles in the field of **language** was particularly low, limited to only 11 items



It could be suggested that scientific journalists, like other journalists, have to major tasks; first assessment and evaluation of news that are or should be important to the people and converging it properly, unbiased, complete, transparent, meaningful, understandable and of course interesting second supervising their own field of expertly. To do so scientific journalists apply various techniques and methods. To determine credibility and importance of the news they use public and personal sources. Depending on the importance and nature of the news, following formats can be selected; report, interview, short news and editorial. They discuss the matter with their directors and superiors and come to agreement. They also pay special attention to their respecer fields and are critic about the matters.



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Recommendations:

Popularization of science will result in science development and will end up in society's access to information and knowledge and will end up in society's access to information and knowledge and will sing prosperity to the society and people.

