

## **Media Family and Virtual identity of youth : With emphasis on contemporary Iran**

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### **Abstract**

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This study has tried to be analyzed and evaluated the role of media family and influence cyberspace, on youth identity and create a virtual identity, and to design a model on the relation between family type and type of youth identity. The author considers identity: a phenomenon that is distinct from role ,matter between being and becoming . Research methodology based on existing data . With the studies performed, it was shown that in the past location and families had a key role on the formation of youth identity, because youth lived in small, closed environment, and social identity that they were formed through face to face contact with everyone in a constant environment. They had less contact with outside world and the traditions that shape much of their identity. Following the emergence of the planned media family being in modern times, role of family and place was very pale in shaping identity, because the media are able to separate the individual from place and his family and with reduced interaction between family members, transplant them to throw virtual environments. So people are faced with multiple sources of identity and identity are shaped by Non-local and virtual form. With this comment , youth identity is formed in the traditional family, the strength identity and families in transition (like Iran) more hybrid identity and

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the media families, virtual identity. Families must be act with proper management and direction to the identity of youth toward an integrated and strong identity.

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Key words: identity, hybrid identity, virtual identity, media family, Meta- analysis.

## **Introduction**

Development of information and communication technologies, has led to new types of human interactions in human life .That has created new opportunities for the self-expression and identity. Information is created in the virtual world and varies from the physical and material world, so social interaction is different in terms of perception and sensitivity.

Cyberspace is an interactive space which people are not only recipients, such as radio and television. They are also both sender and receiver and also the people who live in cyber space deliver and receive services in this area and find the virtual identity. There is virtual identity with the other terms in scientific texts and articles, such as anonymity , anonymans, online mask or masquerade.

The most important trait of the virtual identity is not recognized it.. In this space, people can be introduced artificially and Individuals can have an identity other than the original identity . Everyone is responsible for his behavior and speech in the real world, but freedom of expression is higher in the virtual identity.

It is the responsibility of both speech and thought And the person may be unhappy with some of his real identity, such as education, family situation, gender or social circumstances and to console himself with dummy identity. Consolation that, he may change all or part of their real identity. It may show itself differently for mischievous, deception, manipulated by financial and sexual abuse.

Nowadays people are buying and selling through the Internet , training are also in the virtual world. Jobs are also looking to through the Internet and spend their leisure time on the Internet. People can check their accounts through the Internet as well as pay. As the statistics show that the process of " mediatisation

" and " domestication " can be describe the main part of the leisure of young living in modern societies. Today's youth spend more leisure time in private and into increasingly rely on new media for entertainment.

## I.

Many thinkers believe that the critical stage of adolescence is identity formation, because at this young age, they realize their cognitive and social maturity.

Quoted by UNAMA :Youth have the power and capacity in the evaluation of abstract concepts such as nationality, race and ethnicity. (UNAMA, 2008, 18)  
"In recent decades, social structures like class (the production) which finds meaning in the context of identity is lost". (Chavoshyan, 1381, 5)

Bashiriyeh also believes that :identity is The most of the current crisis in the country. (1379, 304)

In the past, family and places had a key role in creating the social identity of the youth. Because people lived in small, closed environment and their social identity was shaped through constant communication with people around in a constant environment. The interaction was limited to youth's physical and geographical environment and they have less contact with the outside world, so local traditions are formed most of their identity. Following the emergence of modernity and media family, especially Following the new information and communication technologies, the place was very pale in shaping of identity, because The media and communication technologies are able to separate the person from his place and connected to the other world. Consequently youth are faced with multiple sources of identity and identity has become a non-local and global. Today, humanity is faced with a floating mass of thoughts that include a variety of virtual identity. Fkvhy believes: Iran, Such as other countries of the world ,faces this problem and may become it ,the most important issue in the future (Fkvhy, 1381, 71).

Statistics also indicate that the mediatisation and domestication of youth ,Which has affected on their identity.

The author in this study with emphasis on disembedding and distanciation Theory of Giddens in the modern era, knows the identity of not fixed and not changing, But considers the two combined, about human. it Considers a phenomenon that is distinct from the role, matter between being and becoming, in other words, the formation of identity: Who am I? How do evaluate myself?, How do introduce myself to others?

Thus, identity has internal aspect ,but role has aspect external. Identity is made by the person while role is made by the norms and rules. The identity change is based on that environment, which person is placed. (including both physical or virtual)

According to research performed in Iran , Students tended to media-oriented style more than other styles. Students also use expressive content is a entertainment and not for their education. Using the media can reinforce the aversion and the withdrawal of university students. In other words, students identified a individual of leisure, passive, domestic, media axis ,often without a plan.

Giddens , for describe the role of space in late modernity, uses the term " disembedding.". He believes that the condition of the process " disembedding " in late modernity is the separation of space and time. Disembedding,: is the "detachment" of the social interactions from local environment and restructuring the environment is in line with the unlimited extent of time - place (Giddens, 1384, 25)

Due to the sensitivity of adolescence in shaping individual identity and the youth in the Society of Iran. The importance of the relationship between family type and identity of the youth from the analytical, because the families can have role in shaping coherent identity for youth, finally, on society health.

### *Identity*

Emanuel Castells:

Identity, is higher powerful source of mean in comparison with the role, Because identity includes the processes, making self and the individual being. identity ,organizer of means but the role, organizer of functions. I will define the mean: as, unify symbolic of the social actors with purpose and aim of his action. "(Castells, 1385, 23).

### *Virtual Identity*

Dorian Wiszniewski and Richard Coyne in their share book, as virtual communities, with emphasis on the concept of "coverage" were able to discover the identity of the Internet. They are referred Whenever the person interacting with the social field, to illustrate their identity with masks , This identity is created.

The complexity of modern life and high populations of cities and migration, has caused a person is unknown for the others. This type of social anonymity is not intentional and occurs spontaneously. Such anonymity, raises the individualistic society because it frees the people from tough effects of traditional social relations and near friendships and intimacy. Of course also brings their own negative effects for the individual. The Internet is a complex social environment with the capacities that increases the range of natural and spontaneous Anonymity. But occurs in the virtual identity, natural anonymity and selective anonymity. Youths can appear in this space in their ideal roles and the aspirations have been ever deprived of it. The unknown, lack of commitment in this space could provide grounds for incidence of social pathology, so morality is necessary in this space. Pseudo identity and temporary identity (immediate) are the product of this space.

Pseudo identity: This means that a person will experience any identities that do not belong to him.

Temporary identity: This simply means that a person in every interaction, is introduced with unstable identity, which lasted until the end of the relationship. In this way a person will experience multiple identities and transient and unstable.

It should be also noted that "multiple identities" that are seen in a person ,that does not mean all of them are Pseudo. (Quoting Trach and Halm, 2004)

### *Hybrid identity*

This term is taken from biology. It was used for graft or crossbred individuals. Then in the nineteenth century was used in linguistics and racial theory. Its use same time was scattered throughout many scientific disciplines and was prominent in popular culture. Main theoretical debates: discourses of racism and anti-racism, multiculturalism, globalization, post-colonial, identity and social sciences. Samuel Huntington, uses This term for threat of American identity ,because migration and because dominance non-American elements.

### **Conclusion**

Traditional family roles were limited in the past, therefore learning and socialization is a limited to family of youth. Atherosclerosis of the traditions is causing strength against changes in the youth, thus young acquire the identity of strength. But in societies in transition (like Iran) is not destroyed traditions and standards modern society is not fully developed. There are also other factors for socialization of youth. Youth in these communities by being in virtual spaces, find temporary, transient identities that will be added to the previous identity (commitment to tradition), so young get hybrid identity. And modern family , because of youth are placed in the virtual space for entertain and satisfy their needs as well as lack of traditions, so young get virtual identity. Emphasizing the symbolic interaction school theorists, identity (self) can be the

combination and the multiple. This school defines self : A complex of distinct identities, each of them are represented a internal status, which are formed in social interaction, but is not equally commitment to all. The actors must choose between these identities into one identity (eg, ethnic identity, or national, virtual) . In societies in transition one of them is dominant at any time and it is not predictable. But in modern societies, the media is complete, the virtual identity is formed. Today the media because injection of values and norms , is broken the macro identity and societies in transition such as Iran, would create a hybrid identity. New technology is not without effect on the young lives. The emotional characteristics of young generation who will become the major consumer This technologies as well as consumer products. Cyberspace, Space is also having threats and limitations, can have a lot of opportunities and capabilities.

First, policymakers must recognize that the needs of youth and second, they management of this space correctly and move into production with good content and attractive formats suited to tastes of oung. Consequently, the three will necessary in this regard:

Understanding the needs of youth, their awareness and management and proper planning for their leisure time, these are the duties and functions of families and policymakers. Family intimate environment and emotional relationships in family and proper supervision of parent on children's behavior Has an important effect in prevention of problems of identity.

Good socialization of children and commitment to ethical values could be growth and development of character and strong personal identity in children.

Table 1: relation between family type and identity type of youth

Family types	Traditional Family	Family in transition	Modern Family (mass media)
Types of youth identity	Rigid identity	Hybrid identity	Virtual Identity

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