

Study on Media Literacy and Its Role in Iranian Society (Case Study: Students of Mahmoudabad City)

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Abstract : This paper is about the study of media literacy and its role in Iranian society. Determine the research hypothesis by the use of James Patter theory and us stratification and also culture theory. By the use of traversal method and by the aim of the survey on 375 students in Mahmoudabad which was selected randomly, the data was gathered and analyzed by SPSS software. Coefficient alpha for Crohn Bach is used in order to reach to the justifiability of indexes. The research findings show that the variable like duration, rate and type of media use, the realization of media content, audience goal and motivation, economical and social base and the rate of education has a meaningful relation with media literacy.

Keywords : media, media literacy, Iranian society, Mahmoudabad students

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