

## Comparative Study on the Effect of Immigration on Religious level and Value Priorities of Boys and Girls

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### Abstract

This research was carried out with the aim of an analytical comparison between female and male religiosity and value priorities. The sample groups of the research were female and male high school students of Shahin Shar and Khomeini Shahr in the study year of 1387. The methods of the research were descriptive, practical and comparative. The results obtained indicated that there is a meaningful difference between the average of the dimensions and level of religiosity as well as value priorities of the two groups: female and male immigrants (the students of Shahin Shahr) and female and male natives (the students of Khomeini Shahr). Therefore it seems that immigration is has an impact on the level of religiosity and value priorities.

### Keywords

religiosity condition, immigration, religiosity dimension, the hierarchy of values

## Women and Art

*Dr. Hassan Bolkhari*

### Abstract

Art in general is the emergence and manifestation of indigenous aptitudes and appreciation of beauty in the form of artistic works. Human beings are born having these concepts and potentials. Now, does art identified with such concepts assign an identity or gender which can only be considered as exterior? Can gender really create differences among the concepts and manifestations of art? Can Ideological stands, cultural conditions and social class affect art as a concept and relate them to gender (esp. women)? Do the laws and rules of art consider gender a decisive factor that calls for different rules for men and women art works? While shedding light on the concept of art and its nature in the realm of philosophy of art and Islamic teachings, this article is going to discuss the concepts related to arts and its relationship with women and provide answers to the above-mentioned questions.

### Key words

gender, women, feminism, theoretical principles of arts

## **Body Management and Beautifulness in Girl students of Mazandaran University**

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### **Abstract**

One of the main impacts of consumer society is body important ness .In new society people try to change the natural body to social body. In this research we try to indicate the social indicators which have more effects than these concepts. In this survey the girl students of Mazandaran University is being the statistic society (6000).We chose 400 girl students as our samples, According to the Cochran formula .We use cluster random sampling to select the students samples. Theoretical approach of this study depends on Fminism, Giddens, Goffman and Foucault perspectives . Face validity and Cronbach alpha are used for validity and reliability. The results of this research shows that direct factors: social pressure ( $r = 0.61$ ), consumer factors ( $r = 0.56$ ) and mass media consumer ( $r = 0.42$ ) can explain 83 percent of the body management as a main dependant variable.

### **Key words**

Sociology of body , Body management , Social body, consumption, Girl students

## Beauty and Wealth: Cosmetics and Surgery

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### Abstract

Beauty and make-up are firmly associated with gender in contemporary societies. On this basis, the majority of feminist thinkers have designated part of their rhetorical efforts to this issue. Given the significance of this issue, this article provides a brief investigation of the concept of beauty and then deals with plastic surgery and make-up and provides a history of these two in Iran and the world. Moreover, it proves that it is believed by the public that beauty can be achieved by money and individual effort. The article has investigated the role of the media and the press in Iran in allowing western culture of beauty to infiltrate while giving statistics on the consumption of cosmetics and on plastic surgeries in Iran and the globe. Three approaches with respect to the culture of consumption of cosmetics are also presented. The viewpoints of feminist opponents and proponents of the cosmetic surgery have been offered, too, together with a conclusion of the study.

### Key words

make-up, beauty, plastic surgery, Iran, the world, feminism, culture of beauty

## Social Stratification and Physical improvements

### Plastic Surgery as a Symbol for Social Class

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#### **Abstract:**

Consumption that is focused on physical appearance in contemporary societies have caused some new demeanor like having plastic surgeries and have become prevalent and well-known among people. This research attempts to investigate the widespread plastic surgeries that have become an indicator of consumption trends. As very little has been done to explore this subject and the massive occurrence of these surgeries in Iran, this study has been conducted to identify plastic surgeries done in the city of Esfahan and the sociological factors affecting these occurrences. Attempts were made to link concepts such as body, beauty, consumption, lifestyle, social class and parts operated as symbols and indicators to be questioned. 140 people with no deficiency or medical problem were asked to have a plastic surgery within the two-month period of the research. Questionnaires were answered by the participants for the collection of data and information. The research findings revealed that the majority of people taking the surgery were unmarried women who belonged to middle and low classes having higher physical management capabilities. According to the research conductor and results, it could be said that: First, plastic surgery as a dignifying act is not only confined to just the upper social classes but also has become widespread among lower social strata. Second, the fact that the majority of plastic surgery applicants are among lower classes of the society indicates the significance of beauty in obtaining better social conditions and gaining more respect in the society. Third, conducts related to physical beauty and attraction as part of a lifestyle may cause distinction among people who belong to the same social class.

#### **Key words**

plastic surgery, social stratification, consumption, status symbol, physical management

## Women, Shopping Centers and Consumption Signs (Case study of Shiraz Setareh Fars Shopping center)

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### Abstract

Iranian women have experienced serious changes in their lifestyle and daily life policies within the last decade. These changes not only include the pattern of consumption of goods but also consumption signs, places attended, times and environments that allow for opinions on the economy and consumption signs. This article is dedicated to qualitative analysis of women demeanor in one of the biggest and most luxurious shopping centers in the city of Shiraz called "Setareh Fars" The consumption patterns, signs, attitudes and living policies of the women who go there for shopping are investigated. A range of theories related to consumption, gender and identity have been applied in this survey. These theories are: Feminism general approach, and Hebdige's, Bourdieu's, Muggleton's, De certeau's, and Bakhtin's theories, every one of which deals with some specific dimensions of consumption signs and the contemporary routine lifestyles. The research methodology is qualitative and has been demographically conducted. The information needed for this research has been collected via observation and interviews of 31 women sellers and buyers. The participants were selected with purposeful sampling and data collection procedure was based on theoretical-conceptual examination of the research queries. The data was then investigated and submitted to a thematic analysis. The research findings revealed that a shopping center is not merely a place for consuming the common goods but is a symbolic and typical area for consumption signs, pretense of expenditure, wandering about, seeking identity, defiance to gender distinction, and finding friends. In light of this view, consumption of goods in shopping environments is in most cases a superficial behavior.

### Key words

women, Shiraz Setareh Fars shopping center, consumption signs, demography, thematic analysis

## **Media, Gender and Consumption** (Study of the relationship between mass media and consumption tendency of young boys and girls in Shiraz)

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### **Abstract**

Nowadays, consumption as a multidimensional phenomenon has become one of the significant research topics of sociology of culture and cultural studies. It is important to consider and investigate this phenomenon not only at an academic level but as an issue which has emerged and is wide spreading in Iranian society. To that end, this study is aimed at investigating the relationship between consumption and mass media. Therefore, by the following a persuasive communication model, the study will explore the role of communication channels such as radio, television, satellite, etc, as well as the gender of the audience (men and women) with respect to consumption. The research method conducts a survey and collects required data through questionnaires. The experimental group consists of 400 young people aged between 18 and 29 living in Shiraz. The sampling was conducted in a cluster form in multiple stages. The results of the research revealed that in terms of gender, there is a relationship between consumption and the level of affinity to the mass media showing in the meantime that men are greater consumers than women because they more in contact with mass media as compared to women.

### **Key words**

consumption, mass media, gender, social relationships, persuasion